

# **Request for Proposal Communications Consultant**

## **I. Summary**

Nontraditional Employment for Women (NEW) is seeking a Communications Consultant to assist in the planning and oversight of a marketing and communications plan for the organization, including a major recruitment and retention outreach initiative. The Communications Consultant can be an Independent Contractor or a firm. This initiative is partially funded by a Lower Manhattan Development Corporation (LMDC) Community Enhancement Fund grant.

## **II. About NEW**

Founded in 1978, NEW prepares women for careers in the construction, energy, transportation, and facilities maintenance industries. NEW's proven model successfully places women in jobs conventionally held by men. NEW focuses on skilled, unionized jobs in the blue-collar trades with starting wages averaging \$15 per hour, benefits, and a path to higher-wage employment. These careers provide a real opportunity for women to move into the middle class and support their families. NEW primarily serves low-income minority women.

Over the last thirty years, NEW graduates have proven that they can compete and be successful in the skilled trades, paving the way for the next generation. While NEW has made great strides since its founding, currently, less than three percent of skilled trades workers are women (Fiscal Policy Institute, April 2006). NEW's goal is to increase the percentage of women in these careers to seven percent and meet the federal benchmarks for employing women in the trades that were set in 1978.

Eighty-five percent of the women NEW serves identify themselves as minorities. NEW serves women on public assistance and unemployment, women with housing issues, single heads of households, and women living in poverty. NEW serves women from all five boroughs in New York City and the surrounding counties, ranging in age from 18 to over 50.

NEW also serves women who are not low-income, but who have a desire for and commitment to a career in the skilled trades.

## **III. Scope of Services**

NEW is seeking a Communications Consultant to assist with the creation of a communications and marketing plan that will result in increased recruitment and retention.

The primary focus will be the implementation of a recruitment campaign, which will include a major advertising initiative and recruitment events, as well a series of retention workshops for graduates of NEW's program. As part of this work, the Communications Consultant will:

- Create and implement a PR and marketing plan for NEW, including a major advertising campaign designed to increase awareness about NEW and recruitment. NEW has hired a separate consulting firm to create the advertisement campaign. The Communications

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Consultant will assist in management of this advertisement firm and manage placement and distribution of the advertisement campaign.

- Manage program-related events, including recruitment events and retention workshops.
- Participate in NEW staff team that determines and implements outreach strategies for students, employers, donors and the media.
- Oversee and maintain use of NEW's brand, including logo, tagline, mission statement.
- Manage all of NEW's external communications, including website, e-newsletter, annual report, brochures, press kits and promotional materials. Management includes drafting content, designing layout, hiring and managing appropriate vendors, creating and maintaining mailing lists, distributing materials, and overseeing budget.
- Create and maintain NEW style manual.
- Manage relationships with the media.

### **IV. Submission Process**

#### Proposal Requirements

NEW is requesting that all Independent Contractors or firms submit a proposal outlining the following:

- Experience with communication efforts and samples of work
- Experience in New York City
- Experience with women's issues, workforce development, construction, and/or organized labor
- Resume of proposed consultant. NEW envisions one consultant working on this project. Additional staff may be required for recruitment events, but Independent Contractors are not required to provide additional staff.
- Proposed approach to the project (no more than 4 pages)
- Three professional references with contact information
- Availability for the next twelve to eighteen months
- Proposed work schedule
- Fee structure

#### Questions

There will not be a pre-bid conference for this RFP. Questions about the RFP should be directed to Amy A. Peterson, NEW's President, via email: [apeterson@new-nyc.org](mailto:apeterson@new-nyc.org). In the event that any part of this RFP is revised, revisions will be provided by addenda on NEW's website.

NEW encourages M/WBE firms to respond to this RFP. NEW encourages individuals or firms impacted by September 11, 2001 to respond to this RFP, including individuals or firms who lost wages from their work below Houston Street due to September 11, 2001, or lived below Houston Street on September 11, 2001 or currently reside there. NEW is an EEO employer.

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### Timeline

All proposals must be received no later than Friday, October 3<sup>rd</sup> at 2:00pm EST.

### Delivery

All proposals should be submitted both electronically and in print form.

The electronic version of the proposal should be sent to [apeterson@new-nyc.org](mailto:apeterson@new-nyc.org). The print version should be delivered to:

Amy A. Peterson  
President  
NEW  
243 West 20<sup>th</sup> Street  
New York, NY 10011  
Attn: Communications Proposal

NEW reserves the right to reject any or all proposals submitted if in the best interest of NEW. NEW assumes no obligation, no responsibility and no liability for costs incurred by the responding firms prior to issuance of a contract.

All agreements must comply with applicable rules governing projects initiated or supported by NEW's lead project funder the Lower Manhattan Development Corporation, including all applicable United States Department of Housing and Urban Development (HUD) requirements and regulations.

NEW will negotiate all contract terms upon selection.