**REQUEST FOR PROPOSALS:  
CONSULTANT SERVICES FOR Marketing & Communications Strategy**

**ORGANIZATIONAL REVIEW**

**RFP#: 0003**

**CLOSE DATE & TIME:**

January 28, 2022

**Instructions to Proponents**

**1.1 Introduction**

Broadband Communications North Inc (BCN) is soliciting proposals from qualified firms to conduct a Marketing and Communications Strategy.

In conducting the Marketing and Communications Strategy, the external consultant will work under the direction of the Executive Director and directly in collaboration with requisite Senior Leadership.

This RFP is being issued to obtain proposals from highly professional and experienced consultants whom:

* Deliver high quality services as outlined below with skill, integrity, confidentiality, accuracy and expertise,
* Are knowledgeable concerning Indigenous Information Technology (IT) and their administration, procedures and policies, including in depth knowledge of Marketing and Communications functions and best practices.
* Have an established reputation for superior consulting,
* Are experienced in conducting similar Marketing and Communications Strategies.
* Possess a comprehensive understanding of how not-for-profit organizations (preferably in the IT sector) are structured and function, and
* Offer services on a competitive fee basis.

**1.2 Purpose**

The purpose of the Marketing and Communications Services Organizational Review is:

* The development of a long-range strategic marketing and communications plan for the organization and subsidiaries.
* Conducting planning sessions with our board of directors, staff, and key stakeholders.
* Development of timelines for the implementation of priority actions to finalize a marketing and communications plan.
* Implementation of task lists; and
* Presenting the final plan to staff and board members   
  1. **Scope of Work**

The scope of work to be performed by the Consultant will include, but is not limited to the following:

1. Professional third-party review of our current marketing and communication strategic plan.   
  
Description of Task: The Consultant will work with the Executive Director and senior management to develop a communication and marketing plan that identifies the organization’s key messages, target audience(s), and potential communication actions.

This collaboration will also develop the job description with Core Competencies for the Sr. Director of Marketing and Communications to be posted in 2022. We would work with a third-party contractor to review this plan and our current outreach and communication efforts and identify strengths and weaknesses.

Proposed Timeline: Contract begins upon execution and is completed by April 2022.   
  
Outcome: Shared understanding of current status of communication plan and actions needed to focus and finalize it.   
  
2. Design and conduct working sessions with board members, staff, and key stakeholders.   
  
Description of Task: The Consultant will work with the Executive Director and Senior Management to design and conduct working sessions for the Board of Directors, staff, and key stakeholders to review and identify strategic communication and marketing priorities for board members.

Proposed Timeline: Timeline to be determined, with completion date of April 2022.

Outcome: Identification of strategic communications priorities that is understood and owned by the Board of Directors and agency.   
  
3. Finalize Board communications plan and develop detailed implementation plan for FY 2022/23   
  
Description of Task: The consultant will work with the Executive Director and Senior Management to incorporate the priorities identified in the work sessions into a final version of the Board’s communication plan, and to develop a detailed implementation plan for FY 2022/23 that focuses on implementing identified priorities. The final draft will be reviewed by the Board of Directors and key partners.   
  
Proposed Timeline: To be initiated by February, 2022 and completed by April 2022.   
  
Outcome: Broadly supported outreach plan with clear schedule of specific activities focused on strategic communication priorities.   
  
Consultant Responsibilities

The Consultant shall be responsible for drafting the final plan; organizing and leading Board workshop and compiling all components of the plan; and presenting the plan to staff and the BCN Board of Directors in April 2022.   
  
Proposal Contents

Proposals submissions shall contain the following information:

• A general description of the Consultant’s approach to this project, including an explanation of the approach and methodology used   
to perform the scope of work outlined above   
• A “not-to-exceed cost” to perform the scope of services listed above. Include, if applicable, hourly rates to perform work and a fee   
schedule for reimbursable expenses.   
• Any other information about the Consultant that would be applicable to this project.

**2.0 Invitation**

RFP submissions will be signed, dated and will be electronically received by:

Jason Neepin  
Executive Director, Broadband Communications North Inc  
26-30 Fort Street  
Winnipeg, Manitoba  
R3C 1C4  
[jneepin@gobcn.ca](mailto:jneepin@gobcn.ca)

Submissions must be received ON OR BEFORE 4:00PM local time on January 28, 2022.

A bid submission received after 4:00 PM will be declared a late bid. Late bids will not be considered, and will be returned to the proponents.

**3.0 Queries**

All queries should be made in writing, and submitted via email to:

Jason Neepin  
Executive Director, Broadband Communications North Inc  
Winnipeg, Manitoba  
[jneepin@gobcn.ca](mailto:jneepin@gobcn.ca)

Responses to queries, or timing of responses, cannot be guaranteed.

**4.0 Examination of Documents**

4.1 Before submitting a proposal the proponent shall:

* Carefully examine the specifications outlined in this document.
* Fully inform itself of all conditions and limitations specified in all parts of this document
* Include in its bid sufficient information to cover all items required by the contract.

**5.0 Proposal Submission**

5.1 One (1) PDF electronic copy of the RFP submission is to be emailed to contact indicated in Section 2 & clearly marked with the project name and RFP number on it, on or before the date & time shown on the cover page of this RFP. Submission deadlines are strictly enforced.

5.2 BCN reserves the right to accept in part or in whole any proposal. The lowest bid submission will not necessarily be accepted. BCN reserves the right to not award a contract to any or all bidders.

5.3 Bid submissions that are unsigned, improperly signed, conditional, illegible, obscure, contain errors, erasures, alterations or irregularities of a kind may, at the discretion of BCN, be declared non-compliant.

5.4 No oral, telephone, faxed or emailed modifications will be considered once the deadline has passed.

5.5 Submissions are to include the following:

* A cover letter, signed and dated, summarizing the qualifications of the Proponent’s firm to engage in this project.
* An outline of the range of services the Proponent’s firm can provide.
* A chart showing the appropriate timing of the deliverables, and milestones.
* A summary of similar projects on which the Proponent’s firm have worked, and, in particular, reviews for similar organizations or institutions.
* A profile of the consultant(s) who would assigned to the project, and an identification of the key contact person for the engagement. A complete CV of the individuals who would be assigned to complete the intended contract will be included as an appendix to the submission.
* A listing of references (maximum 3), for use by BCN’s reviewer of submissions, and will include the institution or business, an individual contact name, a daytime phone number, and an email address.
* An outline of fees which will include detailed information on all expenses required and all contractual information.

**6.0 Pricing**

6.1 Prices will be stated in Canadian Dollars.

6.2 HST is not to be included in pricing.

**7.0 Evaluation & Scoring**

7.1 Submissions will be evaluated based on the following criteria:

* General approach to projects of this scope
* Methodology(s) used in conducting similar assessments
* Depth of experience, quality of services in a not-for-profit (preferably IT) setting.
* Qualifications and experience of the Proponent’s firm relating to the special needs and challenges of not-for-profit organizations, in particular those related to the portfolios above.
* Qualifications and experience of the individual(s) assigned to the search.
* Reputation for superior consulting services.
* Evaluation of services provided.
* Ability to meet timeline.
* Clarity, structure and competitiveness of fees.

7.2 Scoring

Scoring will be applied according to the following weighting scale:

|  |  |
| --- | --- |
| 25% | The Proponent’s experience and qualifications in working with broader not-for-profit (preferably IT) sector projects of a similar scope or magnitude. Satisfactory client references from the broader not-for-profit sector for whom similar work has been performed. |
| 25% | The Proponent’s understanding of the issue, the approach and methodology proposed to address the requirements of the terms of reference. |
| 25% | Proposed budget, fees (all-inclusive services fee, which will include the cost of all disbursements necessary to complete the project), number of hours on account and terms and conditions. |
| 25% | Relevant expertise, experience and qualifications of key personnel who will be involved in the service requirements. Demonstrated ability and personnel to fulfill the requirements of the proposal; CV’s included. |
| 100% | |

**8.0 Contract Documents**

8.1 Should BCN proceed with a contract award, the agreement will reference core elements of scope outlined in this RFP document, and the proponent’s response.

8.2 If, in the opinion of BCN, the Proponent cannot provide the services promised in the contract, BCN reserves the right to terminate the contract at any time, in accordance with the contract documents.

8.3 BCN assumes that the personnel named in the proposal will be the personnel working directly with BCN, if awarded the work. If the Proponent wishes to change personnel, a written request shall be submitted to BCN for approval. BCN reserves the right to request additional information regarding the proposed personnel and reserves the right to deny said request.

**9.0 Conflict of Interest Disclosure**

9.1 The Proponent warrants to the best of their knowledge, no potential, real or perceived, Conflict of Interest exists with any employee, board member or agent of BCN, either in their RFP submission with the organization’s evaluation process.

9.2 Should a conflict of interest exist or arise, BCN, at its sole discretion, may disqualify the bid submission and/or contract as applicable.

**10.0 Payment Terms:**

Payment terms are as follows:

* Net 30 days monthly upon approved invoice.
* All invoices should be sent directly to the contact listed in section 2.

**How to Apply**

RFP submissions will be signed, dated and will be electronically received by:  
Jason Neepin  
ED, Broadband Communications North Inc  
26-30 Fort Street,   
Winnipeg Manitoba  
R3C 1C4

[jneepin@gobcn.ca](mailto:jneepin@gobcn.ca)

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