

# Scope of Services

## Background

The Seacoast Economic Development Stakeholders (SEDS) is a collaboration of economic development and business assistance professionals located in Seacoast New Hampshire that meets regularly to address problems that are vital to the economic success of the region. SEDS, with Strafford Regional Planning Commission (SRPC) as their fiscal agent, received a Collaborative Economic Development Region Grant from the NH Department of Business and Economic Affairs.

## Project Overview

SEDS is seeking quotes for a consultant with expertise in marketing and content creation to assist with creation of an employee attraction and retention toolkit and to develop a strategy for effectively promoting the toolkit resources to employers.

This project will support the attraction, development, and retention of employees by providing education and guidance to Seacoast employers on the value of investing in and retaining current employees through the development and promotion of resources to support small business efforts.

## Scope of Work

SEDS seeks a marketing firm with experience in content creation and business engagement as a consultant to create a suite of tools that can be used to launch a campaign to promote resources, education, and best practices for attracting new and retaining existing employees aimed at educating small business owners and management. This project is grant-funded with a maximum budget of \$20,000, to include the following services:

- Adapt research and best practices compiled by SEDS into a toolkit of digital assets such as:
  - Short informational videos (5 minutes or less)
  - Podcasts (15 minutes or less)
  - Social media reels
  - Written case studies/information briefs (3-5 pages or less)
  - Infographics (single page)
- Supplement research and best practices compiled by SEDS if necessary and/or document professional contacts provided by SEDS discussing best practices in toolkit assets.
- Advise the steering committee on marketing strategy, including the best combination of toolkit assets and media platforms for achieving the desired outcomes.

- Initiate a campaign promoting the best practices and toolkit (time and/or budget permitting) and/or work with the steering committee to make marketing assets available to partner organizations for distribution and promotion.

### **Evaluation Metrics and Criteria**

A consultant will be selected based on the following criteria:

- Ability to complete the requested scope of work and deliverables, including the number of deliverables that can be provided within the budget (30 points)
- Availability to complete work within the project timeline (30 points)
- Quality of prior work samples (20 points)
- Familiarity with economic and workforce trends in northern New England (15 points)
- Other notable attributes of the firm (5 points)

### **To Submit a Quote**

SEDS requests that all quotes be submitted via email to Megan Taylor-Fetter at Strafford Regional Planning Commission at [mtaylorfetter@strafford.org](mailto:mtaylorfetter@strafford.org). Questions should be submitted via email; no phone calls please. Any questions submitted will receive a direct response and all questions and answers will be published at <http://strafford.org/about/apply/>. The selection committee will begin review of quotes received on December 9, 2022. Quotes received after that date may be considered at the discretion of the selection committee.

To be considered, please submit the following information in a single PDF. Please limit the submitted materials to a maximum of five pages:

1. The firm's name and contact information
2. Cover letter demonstrating the firm's understanding of and anticipated approach to the project.
3. Statement of the firm's availability to begin work and commitment to complete deliverables on or before May 31, 2023.
4. Price quotes showing hourly or per-unit costs for the following services. Per-unit costs may be expressed as a flat rate or an hourly rate and anticipated number or range of hours needed for completion of that deliverable. An overall project budget is not necessary for consideration, and will be discussed with the selected firm (or short-listed firms if desired by the steering committee) prior to contracting:
  - a. Short videos (per-unit)
  - b. Podcasts (per-unit)
  - c. Social media reels (per-unit)
  - d. Case study document (per-unit)
  - e. Infographics (per-unit)

- f. Consultation on media strategy (hourly)
  - g. Other content development/media release writing (hourly)
  - h. Social media platform development/moderation (hourly)
  - i. Distributing deliverables/media releases to existing social and traditional media platforms
  - j. Any comparable services or deliverables that you would like the selection committee to consider.
5. Overall description of the firm's expertise, prior experience, and familiarity with economic and workforce trends in northern New England.
  6. A selection of work samples for requested deliverable types and at least three (3) references that can speak to the firm's prior work.
  7. Any other relevant qualifications of the firm, such as industry organization membership, awards and recognitions, or other information that would make the firm uniquely qualified.
  8. To save space, some or all of items 5-7 may be provided as links to the firm's website or other publicly available information. Information on the linked pages will not count towards the 5-page limit. The text of all links must match the URL of the web page they direct to.

## Timeline

- **October 2022 – December 2022:** Procurement of the marketing firm according to SRPC's procurement policies and state and federal guidelines.
- **November – December 2022:** The work group, with staff support from SRPC, will begin to research, and document business best practices for retaining and attracting employees. Results will be shared with the consultant for final design/publication and to inform creation of tools for the toolkit. The work group will work with the consultant to scope the final deliverables to be included in the toolkit.
- **January – March 2023:** The marketing firm will supplement research as needed and create the marketing assets for inclusion in the toolkit with direction and input from the work group. The consultant will assist with development of a strategy for promoting the toolkit.
- **April – May 2023:** All final deliverables will be complete. The consultant, under direction from the work group, will initiate a campaign promoting the best practices and toolkit and/or will work with the work group to make marketing assets available to partner organizations beyond the expiration of this project.