

Request for Quotes (RFQ) 2025-010

Strategic Communications Partner

Release Date: August 29, 2025

Proposal Due Date: September 12, 2025



Introduction

EmployIndy seeks proposals from qualified marketing agencies to serve as its outsourced strategic communications and marketing partner. The selected agency will provide annual retainer-based support, delivering consistent strategic guidance, content creation, campaign execution, and brand amplification in alignment with EmployIndy's mission and organizational goals.

As a workforce intermediary, [EmployIndy](#) proactively addresses the needs of business, job seekers, and communities by connecting and supporting partners to implement accessible, high-quality workforce development initiatives. Strategic communications are essential to building awareness, engaging stakeholders, driving impact across initiatives, and advancing EmployIndy's mission.

Scope of Services

The selected agency will provide comprehensive marketing and communications support, including but not limited to:

Strategy + Planning

- Annual and quarterly marketing strategy and campaign planning
- Participation in leadership and departmental/team meetings to ensure alignment with organizational priorities
- Campaign and message development
- Brand architecture and positioning guidance

Content Development

- Blog posts, newsletters, flyers, press releases, reports, and one-pagers
- Up to two monthly email campaigns via EmployIndy's existing platform (MailChimp)

Creative + Design

- Campaign materials, event collateral, and branded templates

Digital + Web

- Website updates and new landing page creation (Wordpress)
- Digital asset creation to support campaigns

Public Relations + Media

- Media outreach, pitching, and up to one press release monthly

Reporting + Optimization

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- Monthly performance reporting
- Quarterly insights review

Project Management

- Weekly status meetings with internal liaison
- Ongoing tracking of deliverables and timelines

Agency Role + Retainer Model

- The agency will provide up to 100 hours per month under a retainer structure (approximately 1,200 hours annually).
- Included in this retainer is up to 15 hours/month of senior-level strategic support, ensuring EmployIndy receives leadership-level guidance without incurring the cost of full-time headcount.
- A sample monthly allocation could include:
 - Strategy + Planning: 25 hours
 - Content Development: 25 hours
 - Creative + Design: 20 hours
 - Digital + Web: 15 hours
 - Public Relations + Media: 10 hours
 - Reporting + Optimization: 2.5 hours
 - Project Management: 2.5 hours
 - Senior-level strategic support would be embedded throughout as needed to support monthly priorities

Budget

The budget for this engagement is \$150,000 (equivalent to \$12,500/month). Additional services may be proposed as add-ons beyond the base retainer like video production, additional strategy hours or support, social media toolkit, and or strategic campaign sprint.

Proposal Requirements

Proposals should include the following:

- **Agency Overview** – Background, size, and areas of expertise.
- **Relevant Experience** – Case studies or examples of similar work with workforce boards, nonprofits, or public sector organizations.
- **Team structure** – Proposed team, roles, and senior-level leadership engagement.
- **Approach + Methodology** – How the agency will approach strategy, execution, reporting, and collaboration.

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- **Sample Work** – Portfolio of relevant creative, content, and campaign deliverables.
- **Pricing Structure** – Confirmation of retainer model and any add-on rates.
- **References** – At least two client references for comparable engagements.

Evaluation Criteria

Proposals will be evaluated based on the following:

- Demonstrated understanding of EmployIndy's mission and goals.
- Experience in nonprofit/public sector marketing and workforce/economic development.
- Quality and creativity of past work.
- Strength of strategic leadership offered within the retainer.
- Cost-effectiveness and value within the established budget.
- Capacity to deliver across the outlined scope of services.

Submission Instructions + Questions

Applicants must submit one (1) electronic copy of the proposal. Please note that EmployIndy will not return any proposals it receives and will not reimburse applicants for any costs they incur in developing their proposals. EmployIndy reserves the right to accept or reject any or all proposals, negotiate terms, and award the contract in the best interest of the organization.

Any questions regarding this RFQ should be submitted via www.employindy.org/contractopp no later than 5:00p.m. on Friday, September 5, 2025. Answers to submitted questions will be made available on the EmployIndy website by close of business Monday, September 8, 2025.

All proposals must be submitted no later than 11:59 p.m. EST, Friday, September 12, 2025, at www.employindy.org/contractopp. The project start date will be no later than October 1, 2025.