



REQUEST FOR PROPOSALS (RFP) COMMUNICATIONS AND MARKETING CONSULTANT

Project: Building Inclusive Practices and Developing ARAO-DEI

Position Type: Contracted Services

Date Posted: November 29, 2021

Application Deadline: December 18, 2021 at midnight

Repost - Application date extended till January 21, 2022 midnight.

Background: Regional Diversity Roundtable

The Regional Diversity Roundtable (RDR) is a charitable not-for-profit and membership based organization that is committed to building inclusion and diversity competence that results in the institutionalization of equity in the core values, structures, workforces, policies and services of the public and human services sectors in Peel Region. For additional information, please visit www.regionaldiversityroundtable.org.

Purpose Of The RFP

The Regional Diversity Roundtable (RDR) is seeking proposals from consultants for the provision of Communication and Marketing Services for the Building Inclusive Practices and Developing ARAO-DEI Project.

This project will further awareness about Diversity, Equity, and Inclusion (DEI) by drawing upon the unique experiences of immigrants and the settlement service sector to research effective ways of combating the inequalities faced by newcomers within host communities. The Regional Diversity Roundtable (RDR) proposes to explore a model for building capacity of the Settlement Service providers and employers so that they weave the Anti-Racist, Anti-Oppressive, Diversity, Equity and Inclusion (ARAO-DEI) competency in their service delivery and serve diverse newcomers and immigrants to integrate successfully. Through this project, RDR will engage in collaborative research, develop standards, tools, and resources that would support building inclusive practices at the frontlines of settlement and employment sectors.

The successful candidate/consultants will follow a collaborative approach to work closely with the RDR team, partner stakeholders and project participants to co design, develop and apply brand marketing collaterals for the project in alignment with RDR's brand.

Building Inclusive Practices and Developing ARAO-DEI is a 28 months project based in Region of Peel to implement ARAO-DEI enabled services within a testing context spanning over 2 phases.

Stakeholder Participation

The fulfillment of this project will require participation and inputs from RDR's staff, RDR members, and other project stakeholders (program participants, employers, academia, etc.).



Communications & Outreach Consultancy Outputs

In direct consultation with RDR staff, taking a collaborative design approach the consultant(s) will:

- Produce a Communications, Media and Outreach Strategy that clarifies the project purpose and story, strategizes a process to build name recognition, and develops a clearly identifiable ‘look and feel’ online and in print outputs including resources and tools.
(Note: RDR’s current logos, colour pallets and official names will remain unchanged).
- Design and develop the project brand and marketing collaterals in consultation with RDR team and project stakeholders.
- The strategy should provide expertise to analyze and recommend future directions for scalable and consolidated identity.
- Bridge the project brand to RDR’s various programs and initiatives.
- Rationalize and harmonize our branding and communications vehicles and channels.
- The strategy must include refining the current website structure (which includes a closed interactive portal), with a cohesive site-mapping, upgrades and updates to www.rdrpeel.org with the scope to allow the RDR Peel homepage to grow and promote future initiatives.
- As part of the Communications, Media and Outreach Strategy, conduct analysis and design an overall online and offline engagement plan.
 - that clarifies the target audience(s), purpose and reach of each online communication vehicle (website, Alumni platform, newsletters, and social media channels)
 - rationalize and streamline RDR’s virtual communication channels with progress monitoring mechanisms;
 - lay out a media engagement strategy that targets local print, web and TV media, both ethnic and mainstream.
- At key milestones develop short accessible videos that tell the project story in a clear and simple way.

Projected Timelines & Milestones

28 Months’ consultancy project period – January, 2022 to March, 2024

Initial Report: March 2022, Interim Report: Feb 2023, Final Report: Feb 2024

(Mid project narrative reports in year 2 and 3 will also be required)

Remuneration

The maximum available funding for this service is \$37000 CAD (including taxes and costs). The funds will be disbursed in installments.

Application Requirements

Please provide the following information in your application no later than January 21, 2022 midnight:

- Detailed Communications, Media & Outreach Strategy proposal, including a work plan and proposed methodology, with projected timeline and budget.
- Detailed CV or Team Profiles, as applicable.



- Sample of a previous Marketing & Communications/ Communications & Outreach Communications & Network Engagement Strategy report (for non-profit or civic sector clients - an asset).
- 3 recent references for relevant projects (Please include links to portfolios or relevant marketing projects with CV or team profiles.)

All submissions must be sent to Varsha Naik, chair@regionaldiversityroundtable.org in PDF or Word format, with the subject line “BIPD ARAO-DEI, Communications And Marketing Consultant ”

Selection Criteria

RDR Peel invites proposals from suitably qualified individuals and firms with substantial consultancy experience in marketing, media, communications, network engagement and outreach in the non-profit or civil society sector. Additionally, RDR Peel is especially interested in proposals that demonstrate deep understanding of ARAO-DEI issues, and also a knowledge of Universal Design principles: disability rights and accessibility. Proposals from consultancies with demonstrated commitment to DEI principles within their own firms or from consultants with lived experience of barriers to inclusion will be prioritized. The selection of the successful proposal will be based on the quality of the proposal, the profile of the proposed team, and cost. Proposals will be assessed using the following criteria and weighting:

Criteria Weighting	%
Proposed methodology (relevance, logic, rigour, practicality, creativity)	35
Project work plan (clarity, fit with timetable, resource allocation)	25
CV/Team profile (as per evaluation requirements)	15
Sample report (clarity, relevance) portfolio of relevant work	15
Demonstration of internal DEI practices, commitments and/or lived experience of barriers to inclusion and equity	10

Please Note:

RDR is under no obligation under any circumstances, to accept or respond to any proposal or, to negotiate with any proponent.

RDR is not bound to accept the lowest priced or any proposal based on any method of evaluation, or to negotiate with the proponent who submitted the same.

RDR will not be obligated in any manner to any proponent whatsoever unless and until a written contract has been duly executed with a proponent in relation to a qualifying proposal.



Only candidates selected for an interview will be contacted.

Please submit your application December 18, 2021, midnight.

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For all other enquiries please email: rdr@regionaldiversityroundtable.org

The Regional Diversity Roundtable (RDR) is committed to equitable practices. RDR will make reasonable accommodation, based on any of the human rights protected grounds, to support applicants.