**REQUEST FOR QUOTES FOR COMMUNICATIONS AND CONTENT MANAGEMENT CONSULTANT**

**RFQ #13230202**

The Heart of Texas Workforce Development Board, Inc., (the Board) is soliciting quotes for an independent, qualified consultant to develop and update the Board’s Communications Standards Guide & Templates, Branding Guidelines, and other publications and reports as needed, as well as to provide content management services for print and digital content.

**Background:**

The Heart of Texas Workforce Development Board, Inc. (the Board) serves as the administrative entity for federal and state workforce programs and funds allocated to the six-county Heart of Texas workforce development area that serves the Bosque, Falls, Freestone, Hill, Limestone, and McLennan counties. The Board is a non-profit corporation in the State of Texas and maintains a 501(c)(3) tax-exempt status from the IRS. The Board’s primary responsibility is to provide policy and program guidance and to exercise independent oversight and evaluation of workforce development programs and services that affect area employers, job seekers and residents. An essential goal of the Board is the development and implementation of coordinated activities among local workforce system programs.

**Qualifications:**

The Board solicits quotes for an independent, qualified consultant. Qualified candidates will have a minimum of eight (8) years of communication and/or marketing experience, content writing experience, demonstrated effectiveness, knowledge of the workforce development system, and knowledge of the Heart of Texas region.

**Scope of Work:**

The contracted consultant will be expected to develop and update existing documents including, but not limited to, the Board’s Communications Standards Guide & Templates, Branding Guidelines, and other publications and reports. The Consultant will assess the performance of the Board’s overall communications strategy. The Consultant may also provide training to staff on the use of various guides and other written material as needed. The Consultant will provide content management services for the Board’s print and digital media and plan, create, and edit content for print, web, and other digital media. Other writing tasks not specified here may be required of the Consultant as needed.

**Response:**

Interested candidates must complete and submit the Quotation and Qualifications Form (Attachment A), include a resume, and two (2) examples of technical writing, publications, guides, and/or reports done within the last five years. Submit all documents in PDF format in a single folder titled with your name and the date submitted, e.g., “Jane\_Doe\_9-22-2023,” by Friday, September 22, 2023, 1:00 p.m. (CST) to <https://www.dropbox.com/request/Gh23YpqmgmDytFNGCRrx>. A Dropbox account is not required for uploading documents. You may also use the link on our website to access the DropBox folder <https://www.hotworkforce.com/home/about-us/business-opportunities/>. For assistance with uploading documents, please contact [procurement@hotworkforce.com](mailto:procurement@hotworkforce.com). Please allow plenty of time to upload documents. Documents submitted after the due date and time will not be counted as submitted on time.

**ATTACHMENT A**

**QUOTATION AND QUALIFICATIONS FORM**

Complete all of the information requested. Please limit your response to four (4) pages. Resumes and work examples are not included in the page limit. Incomplete forms and pages beyond the page limit will not be considered.

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| --- | --- | --- | --- |
| Name: | | | |
| Mailing Address: | | | |
| City: | State: | | ZIP: |
| Phone Number: | | Email Address: | |

*Resume attached?* Yes No

*Work examples attached?* Yes No

**1. Rate for Services**

*What is your hourly rate for services?*

**2. Experience**

*Describe your experience working on communications standards guides and templates, or similar documents; branding guidelines; publications and reports; and writing print and digital content:*

*Describe your knowledge of the workforce development system and the Heart of Texas region:*

**3. References**

*Please list three (3) references with direct knowledge of your work on the types of services being requested.*

By completing and signing this form, you acknowledge and confirm the information you provided is true, accurate, and verifiable.

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Signature Date