

MASSHIRE NORTH SHORE WORKFORCE BOARD / MASSHIRE NORTH SHORE CAREER CENTER
PUBLIC RELATIONS CAMPAIGN

The MassHire North Shore Workforce Board and MassHire North Shore Career Center are requesting quotes from local agencies and organizations to drive a public relations campaign around the new MassHire brand that will increase the awareness and use of their services by North Shore companies and job seekers.

MassHire is the newly launched brand for the Massachusetts Workforce System uniting all Workforce Boards and Career Centers around the values of Collaboration, Respect, Reliability, and Ingenuity, encompassing 16 Workforce Boards and 32 Career Centers across the State.

The North Shore WB and CC, headquartered in Salem and serving 19 cities and towns from Saugus to Ipswich, are committed to using this new branding to increase and improve services to local companies and job seekers. This public relations campaign will be the initial driving force behind these efforts.

Potential strategies that respondents might chose in their answers to this bid might include:

1. Development of print materials explaining the new brand and services provided
2. Improvement/enhancement of existing websites and other on-line tools
3. Use of social media and/or traditional modes of communication
4. The development of strategies that will appeal to local populations of concern such as mature workers, veterans, out of school youth, and individuals with disabilities

Respondents must include benchmarks that will reflect success, such as:

1. Increase in business use of the services provided
2. Increase in job seeker use of the services provided
3. Overall recognition on the part of the general public of the MassHire brand on the North Shore

Respondents should include a one-page description of work to be accomplished and a budget for this work as well as two references for similar work performed. Respondents must have a minimum of 5 years experience in similar work. Budgets should include all costs associated with this work, including the costs associated with any printed materials, on-line advertising, travel expenses, and other related activities to take place during this time period.

Funding available for this work cannot exceed \$20,000 and work must be accomplished by June 30, 2019.

Any questions regarding this solicitation must be submitted by email to dmcDonald@masshire-northshorewb.com

All Proposals must be submitted no later than November 30, 2018 to:

David McDonald
Director of Administration and Grants
MassHire North Shore Workforce Board
70 Washington Street, Suite 314
Salem, MA 01970