



## REQUEST FOR PROPOSAL

You are invited to review and respond to this Request for Proposal (RFP), entitled ***RFP for Rural Action Centres Social Media Management.***

### **A) Purpose and Objective**

The purpose of this Request for Proposal (“RFP”) is to solicit proposals for social media management for Prince Edward Island’s three Rural Action Centres in Alberton, Montague and Wellington. In effect, this means timely posting of appropriate content to the Rural Action Centre (RAC) social media channels and ensuring equal promotion for each region/Rural Action Centre.

### **B) Contracting Agency**

For this project, Innovation PEI will be the contracting agency. Innovation PEI funds the Rural Action Centres in partnership with the PEI Department of Fisheries and Communities, and the Atlantic Canada Opportunities Agency (Government of Canada). The provincial Rural Action Centre manager is employed by Innovation PEI. The contract period will be from the date of signing up to March 31, 2022 with a potential for renewal.

### **C) Background**

The economic success and prosperity of Prince Edward Island’s rural communities significantly impacts the province’s overall economy. Though each community is unique, all depend on entrepreneurship and the development of business and community capacity to drive economic growth. The Rural Action Centres are accessible, local, one-stop-shops meeting the needs of rural entrepreneurs, businesses and nonprofits.

Each Rural Action Centre is autonomous and managed independently of the other; however, all three RACs collaborate from a provincial perspective on marketing, data collection and some programming. While there is a consistent marketing brand and each RAC generally offers access to the same types of services (financing, funding, training, HR supports, support for nonprofits, meeting space, information sessions), each RAC is distinct. The in-house partners (service providers) are different from one RAC to another. In addition, the Wellington Rural Action Centre provides bilingual service to clients and serves the needs of francophone entrepreneurs and nonprofits across the province.

### **D) Scope of Services Required**

#### **Social Media & Marketing Management:**

Working with the Rural Action Centres (RACs) provincial manager, and with the Client Information Officers at the RACs in Alberton, Montague and Wellington, the successful proposer (individual or company) will oversee RAC social media management, in keeping with the stated goals below.

## **Social Media Management Goals**

1. Consistent presence on RAC social media channels to grow audience and engagement
2. Consistent provincial voice with 3 regional voices in English and French.
3. Build capacity and engagement among staff members (3 Client Info Officers) who can post on their own but within a schedule created and guided by the contractor.
4. Increase brand awareness

The social media posts **will promote training and events offered by RACs and partners to encourage attendance**; highlight **services offered** by each RAC's partners; and shine a **spotlight on local business and nonprofit clients**. Photography and collecting client testimonials are not part of this RFP.

The contractor will meet regularly with the provincial manager to review the goals and deliverables.

## **Deliverables:**

- Monthly content calendar – using pre-scheduled Facebook and Twitter posts
- Format and distribute e-newsletter (via Mailchimp) on a regularly scheduled basis
- Regular reporting on analytics, including recommendations

## **Client's Responsibilities**

The Client is the RAC operational team, consisting of the provincial manager and the Client Information Officer (CIO) at each of the three RACs.

- Client is to keep the RAC calendar up to date on RAC website – [www.ruralactioncentres.ca](http://www.ruralactioncentres.ca)
- CIOs are to communicate regularly with the contractor about the promotion needed for specific workshops, events, activities.
- Client (provincial manager) is to provide the e-newsletter content in a timely manner.

## **Contractors Responsibilities**

- Be available for regular updates.
- Provide timely delivery of products, and reports.

## **Invoicing**

Contractor will invoice monthly outlining hours spent on activities, ads, and meetings.

## **E) Proposal Requirements and Information**

### **The proposal should include:**

1. The corporate name, mailing address, telephone number, and e-mail address of the Proponent's company, and the contact information for the representative responsible for the proposal.
2. Proponent Overview - An overview of the Proponent's company including its size, years in existence, and an outline of experience in the area listed in this RFP.
3. Explanation of how the social media management services will be provided in French.
4. References - A list of three (3) current or past clients who may be contacted as references, including contact name and telephone number.
5. Fee - The fee and all associated costs expressed as a lump sum and with a breakdown of the hourly or daily rate for specific tasks associated with delivery of the services requested.

## F) Evaluation

Evaluation of proposals will be undertaken by the Selection Committee consisting of the Executive Directors of the three Rural Action Centres and the provincial manager.

The evaluations will be weighted as follows:

Criteria	Points
Company profile/qualifications	30
Relative experience, references and examples	30
Methodology	20
Pricing	20
Total	100

## G) Timelines and Submission of Proposal

### Key Action Dates

RFP Issued	September 16, 2022	1:00 p.m.
Submission Date	September 26, 2022	4:00 p.m.
Proposal Award Date	September 30, 2022	4:00 p.m.
Service begins	October 3, 2022	9:00 a.m.

Proposals must be submitted via email to Patti Devine at [pdevine@gov.pe.ca](mailto:pdevine@gov.pe.ca)  
Clearly identify RFP Social Media Management in the Subject Line.