

Application Guidelines

**Invitation for Proposals (IFP)
for Independent Contractor Opportunity for:**

**Professional Services:
Branding Project - IFP # 2018-12-03
Project Based Contract**

Issue Date: Monday, December 3, 2018

Closing Date: Wednesday, December 19, 2018 at 5:00 PM EST

1. PROJECT OVERVIEW

ACCES Employment seeks a professional marketing and public relations agency with the expertise and experience to develop and implement a brand strategy that captures and reflects the evolving business needs of the organization. The agency will be expected to conduct market and audience research to determine a sound brand approach that fits ACCES Employment's mission, vision and future business strategy. The communications and marketing elements will clearly identify what messages will effectively engage primary audiences and which mediums or tools should be used to reach them. The end result of this process should also promote greater cohesion between messaging from various stakeholders and will enhance staff and board members' ability to consistently and accurately represent and promote the organization's mission and services. For information on ACCES Employment, please refer to **Appendix A – About ACCES Employment**.

The agency will work with the ACCES Employment Marketing and Communications team, Board of Directors, the Executive Leadership Team and other staff and client groups as required.

The project is expected to begin in January 2019 and be completed by the end of June 2019.

2. CURRENT SITUATION

This past year, the Board of Directors and staff at ACCES Employment engaged in a strategic planning process to guide our organization for the next three years.

In the coming years, ACCES Employment will continue to reach out to new jobseekers in the GTA, and expanding our reach across Ontario, Canada and internationally through our online and pre-arrival programs. In addition to this, we will continue to offer our programs in the Greater Toronto Area through our five existing locations, with a sixth location opening in Winter 2019. Through our online services, we will also offer resources, information and programs to new audiences that need support to start their job search and to employers as they recruit talent. A key strategic priority will be to refine our brand identity and key messages, making sure that we effectively communicate what we do, our successes and our value to newcomers and other jobseekers as they begin their careers or launch their businesses in Canada.

An in-house marketing and communications team executes digital and print campaigns and strategies. Print materials and print advertising are still pre-dominant for the primary audiences for the organization, these include jobseekers, employers, community partners and government stakeholders. Digital content marketing is powered by a content hub (Uberflip), organizational website, four social media platforms (Facebook, LinkedIn, Twitter

and Instagram) and a calendar of online webinar events that are recorded and re-published online.

3. PROJECT SCOPE AND DELIVERABLES

The goal of this project is to execute a full cycle branding process including: consultation of key stakeholders (including the board, client groups, staff and others); development of key messages and an overarching communications strategy for key groups; creative design of assets including a new logo; and finally, a set of templates and tools that can be used by the in-house marketing team and staff to implement in various marketing initiatives.

The agency is expected to:

- Conduct research of our primary internal and external audiences to determine current perception of our brand.
- Produce a findings summary based on market research.
- Lead the development of a consistent visual identity for the organization.
- Develop updated key messaging strategy for the various audiences identified in the preliminary research.
- Develop a brand strategy that specifies brand values, personality, value proposition, brand positioning and brand promise.
- Establish new visual identity logo files and provide a logo library (EPS and other formats) and create a visual identity standards manual or brand book that governs the use of the identity (including typeface).
- Train key staff and Board on the use of the brand and the messages and provide materials for onboarding new staff and introducing them to the brand.
- Develop print collateral and templates including flyers, brochures, sales folders, letterhead and business envelopes, business cards, thank you cards, PowerPoint template, annual report, email signature, mass email templates, invoice templates and case for support.
- Develop internal and external signage for entrances, doors, directional signs and room signage.
- Provide guidance on the brand launch based on the organization's resources.
- Work with the in-house Marketing and Communications team to ensure synchronization of communication, marketing and development efforts.

Proposals should include the proposed work schedule, timeline, and deliverables resulting from each task outlined in the section on Project Scope and Deliverables.

5. SUBMITTAL REQUIREMENTS

The following information is to be included with the IFP submittal:

5.1. Cover Letter

Firm Information: Provide agency's name, address, URL, telephone etc. Include name, title and e-mail address of the individual who will serve as agency's primary contact. Include a brief description and history of your firm.

5.2. Experience

Proposals should include a list of projects the agency has completed that are similar in scale to the proposed project. Please include at least one in-depth case study that includes a limited number of creative samples. Where possible, highlight work for similar organizations.

5.3. Project Approach

Please explain your project approach, style and process.

5.4. Schedule and Timeline

The project should commence by January 2019 and be completed no later than June 2019.

5.5. Project Cost

The budget range is **\$35,000 - \$45,000** which should include all aspects of the planning and implementation. Please include in your proposal:

- options that detail cost for each individual task/item which would need to be completed; and
- items that are not included in the consultation fee as a separate line (***Out of Scope***), but are likely charges to be incurred by ACCES Employment to complete this project.

This would provide flexibility for the organization to determine how much to take on during the project.

Please Note:

- As an agent under the Broader Public Sector (BPS), Act 2010, ACCES Employment is unable to reimburse proponents for any incidental expenses such as food, hospitality, mileage, printing, etc.
- The proponents are to list any foreseen Exclusions/Out of Scope items.

5.6. Insurance

- Provide ACCES Employment with confirmation that the proponent carries a minimum of \$2 million insurance coverage. The successful proponent will have to provide ACCES Employment with a certificate of insurance that lists ACCES Employment as an additional insured.

5.7. Conflict of Interest – Appendix B, completed, signed and enclosed

5.8. References – Appendix C, completed and enclosed

5.9. Proposal Submittal

- Only proposals that include all the requirements listed in **Section 5. SUBMITTAL REQUIREMENTS** will be considered
- Proposals are to be submitted electronically by ***Wednesday, December 19, 2018 at 5:00 PM EST*** to **Ada Wong** at awong@acesemployment.ca
- The subject line of the email is to indicate the proponent’s name and the IFP name and number ***“Branding Project - IFP# 2018-12-03”***
- Proponents are requested to compile the proposal into a single PDF file.

5.10. Key Dates

Activity	Date
Issue Date	Monday, December 3, 2018
Questions Deadline	Friday, December 14, 2018 at 12:00 PM EST via email only to Ada Wong at awong@acesemployment.ca
Proposals Submission Deadline	Wednesday, December 19, 2018 at 5:00 PM EST
Review/Selection/Signing of Contract Period: <i>ACCES Employment Selection Committee may invite the top two proponents for a meeting/presentation.</i>	Wednesday, December 19, 2018 – Friday, January 18, 2019
Project Start Date	Monday, January 21, 2019

6. EVALUATION CRITERIA

6.1. Evaluation of Proposals

A selection committee will conduct an evaluation of the qualifications and award the contract to the proponent whose proposal offers the best value to ACCES Employment. This may not necessarily be the lowest priced proposal. The evaluation process will involve the review and scoring of the information provided in the proposal against the criteria outlined below.

6.2. Evaluation Criteria Table

Evaluation Criteria	Max Points
Qualifications and range of experience of project staff and subcontractors	25
Knowledge of project requirements and demonstrated under “Approach to Scope of Work”	30
Written presentation, including readability and conveyance of technical aspects	15
Project Costs	30
Total Score	100

6.3. Evaluation Process

The proponent that receives the highest score will be invited to enter a contract with ACCES Employment. In the event that the highest scored proponent declines the invitation to further participate, ACCES Employment reserves the right to invite the next highest scoring proponent to enter the contract instead.

Any award made by ACCES Employment shall be made in writing and subject to the availability of funding at the time of award.

7. ADDITIONAL INFORMATION

7.1. ACCES Employment is not Committed to Proponent’s Expenses

The application process will not necessarily result in a commitment to sign a contract with the proponent. ACCES Employment shall not be liable for any expenses incurred

by any proponent, including the expenses associated with the cost of preparing the Application.

7.2. Distribution of the Invitation for Proposals (IFP)

This IFP has been posted on the ACCES Employment website and released by notice to a minimum of 3 (three) potential applicants as identified by ACCES Employment.

7.3. Entering into a Contract with ACCES Employment

The successful proponent(s) will be required to enter into a Service Agreement with ACCES Employment.

Please be advised that successful proponents will be required to:

- (a) Provide the services for a defined period of time;
- (b) Provide invoices to ACCES Employment on account of their services, accordingly;
- (c) Provide ACCES Employment with an HST number for their business;
- (d) Report their income and directly remit the payment of all taxes or payments assessed or levied against or in respect of their business, including income tax, Canada Pension Plan, and all other premiums or levies required by law to the appropriate Government Agency; and Provide proof of Liability Insurance and/or WSIB upon the request of ACCES Employment.

7.4. External Factors

ACCES Employment reserves the right to withdraw this IFP or terminate the resulting contract within the terms of the contract without penalty. ACCES Employment programs and services receive funding from various sources and therefore all contracted services are subject to budget constraints.

Appendix A – About ACCES Employment

For more than 30 years, ACCES Employment has connected diverse job seekers with employers across the Greater Toronto Area. In 2017-2018, we served over 34,000 job seekers by providing them with high quality employment services both in-person and online. To facilitate strong employed outcomes for our clients we have well established connections with over 2,000 employers across the country. As a non-profit, charitable organization, ACCES Employment receives funding from all three levels of government, corporate sponsors, donors and United Way Greater Toronto.

ACCES Employment has a diverse staff team of almost 200 employees who speak over 40 languages. We have six locations across the GTA, in Toronto, Brampton, Mississauga, North York Scarborough and Markham (opening soon).

ACCES Employment is a respected and valued leader in the sector that is committed to providing high quality, effective employment services. Through the provincially funded Employment Ontario program, we deliver our core services including information & referral, job search strategies and coaching, professional mentoring and job placement services. As part of our Employment Ontario program, we also offer a tailored employment support program for youth 15-29 years of age who are currently unemployed.

We have also developed sector-specific expertise through a series of bridge training programs in the following areas: Engineering, Finance, Human Resources, Information Technology, Healthcare, Sales and Marketing, Leadership and Supply Chain. In addition, we offer a unique program for newcomer entrepreneurs designed specifically to help those with entrepreneurial experience to successfully start a business here in Canada.

We also offer language training through our drop-in program, Talk English Café as well as more intensive workplace-focused communication and language training through Language for Workplace Connections. Mentoring and networking opportunities play an important role in connecting our job seekers with professionals in the field. Our Speed Mentoring® program gives job seekers an arena for short, focused conversations with working professionals in their field.

ACCES Employment supports the success of women in the workplace through all of our programs. We recognize both the unique strengths that they offer and the barriers that they face to finding employment. We have developed two programs that assist women with achieving career success in Canada. The START Customer Care program is designed to support immigrant women with pursuing careers in the customer care sector in Canada. Empowering Women is an intensive program supporting newcomer women with successfully securing professional positions in their field. Through customized workshops, coaching, and mentorship,

Empowering Women provide newcomer women with the skills and confidence to become a leader in their sector.

Our Employment Connections for Newcomer Youth helps refugees between the ages of 16 and 29 to find work in their field. We also have a program for newcomers and refugees with a background in trades called the Construction Trades Program.

In 2016, we launched our online services through our pre-arrival program, Canadian Employment Connections designed to support those who are approved for permanent residency in Canada. Job seekers access a range of workshops, events and resources entirely online with virtual support from a team in Canada. We also offer a regular calendar of online events as well as an online resource hub – e-ACCES – that features articles, quick resources and online tools to help jobseekers.

We are constantly striving to improve our flexible and seamless services so that we can meet the needs of our participants. Staff is informed, highly skilled, creative, adaptable, and strongly committed to service excellence.

For additional information about our services, please visit our website at www.accesemployment.ca.

ACCES EMPLOYMENT GUIDING PRINCIPLES

Our Vision

A fully inclusive labour force that reflects the diversity, skills and experience of Canada's population.

Our Mission

ACCES Employment assists job seekers from diverse backgrounds who are facing barriers to employment, to integrate into the Canadian job market. We achieve this by providing employment services, linking employers to skilled people and building strong networks in collaboration with community partners.

Our Values

We value and respect the uniqueness of each individual, including our clients, our employers, our community partners and ourselves. We strive to provide every person with Customer Service Excellence and an exceptional customer experience.

Inclusive - We are committed to respecting individual differences and being accessible to all those we serve. ACCES Employment staff reflects the diversity of our community.

Accountable - We provide transparent, high quality services, and achieve results that are



measurable and fiscally responsible.

Client Focused - Our services are customized to meet the needs of our clients, communities and employers.

Collaborative - We work together to achieve our goals and respect the contributions of others, both within ACCES Employment and with our stakeholders.

Learning - We listen and stay connected to our communities, clients, employers and other partners, to continuously improve.

Entrepreneurial - We seek new, innovative and creative opportunities to be a leading-edge organization.

Responsive - We are flexible and embrace change, continuously adapting to emerging needs and opportunities within a dynamic environment.

Results-Oriented - We focus on action, outcomes, and setting new standards of excellence.

APPENDIX B – Conflict of Interest Statement

In addition to the other information and representations made by each proponent in the IFP, each proponent must declare whether it has an actual or potential Conflict of Interest. If, at the sole and absolute discretion of ACCES Employment, the proponent is found to be in a Conflict of Interest, ACCES Employment may, in addition to any other remedies available at law or in equity, disqualify the Proposal submitted by the proponent.

The proponent, by submitting the Proposal, warrants that to its best knowledge and belief no actual or potential Conflict of Interest exists with respect to the submission of the Proposal or performance of the contemplated Agreement other than those disclosed in the Form of Offer. Where ACCES Employment discovers a proponent’s failure to disclose all actual or potential Conflicts of Interest, ACCES Employment may disqualify the proponent or terminate any Agreement awarded to that proponent pursuant to this Proposal process.

Conflict of Interest	Response
Is there an actual Conflict of Interest, relating to the preparation of its Proposal, or if the proponent foresees an actual or potential Conflict of Interest in performing the contractual obligations contemplated in the IFP?	<input type="checkbox"/> Yes <input type="checkbox"/> No [If yes, please enter details here.]

The proponent agrees to provide any additional information, which may be requested by ACCES Employment.

 Printed Name

 Position

 Signature

 Date

APPENDIX C – References

Reference Number 1:

Company Name:	
Contact Name:	
Company Address:	
Company Telephone Number:	
Contact Email Address:	
Date Work Undertaken:	From: To:
Nature of Services:	

Reference Number 2:

Company Name:	
Contact Name:	
Company Address:	
Company Telephone Number:	
Contact Email Address:	
Date Work Undertaken:	From: To:
Nature of Services:	

Reference Number 3:

Company Name:	
Contact Name:	
Company Address:	
Company Telephone Number:	
Contact Email Address:	
Date Work Undertaken:	From: To:
Nature of Services:	