

Job Training & Employment Corporation

Request for Proposal

Social Media Services

Content Management, Facebook Advertising Management,

SEO Management/Digital Presence Monitoring

Job Training & Employment Corporation, Inc. (JTEC) invites you to respond to this

Request for Proposal (RFP).

The purpose of this RFP is to select an organization or organizations to provide any or all of the following Social Media Services:

- **Content Management** for our Social media platforms, i.e. Facebook, Instagram, Twitter and LinkedIn, for the purpose of engaging current customers of Career Opportunities, the Cape's one stop career center, recruiting new customers and providing job search information of value to all visitors, regardless of their membership status.
- **Ad Creation, Placement and Management of our annual Facebook Advertising campaigns** (Carousel and Retargeting).
- **SEO Management/Digital Presence Monitoring**-To assure that our career center maintains its top ranking placement and is easy to find during a web search once its name has been changed; and to identify any erroneous information pertaining to our new brand that is on the web and make any necessary corrections.
- **Contract Period for each of the above:** July 1, 2018 – June 30, 2019

Introduction to Career Opportunities

Career Opportunities, the Cape's one-stop career center, is operated by Job Training & Employment Corporation (JTEC.) Career Opportunities offers both Basic and Individualized Services. US citizens and legal aliens seeking employment or a career change are automatically eligible for Free Basic Services; while Free Individualized Services, which are more customized, have different eligibility guidelines. Career Opportunities also serves employers looking for talent. In addition to helping find qualified candidates to fill job openings, hosting job fairs, informational workshops, etc.; we also make the career center available at no charge to employers wishing to hold their own Recruitments at the career center.

Introduction to Job Training & Employment Corporation (JTEC).

JTEC is a private non-profit 501(c) (3) corporation that has operated programs in workforce development since its inception in 1985. It is currently the fiscal agent and operator of the one stop career centers on Cape Cod, which were started in 1998. In addition to the basic services offered to career center members, JTEC provides eligible career center members with individualized services such as our "Hire Me Boot Camp", career counseling, academic remediation, computer literacy, one on one job search preparation, skills training, on-the-job training, work experience and internships opportunities.

JTEC, the Department of Career Services and Department of Unemployment Assistance provide job search services to job seekers and hiring assistance for employers under the umbrella of Career Opportunities, the Cape's one stop career center. Career Opportunities is located at 372 North Street, Hyannis and JTEC's Administration is located at 88 North Street. Before submitting your proposal you are encouraged to visit www.capejobs.com and our Facebook page @capejobs4you.

Expectations for Content Management:

- We expect to work with one knowledgeable and creative representative from your company.
- We expect your representative to work closely with the Director of Outreach and Media Relations.
- We expect that you will submit, as part of your proposal, examples of content you would recommend posting on our social media platforms that would engage our followers and attract new followers; and provide examples of social media promotions you have successfully implemented for other clients.
- We expect that no potentially controversial content will be posted on our Social Media pages. If there is doubt, you must first seek approval of the Director of Outreach and Media Relations before posting.
- We expect that content will be informative, occasionally amusing, and related to job search, hiring practices, workforce development, career center services, special events, career center news, etc.
- We expect you to include photos, polls, videos, some light-hearted comics and other attention getting mediums.
- We expect that the representative handling our account will be knowledgeable about any recent changes to the rules set by Facebook, Instagram and Twitter regarding content and abide by these rules when placing content on these respective platforms.
- We expect the representative handling our account be familiar with Hootsuite or other scheduling platforms.
- We expect you will submit ideas for promotions we can initiate via our social media platforms and implement those that are approved by the Director of Outreach and Media Relations.

- We expect that at times you will be available to take photos at special events/functions taking place at the career center or other locations and post them on our various social media platforms.
- We expect to receive reports on the effectiveness of any promotions we run on these platforms.

Expectations for Facebook Advertising Management

- We expect to work with one knowledgeable and creative representative from your company.
- We expect you to submit, as part of your proposal, an outline on how you would run our rebranding campaign on Facebook using their Carousel and Retargeting options as well as any other options /venues you feel would be valuable. The rebranding campaign will commence either late August or early September of 2018 and end December 30, 2018. During this period both the Career Opportunities name and the new name will be used on all promotional material as well as on our website. In 2019, only the new name will be used.
- We expect that you will design a Social Media campaign on Facebook (using Carousel and Retargeting) and other platforms you feel would be valuable beginning January, 2019 for the purpose of keeping our new brand in front of our members and potential new members, while reinforcing our purpose: *to provide job seekers with whatever help they need to find that perfect job and employers with whatever help they need to find the right employee.*
- We expect your representative to work closely with the Director of Outreach and Media Relations when implementing this campaign.
- We expect that any ads created by your organization for Carousel Advertising and Retargeting be approved by the Director of Outreach and Media Relations before they are placed.
- We expect that the representative handling our account be knowledgeable of any recent changes to Facebook's advertising rules and will abide by these rules when advertising our services.
- We expect to be provided with quarterly reports on the effectiveness of any advertising campaigns placed by your company.

Expectations for SEO Management & Digital Presence Monitoring

- We expect to work with one knowledgeable and creative representative from your company.
- We expect you to submit, as part of your proposal, your approach to optimizing the visibility on Google and other search engines of an organization that is currently doing quite well on these search engines, but is changing its name and will be initiating a rebranding campaign, commencing either late August or early September of 2018 and concluding December 2018.
- We expect your representative to work closely with the Director of Outreach and Media Relations making suggestions on wording and other things we can do to optimize the visibility of the new brand's website on these search engines.

- We expect that you will track the visibility of our new brand, including listing accuracy, reviews, social buzz throughout the web during and after the conclusion of the rebranding campaign in December of 2018; and submit reports on your findings with recommendations to the Director of Outreach and Media Relations.
- We expect that the representative handling our account be knowledgeable of any recent policy changes, changes in guidelines, etc. relative to Search Engine Optimization and Digital Presence Monitoring and abide by these changes.
- We expect to be provided with quarterly reports on the progress of your Search Engine Optimization efforts during the period of this contract.

Proposal Should Include:

- Information about your company, including years in business, number of employees, geographic area covered, etc.
- The service or services listed in this RFP that you hope to provide.
- The information requested under the **Expectations of the Service** you wish to provide listed in this RFP.
- Details on related experience, including real life examples, of similar work completed or in progress.
- 3 references from similar sized organizations and, preferably, from the non-profit sector.
- Your cost for the service/s outlined in this RFP. *If your proposal includes the provision of more than one of the services listed above, the cost for each service must be listed separately. RFPs will be reviewed by the service provided. It is possible for us to end up awarding 3 separate contracts.*
- Payment terms/options- explain how we will be invoiced for the service/s you provide.

Timeline:

Letter of intent to submit a proposal is due by 4:00 pm, EST, Friday, June 8, 2018.

Deadline for submitting questions regarding the RFP is due by 12:00 pm, EST, Tuesday, June 12, 2018.

Response to all questions will be available at www.capejobs.com by 12:00 noon, EST, Wednesday, June 13, 2018.

Proposals are due by 12:00 pm, EST, Wednesday, June 20, 2018.

Letter of intent, questions and Proposal should be sent to Joan at jrezendes@jteccorp.com by the deadlines listed above.