



## WWA Communications

### Request for Proposal

Washington Workforce Association (WWA) represents and amplifies the statewide messaging of the Local Workforce Development Boards (LWDBs) of Washington. We invite you to submit a written proposal for all or part of the following statewide communications scope of work.

#### **Submissions:**

- Sent to Susie Griffin ([sgriffin@washingtonworkforce.org](mailto:sgriffin@washingtonworkforce.org)) and should include:
  - Written statement: introduction, experience, etc.
  - Examples of work
  - Cost estimate (for all or part of the scope of work)

#### **Timeline:**

- Question/answer period, or request for more details: May 9-13, 2022
- Submissions due by 5 pm, May 13, 2022
- Winner notified by 5 pm, May 20, 2022

#### **Evaluation Criteria:**

- Submissions will be evaluated by WWA leadership
- Priority will be given to submissions in the following circumstances:
  - Clearly demonstrate an understanding of the statewide workforce system and/or a history of working with statewide associations
  - Women-owned, minority-owned or veteran-owned businesses



## WWA - Scope of work

### **General**

- Implement a clear Communications Requests process/platform to ensure essential information is communicated.
- Provide a written document of expectations of production timelines, including options to expedite work.
- Ensure on-time deliverables
- Average total work: 50-65 hrs./mo.

### **Meetings/Collaboration:**

- Attend bi-weekly or monthly communications meetings with WWA, Public Relations, and statewide LWDB communications teams (1-2 hrs./mo.)
  - Gather information to shape messaging
  - Offer expertise, perspective and solutions
- Start a network and/or create a grassroots ecosystem to share information across various communications entities (E.g.: Washington Wheatgrowers Assoc. for agriculture stories, etc.)

### **WWA Website:**

Host, update and maintain website

- Source and update online information, create new pages as necessary
- Build out a location on the WWA website to host links to the LWDB job openings pages
- Check all links
- Other work as needed

### **Marketing/Communications:**

Social media creation, posting, engagement management

- Work with Public Relations expert's strategic communications plan and source aligned content. Shape content as appropriate for the audience and build a regular engagement schedule.
- Maintain a pre-planned social media calendar for monthly WWA review and edits
- Know what is trending in the workforce world and shape content accordingly
  - E.g.: LinkedIn trending topics/words
  - Coordinate with the Washington Local Workforce Development Board communications to amplify their local messaging as appropriate for statewide advocacy

Newsletter

- Build and maintain an ethically sourced distribution list (including appropriate levels of opt-in)
- Write, design and distribute a monthly WWA newsletter, in coordination with the Public Relations expert's strategic communications plan

Other collateral

- Position statements
- One-pagers and technical papers
- Charters, membership directories and other similar designed collateral
- Special projects as needed



### **Analytics:**

- Gather analytics from all engagement platforms to determine the effectiveness of messaging
- Provide monthly written analytics reports
- Provide feedback to WWA leadership on the effectiveness of messaging, upcoming trends, etc.

### **Graphic Design:**

Create professional designs for online and printed materials. This work varies according to season. Quick turnaround will be needed during the legislative session or when there is staff or membership turnover. There are many stakeholders across the state, so multiple rounds of edits are typical. There will also be a larger body of work leading into session and the WWA Fall Conference.

Average about 10-30 hrs./month

- Work with WWA and communications/marketing to create online and printed materials, as needed
- Examples of projects coming up:
  - Branded materials for WWA Fall Conference (Nov.)
  - New email signature line for staff
  - Branding for upcoming special projects, as needed

### **Photo / Video:**

Working within the Public Relation's experts strategic communications plan, source ways to amplify the Local Workforce Development Boards through video/photo. Travel across WA to capture headshots or B roll as necessary. Avg. 15-20 hrs./mo.

- Create videos that educate and amplify the message of the work LWDBs do throughout the state
- Create video graphics for the WWA Fall Conference
- Capture photos to be used in statewide advocacy efforts