

Job Training & Employment Corporation

Request for Proposal

Digital Outreach Services

**Job Training & Employment Corporation, Inc. (JTEC) invites you to respond to this
Request for Proposal (RFP).**

The purpose of this RFP is to select a single organization to provide Digital Outreach Services to engage the customers of Career Opportunities, the Cape's one stop career center, and to recruit new customers for one year beginning on or around November 1, 2017.

Career Opportunities 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.

Introduction to Job Training & Employment Corporation (JTEC).

JTEC is a private non-profit 501 C3 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 go to Facebook and visit @capejobs4you. Due to time constraints, our Twitter account has been inactive for several years.

Our Expectations:

- We expect to work with one knowledgeable and creative representative from your company.
- We expect your representative to work closely with Director of Outreach and Media Relations.
- No content will be posted or used in our ads, unless approved by the Director of Outreach and Media Relations.

- We expect to be provided with quarterly reports on the effectiveness of any advertising campaigns placed by your company.

Digital Outreach Services We are Seeking

- **Search Engine Optimization**
- **Customer Self-Service Portal** to be installed on our website that will be desktop and mobile compatible and will allow our customers to:
 1. Register for Job Search Workshops, *Hire Me Boot Camp*, New Member Orientations, job fairs and specialized recruitments and other events offered by Career Opportunities.
 2. Make an appointment to meet with a Career Counselor, Veteran’s rep, Business Services Representative.
 3. Send a resume or other document to their career counselor, Vet Rep or BSR to review and receive feedback.
 4. Issue an automatic survey each time a customer receives a service. Provide feedback on service, opinions, etc.
- **Portal to allow Staff to engage with customers**
 1. Chat with their Career Counselor, Veteran’s Rep, Business Services Rep., UI Online Claims specialist during work hours.
 2. Ability to send appointment reminders.
 3. Ability to text customers about upcoming events.
- **Online Listings Management**-clean up our online listings.
- **Retargeting Campaign**- Create and implement an annual Retargeting campaign.
- **Social Media**
 1. Set up and implement Carousel Facebook annual advertising campaign.
 2. Create and place \$50 worth of boosts per month on Facebook for programs or events we have scheduled.
 3. Set up Social Media content/idea calendar for Career Opportunities’ Facebook & Twitter pages.
 4. Create and send customized content to Director of Outreach and Media Relations to post on our Facebook Page 12x per month.
 5. Produce and place 15 second videos on appropriate channels, i.e. YouTube, MSN, Yahoo, Bing, etc.
 6. Produce (3) 30 second custom video for us to place on our website and our YouTube channel, which has yet to be set up.

Proposal Should Include:

- Information about your company.
- Details on related experience including real life examples of similar work completed or in progress. Include any experience you have had creating and implementing a digital campaign for a “free” service.

- Please provide 3 references of similar sized organizations and, preferably, from the non-profit sector.
- The cost of the services outlined in this RFP and if they include or exclude the paid advertising we are requesting.
- If they exclude advertising campaigns, please include details of each campaign, along with their monthly cost and how we will be invoiced.
- Payment terms/options- explain how we will be invoiced for the services you provide.

RFP Key Dates

Friday, October 13, 2017-Please email your intent to submit a proposal by 4:00 p.m. EST to Joan Rezendes at jrezendes@jteccorp.com .

Friday, October 13, 2017-Please email any questions pertaining to the proposal by 4:00 p.m. EST to Joan Rezendes at jrezendes@jteccorp.com.

Monday, October 16, 2017-Answers to all questions submitted by the deadline, will be posted on www.capejobs.com by 4:00 p.m. EST.

Monday, October 23, 2017- **Proposal Deadline:** Proposals must be submitted by 12:00 noon EST. Proposals must be emailed to Joan at jrezendes@jteccorp.com by the deadline.