

**Task Order**

**Mission Recruit Marketing Campaign**

**Project Description**

The Allegheny County Department of Human Services (DHS) is seeking a marketing agency to design and implement a marketing campaign for *Mission Recruit*, an employee recruitment project through which we hope to receive at least 1,500 warm leads resulting in 300 filled positions in 2023.

**Background**

Post COVID-19, consistent with a national trend of people leaving their jobs in search of new opportunities and increased flexibility, DHS has lost staff at every level. This significant turnover has resulted in a high number of vacant positions and challenges related to recruiting new staff.

**Project**

To address these challenges, DHS is launching an employee recruitment project called *Mission Recruit*. The goal is to promote human services as a desirable profession and career and to recruit people to work at DHS in one of [our nine offices](https://www.alleghenycounty.us/Human-Services/About/Offices.aspx) in roles such as caseworker, fiscal and tech staff, program monitor, analyst and project manager.

*Mission Recruit* will utilize several strategies to recruit staff, including implementing a marketing campaign, building on existing relationships with colleges and professional organizations, working with recruiters and streamlining HR processes. The Successful Applicant will be responsible for designing a comprehensive marketing campaign for *Mission Recruit* in close collaboration with the DHS *Mission Recruit* team.

The goal of the *Mission Recruit* marketing campaign is to generate 1,500 “warm leads” between now and the end of October 2023. We define warm leads as people who have expressed an interest in working at DHS and who have provided their contact information via the DHS website so DHS staff can follow-up with them. The DHS *Mission Recruit* team will track and share progress towards this goal with the Successful Applicant on a regular basis. This will allow us to monitor the success of the campaign in real time and, if necessary, work together to identify changes that might be warranted.

**Expectations**

The Successful Applicant must develop a comprehensive campaign for two primary audiences:

1. Internal Audience: We want to give DHS staff tools and strategies to generate warm leads. We expect the Successful Applicant to create digital and print materials that will engage and motivate staff to recruit and generate leads. We welcome your creative ideas for how these materials could be used by our staff.
2. External Audience: We want to implement a comprehensive campaign to promote human services as a desirable profession and career. We welcome your creative ideas for the platforms, strategies and content of this campaign.

The marketing campaign must reach diverse audiences to help DHS meet its racial and gender diversity goals.

We have established a range for potential expenditures of $150,000 to $250,000 for the design and implementation of a marketing campaign for *Mission Recruit*. We are interested in what can be achieved with $150,000 versus $250,000.

The campaign must start as soon as possible and will conclude at the end of October 2023.

While there are no specific expectations of what a marketing campaign or resulting materials will look like, Allegheny County has style guides for both design and language which must be incorporated into any final products. The DHS *Mission Recruit* team will have final approval of all materials.

**Award Details**

We anticipate awarding one contract, not to exceed $250,000, from this Task Order. Please submit a budget including an explanation of all costs. The budget will not be included in the page limit. Final award details will be negotiated with the Successful Applicant.

It may take 60-90 days from the award decision for DHS to fully execute the contract with the selected agency. Due to the urgent nature of this project, we will encourage the Successful Applicant to begin preliminary planning as we work to fully execute the contract.

All parties who contract with Allegheny County must comply with our standard terms and conditions, available for review on our Solicitations webpage: <http://www.alleghenycounty.us/Human-Services/Resources/Doing-Business/Solicitations-(RFP/RFQ/RFI).aspx>. For more information, please refer to section 7 in the Request for Qualifications (RFQ) under which you were qualified.

**How To Submit a Response**

Respondents to this task order must be pre-qualified under the [RFQ for Design, Content and Digital Strategy](https://www.alleghenycounty.us/WorkArea/linkit.aspx?LinkIdentifier=id&ItemID=6442474299).

Please respond to this Task Order by typing your response to each requested item directly into this Word document. All inquiries and questions should be submitted via email to [DHSProposals@alleghenycounty.us](mailto:DHSProposals@alleghenycounty.us). Your written Response should not exceed three pages. This limit does not include your budget or relevant examples of your experience.

Note that we will review the Application that you submitted to become qualified under the RFQ in conjunction with your response to this Task Order. Therefore, there is no need to duplicate information that you provided in that Application. Your Response to this Task Order should be specifically tailored to this project.

Submit your completed Responseelectronically by logging into or creating an account on Bonfire at <https://alleghenycountydhs.bonfirehub.com> and uploading the required submission documents to the appropriate Task Order Opportunity Page no later than 3:00 p.m. Eastern Time on Friday, February 24, 2023, to be considered for review.

If you are having trouble making an account or uploading your documents, please contact Bonfire Support. You can also reach out to the DHS Procurement Team at [DHSProposals@alleghenycounty.us](mailto:DHSProposals@alleghenycounty.us) or (412) 350-6352.

If you have any questions about this RFP, please email us at [DHSProposals@alleghenycounty.us](mailto:DHSProposals@alleghenycounty.us), or use the Vendor Discussion feature through the DHS Bonfire Portal at <https://alleghenycountydhs.bonfirehub.com> on the Task Order Opportunity Page.

If additional information is required after receipt of your Response, you will be contacted.

**Timeline**

Task Order Issued: Thursday, February 9, 2023

Response Deadline: 3 p.m. Eastern Time on February 24, 2023

Estimated Award Decision: Wednesday, March 8, 2023

Estimated Start Date: Mid-March 2023

**How We Will Evaluate Your Response**

DHS will convene an Evaluation Committee to evaluate the Responses using the process described in Section 5 of the RFQ. The maximum score that a Response can receive is 50 points. The Evaluation Committee will assign scores to each Response by awarding points based on the following evaluation criteria:

**Relevant Experience (25 points possible)**

* Successful track record with similar projects (15 points)
* Demonstrated ability to develop campaigns that reach diverse audiences (10 points)

**Task Order Approach (25 points possible)**

* Proposed approach for the task order, including a list of proposed strategies and creative materials for the internal and external audiences described in the Task Order (10 points)
* Estimated expenditures if the marketing campaign were to cost $150,000 (the low-end of our range) and estimated expenditures if the marketing campaign were to cost $250,000 (the high-end of our range) (10 points)
* Timeline for spending funds by end of October 2023 (5 points)

**Response**

Respondent’s Name: Click or tap here to enter text.

1. Provide example(s) of project(s) like the project described in the Task Order. Include as many examples as you feel appropriate to sufficiently describe your experience. Feel free to include links or attachments.

Click or tap here to enter text.

2. Briefly describe the approach you propose for the project described in the Task Order. Please include: 1) your specific strategies and creative materials for the internal and external audiences described in the Task Order, 2) estimated expenditures if the campaign were to cost $150,000 or $250,000, and 3) your proposed timeline.

Click or tap here to enter text.