



# Communications Services

RFP posting will close March 27, 2020 but may be extended if a suitable contractor is not identified. Please respond with any questions or submit RFP by email to Jana Tulloch [jana@tullochconsulting.ca](mailto:jana@tullochconsulting.ca)



The Aboriginal Firefighter Association of Canada (AFAC) was founded in 1991, and is a united body of regional Indigenous emergency and fire service organizations across Canada. The mandate is to represent the interests of regional associations at the national level, assist in the exchange of information between associations, support the implementation of services, and promote national standards in fire prevention, education, and suppression within Indigenous communities across Canada.

Currently, AFAC is seeking a contracted provider to perform the **Communications Services** for AFAC and the Indigenous Fire Marshal Project.

The contractor will work closely with the IFM-Project Project Manager and Director of Administrative Services to support the planned and ad-hoc communications. RFP responses will be assessed for relevant skills, expertise and experience required to fulfill the broad range of components.

## Main Responsibilities Include:

- > Perform social media and paid media related research to support decision making mechanisms of appropriate distribution of IFM Project information to maximize reach.
- > Produce translation content in official languages.
- > Develop national mailout content (x4 mailouts), design and maintenance of distribution lists.
- > Perform all design services including web, social media, print and editing components.
- > Develop external relations with various mediums including print, radio, TV, web and video.
- > Coordinate information updates between various components of the project.
- > Provide ad-hoc support to the IFM project to address emerging and requested information sessions.
- > Perform media monitoring and response plans as required.
- > Coordinate and facilitate NAC meetings.
- > Identify current and emerging communications risks that can be mitigated by planned information dissemination.
- > Identify all relevant organizations, political entities and communities that require information updates.
- > Develop a print media and social media schedule and respond to ad-hoc communications initiatives.
- > Perform all ad-hoc and planned reporting including summary reports and progress reports.
- > Perform communications plan evaluation and make recommendations to project for return on investment or impact on current communications strategy.



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## Preference:

- > Contractor that retains expertise of Indigenous heritage and/or professional capacity with in-depth knowledge & experience Indigenous culture, customs & language.
- > Web platform development & maintenance.
- > Bilingual & translation capacity (English/French).
- > Content edit expertise.
- > Physical mail distribution experience.
- > Multi-media design capacity.
- > Experience working with Indigenous fire or emergency services organizations.
- > Experience providing meeting coordination & facilitation.
- > In-depth understanding of NIO's.

## Minimal RFP Response should include:

- > Communications plan that includes milestones and key deliverables identified in the main responsibilities.
- > The projected budget for the IFM Communications Activity is \$175,000 (exclusive of applicable taxes) in addition to the communications plan please provide a projected budget breakdown that will form part of the RFP evaluation.

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*AFAC is an equal opportunity employer and encourages applications from all qualified contractors.*