



HAISLA NATION

Request for Proposals Communications Strategy & Branding Toolkit

Issued
April 08, 2024

Submission Deadline
April 24, 2024 at 4:00 pm

The Opportunity

Haisla Nation Council is seeking proposals from qualified communications consultants to develop a comprehensive communications strategy and branding toolkit. We believe that effective communication is essential for achieving our organizational goals and objectives. Through this RFP, we aim to identify a consultant who can assist us in creating a strategic roadmap for our communication efforts and equipping us with the necessary tools to strengthen our brand identity.

Background

The Haisla Nation is the band government of the Haisla people. The Haisla's neighbours are the City of Kitimat and the Haisla have many formal and informal partnerships and working relationship with governments, agencies, and businesses throughout our traditional territory. We have a registered population of 2,081 members with approximately 675 members living on-reserve.

HNC strives to lead in good governance with the principles of fairness, transparency, and accountability to support our Nation's future.

Haisla Nation Council consists of 140 full-time permanent employees, with anywhere from 25-50 temporary or on-call positions at a time. The organization currently consists of twelve (12) departments:

Administration, Finance, Human Resources, Community Development, Health, Education, Lands, Environment, Fisheries, Employment & Training, Culture & Language, Information Technology.

Haisla Nation Council's elected body consists of one (1) Chief Councillor and ten (10) Councillors. Haisla Nation Council has two (2) committees: Executive Committee and Stakeholder Relations Committee.

Purpose of Project

The purpose of completing this work is to:

Enhance Organizational Communication: Develop a clear and effective communication strategy that aligns with our organizational goals and objectives, ensuring consistent messaging across all channels.

Strengthen Brand Identity: Create a branding toolkit that provides guidelines for maintaining a cohesive brand image, including visual elements and brand voice, to enhance recognition and trust among our target audience.

Improve Engagement and Outreach: Identify key audiences and communication channels to maximize engagement and reach, fostering stronger connections with stakeholders and supporters.

Increase Impact and Effectiveness: Implement strategies to measure and evaluate the impact of our communication efforts, allowing for continuous improvement and adaptation to achieve desired outcomes.

Support Organizational Growth: Equip our team with the necessary tools and resources to effectively communicate our mission, values, and initiatives, driving growth and sustainability.

Overall, the completion of this work aims to elevate our organization's communication capabilities, amplify our brand presence, and ultimately, advance our mission and objectives.

Project Requirements

Proposed Scope of Work

The selected consultant will be responsible for the following tasks:

1. Conducting an initial assessment of our current communication practices, audience demographics, and organizational goals.
2. Developing a comprehensive communications strategy tailored to our objectives, including key messaging, target audience identification, and communication channels.
3. Creating a branding toolkit that includes guidelines for logo usage, brand voice, typography, color palette, and visual elements to ensure consistency across all communication materials, including the development of new letterhead and other communications templates. These templates will encompass a range of materials such as business cards, email signatures, presentation slides, and official documents, designed to reflect the established brand identity and maintain uniformity across various touchpoints. Additionally, the branding toolkit will provide instructions on how to effectively incorporate these elements into different communication mediums, ensuring cohesive and professional representation of the organization's brand across all channels.
4. Develop customized templates for regular reporting and project updates to ensure consistency and clarity in communication with membership, stakeholders, and other relevant parties. These templates will include formats for progress reports, financial updates, impact assessments, and any other required documentation, tailored to the specific needs and preferences of each audience. Additionally, provide guidance on the frequency and distribution channels for these reports to facilitate transparent and effective communication throughout the duration of the project.
5. Providing recommendations for integrating digital communication tools and platforms into our strategy.
6. Providing recommendations on how to implement both the communications strategy and branding toolkit.

Role of Firm

The selected communications consultant will play a pivotal role in guiding and executing the development of our organization's communication strategy and branding toolkit. The consultant's responsibilities will include, but are not limited to, the following:

Branding Expertise: Utilize expertise in branding principles and practices to lead the creation of a cohesive branding toolkit.

Audience Segmentation: Conduct audience segmentation and analysis to tailor communication strategies and messaging to different stakeholder groups. The consultant will identify key demographics, preferences, and communication channels for effective engagement and outreach.

Digital Communication Integration: Provide guidance on integrating digital communication tools and platforms into the overall communication strategy. This includes recommending strategies for website optimization, social media management, email marketing, and online advertising to maximize reach and impact.

Training and Capacity Building: Conduct training sessions and workshops to build the capacity of internal staff members in communication best practices, brand guidelines, and content creation. The consultant will empower staff to effectively implement the communication strategy and maintain brand consistency over time.

Monitoring and Evaluation: Develop a framework for monitoring and evaluating the effectiveness of communication efforts against predefined objectives and key performance indicators. This involves setting measurable goals, tracking progress, and making data-driven adjustments to optimize outcomes.

Collaborative Partnership: Foster a collaborative partnership with internal stakeholders to ensure alignment and buy-in throughout the project lifecycle. The consultant will actively solicit feedback, incorporate stakeholder input, and provide regular updates on project progress and milestones.

Overall, the communications consultant will serve as a strategic partner in enhancing our organization's communication capabilities, strengthening our brand presence, and achieving our mission-driven objectives through effective and impactful communication initiatives.

Qualifications of Firm

Our organization seeks to engage a communications consultancy firm with a demonstrated track record of excellence in developing comprehensive communication strategies and branding initiatives for organizations within our sector. The following qualifications are required:

- **Proven Expertise:** The firm should have extensive experience in providing strategic communication consulting services to First Nations governments, nonprofit organizations, or similar entities. Demonstrated success in developing and implementing communication strategies that have resulted in increased visibility, stakeholder engagement, and brand recognition is essential.
- **Specialization in Branding:** The firm should possess specialized expertise in branding, with a strong portfolio showcasing the development of cohesive brand identities, including logo design, visual branding elements, and brand guidelines. Experience in creating branding toolkits and implementing brand refresh initiatives will be highly advantageous.
- **Strategic Insight:** The firm should demonstrate strategic insight and analytical capabilities in conducting comprehensive communication assessments, audience segmentation, and competitive analyses. The ability to translate insights into actionable communication strategies that align with organizational objectives is critical.
- **Multidisciplinary Team:** The firm should have a multidisciplinary team of communication professionals with diverse skill sets, including branding specialists, strategic planners, content creators, graphic designers, and digital communication experts. Each team member should bring relevant experience and expertise to the project.
- **Technical Proficiency:** The firm should be proficient in utilizing digital communication tools, analytics platforms, and design software to support communication efforts effectively. Experience with website management, social media marketing, email automation, and other digital communication channels is essential.

Deliverables

The following items shall be delivered to Haisla Nation Council upon completion of the project:

- 1) **Communication Strategy Document:** A comprehensive communication strategy document outlining the strategic approach, key messaging frameworks, target audience profiles, communication channels, and implementation plan.
- 2) **Branding Toolkit:** A complete branding toolkit containing guidelines for logo usage, brand voice, typography, color palette, and visual elements. This toolkit will also include templates for new letterhead, business cards, email signatures, presentation slides, and other communications materials.
- 3) **Audience Segmentation Analysis:** A detailed audience segmentation analysis report identifying key stakeholder groups, their communication preferences, demographics, and engagement strategies tailored to each audience segment.
- 4) **Content Strategy Plan:** A content strategy plan outlining content themes, formats, distribution channels, and editorial calendars for various communication platforms, including websites, social media, newsletters, and press releases.
- 5) **Digital Communication Recommendations:** Recommendations for integrating digital communication tools and platforms into the overall communication strategy, including website optimization, social media management, email marketing, and online advertising tactics.
- 6) **Training Materials:** Customized training materials and resources for internal staff members, including workshops, guides, and presentations covering communication best practices, brand guidelines, content creation, and digital communication tools.
- 7) **Monitoring and Evaluation Framework:** A monitoring and evaluation framework for tracking the performance and impact of communication efforts against predefined objectives and key performance indicators (KPIs). This framework will include metrics, data collection methods, and reporting templates.
- 8) **Project Management and Coordination:** Effective project management and coordination to ensure timely delivery of all deliverables, adherence to project timelines and budget, and proactive communication with the organization's project team.
- 9) **Final Presentation and Consultation:** A final presentation to the organization's leadership team and stakeholders, summarizing key findings, recommendations, and next steps. Additionally, post-project consultation and support will be provided to address any questions, concerns, or additional needs.

Information Required – Qualifications

Each Firm shall respond to each of the following questions in a clear and comprehensive manner.

- a) Provide the full name and main office address of the Firm. Identify when the Firm was organized and if a Corporation, when incorporated and how many years engaged in providing this type of service.
- c) Identify and set out the qualifications of any Firms or individuals that the Firm intends to subcontract, or otherwise use, to perform work on this project.
- d) Describe the Firms specific and relevant experience related to the scope of this project.
- e) Describe the Firm's depth and resources that would also be available for the benefit of this project.

- f) Describe the Firm’s understanding of the Project – Scope of Work and approach or methodology to complete the project, staff/council engagement and estimated timeframe for the project.
- g) Set out the various components of the project including demonstrating how the project will be completed.
- h) Identify the personnel who would take the lead position in this project and set out their particular qualifications and experience in carrying out this type of work.
- i) Identify the amount of HNC’s internal staff time required.
- j) Provide references from three (3) recent projects that relate to this project that the Firm has completed and, if not included in the forgoing, a reference from an organization of similar size and geographic components as Haisla Nation Council.

Information Required – Proposal

Each Firm must respond to each of the following areas in a clear and comprehensive manner.

Your Schedule A should include the following:

- a) Provide a confirmed price for the project and expected payment schedule.
- b) Specifically identify any additional work or services that exceed the services requested herein and the associated costs thereof.
- c) A detailed project schedule including timelines for each component of the project.
- d) And a signed Declaration by the owner/partner that has authority to bind.

Evaluation Criteria

Submitted proposals will be evaluated upon the following criteria:

- Experience and qualifications of primary consultant and key team members 20%
- Measurable Strategy/Quality of Approach & Proposed Methodology 30%
- Understanding of Objectives 15%
- Work Plan, Schedule, and Level of Effort 10%
- Cost 15%

RFP – Submission Details

Event Detail	Date
RFP Issued	April 08, 2024
Submission Deadline	April 24, 2024 at 4:00 pm

Each Firm shall provide one copy of their RFP submission no later than 4:00 pm on April 24, 2024.

Email:

kstevens@haisla.ca

Any proposals received after the above deadline will not be considered.