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The Public Health Association of BC is seeking proposals from consultants to develop a communications plan

Purpose

Under the direction of the Executive Director of the Public Health Association of BC (PHABC) the consultant will lead the development of a communications plan for the association. The communications plan should focus on engagement strategies and approaches. It should incorporate communication channels, such as social media platforms, the website, a newsletter, and an annual summer school and conference. It should also identify target audiences and promote the association and its values while engaging members and communities with the association.

Background

The PHABC is a voluntary, non-profit, NGO (est. 1953), affiliated with Canadian Public Health Association. The PHABC promotes and protects public health by actively working to advance the development and implementation of healthy public policy, by encouraging and facilitating research that supports public health and cooperating regionally, nationally and internationally with partner organizations. Its national linkages enable the PHABC to participate in dialogue and action on matters of interest across Canada. The PHABC has a long track record of fiscal and administrative stability and considerable experience with community development, continuing education, initiatives addressing the determinants of health and project planning, implementation, assessment and evaluation. PHABC has partnered with the federal and provincial governments to carry out significant knowledge development and exchange projects. The association is currently responsible for administering a dozen projects for the province of BC, the Federal government, Regional Health Authorities and other clients.

Required Qualifications:

- Bachelor's degree in public relations, communications, marketing, journalism or related field and at least five years of relevant experience;
- Demonstrated ability to think strategically about communications, public relations and outreach activities;
- Experience developing communication plans and supporting NGO's communication development.
- Outstanding written communication and demonstrated ability to write effectively in plain language with a wide range of creative styles and delivery methods.
- Knowledge of digital media, current social media platforms, and e-mail marketing.

Information for Bidders:

The Public Health Association of BC endeavours to ensure all submitted requests are treated objectively and fairly. PHABC reserves the right to accept, reject or ask for clarification of any or all requests in order to ensure the interests of the association, its funders, and partners.

PHABC is not liable for any costs incurred by contractors in response to this RFQ.

To be considered, responses must be received on or before June 21, 2016 at 4:00pm.

Please send your proposals electronically to staff@phabc.org.

Proposals should be prepared simply and economically, providing a straight forward, concise description of the bidder's ability to meet the RFQ.

PHABC staff and a selection committee will review the proposals and make a recommendation to the PHABC board. The winning bid will be selected by PHABC. The selection process is under the sole discretion of PHABC and their decision is final and not subject to appeal.

Information Required from Bidders:

1. Contact information of the person applying.
2. Consultant profile:
 - Years in business
 - Identify your educational background, roles and experience related to this request.
 - Describe your experiences related to developing a communications plan and/or communications, media relations, marketing and promotion.
3. Provide a sample of/or links to written materials that illustrate your capacity to produce the deliverables outlined for this contract.
4. Budget
 - Outline the financial terms and details of the proposal specifying what is included and what is not included, as well as an hourly or daily rate