



STATEWIDE HISPANIC CHAMBER OF COMMERCE OF NEW JERSEY

Request for Proposals for Part-Time Marketing Professional Services

The Statewide Hispanic Chamber of Commerce of New Jersey (SHCCNJ) is a nonprofit organization that has become the voice of the 120,000 Hispanic Owned businesses that contribute over \$20 Billion to the State's economy. The Chamber is the premier vehicle to access the Latino community and its formidable purchasing power, as evidenced by our growth of non-Hispanic membership, reaching 45 percent.

The SHCCNJ requests proposals for comprehensive part-time basis marketing services.

Summary

With this Request for Proposal (RFP), the SHCCNJ seeks to acquire the services of a qualified part-time marketing individual to support its marketing initiatives. The SHCCNJ invites proposals from interested marketing professionals with experience in brand management, digital marketing (social media, e-blasts, etc.), and website maintenance.

Bidders must follow exactly, and be responsive to, ALL requirements of this RFP. It is the bidder's responsibility to provide all specified materials in the required form and format. Responses that are not in the required way and format will not be considered.

The work to be performed will support SHCCNJ's primary revenue-generating business lines, event, sponsor, and member outreach.

Based on performance, the contract may be extended on a no-bid basis. Details pertaining to a contract extension are to be determined.

Marketing Goals

Working in collaboration with the Executive Team at SHCCNJ, the marketing contractor will work towards and measure efforts against the following goals:

- Drive measurable traffic and leads to SHCCNJ both through direct digital channels and through qualified sales lead targeting by using a marketing mix that spans digital, PR, event support, and targeted offline communications.
- Build greater industry awareness of SHCCNJ's products, programs, and custom solutions. Position the SHCCNJ as an innovator and thought leader in the nonprofit space.

- Create and implement a customer engagement plan that significantly reduces inconsistency.

Scope of Work

The scope of work will include the following:

Strategy

- Serve as SHCCNJ's expert advisor for the development and implementation of marketing strategies for its primary revenue-generating business lines
- Develop a marketing plan focused on achieving SHCCNJ's Marketing Goals
- Create quarterly planning objectives and reporting for ensuring tactics are managed on brand and budget, and accountable to measurement KPIs

Marketing and Public Relations

- Provide graphic design and content development for digital, print, and collateral material, as requested
- Manage public relations resources to accomplish the objectives as described in the marketing plan
- Provide strategic campaign support, including planning, development, and execution; multi-channel outreach; and branded material development
- Support SHCCNJ's internal marketing needs by providing integrated collateral templates.
- Provide website maintenance and content services, as needed.
- Provide social media strategy development, content, and execution.
- Provide eblast content creation and scheduling services.

Market Research

- Conduct market research to identify target industry segments with the highest revenue-generating probability, as needed
- Conduct customer surveys, as needed

Branding

- Advising SHCCNJ on maintaining brand consistency by coordinating graphic design, presentations, and event support.
- Coordinating public relations, content development and coordination.



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Response Requirements (minimum requirements)

For ease and efficiency of review, SHCCNJ has specified the numbering protocol below for bidders. Please follow this numbering protocol correctly, and do not re-number, insert numbers, or otherwise modify the sequence. Responses that do not follow this numbering order will not be considered.

1. Profile

- a. Name of the contact person, and contact information: Provide address, telephone, mobile telephone number, fax number, email address, and web address, as applicable.

2. Qualifications

- a. Provide a brief description of your experience and work history.
- b. Describe your work process.
- c. Special consideration: Describe why and how your experience is uniquely positioned to serve as SHCCNJ's lead marketing strategist, implementer, and advisor.

3. Experience and ability to perform this work

- a. Describe the approach you would undertake to complete the tasks described in the Scope of Work successfully
- b. Provide examples of relevant work and / or case studies.
- c. Provide a minimum of three (3) references.

4. Pricing

- a. Provide an **all-inclusive hourly rate for** work related to Digital Marketing Services; External Collateral; Content Development and Website Maintenance.

Please follow precisely the requirements for the responses noted above. It is the responsibility of the bidders to provide all required materials in the required form and format. Responses that are not in the required form and format will not be considered.

Award

The SHCCNJ reserves the right to contract with more than one vendor for services described within this RFP. The SHCCNJ reserves the right not to award a contract for this RFP, and will not reimburse the cost incurred by bidders who respond to this notice.



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Anticipated Selection Schedule

- RFP Distributed August 14th, 2020
- **Proposal Due Date** **September 14th, 2020**
- Contractor Selection October 2020
- Commencement of Contract TBD

Protocols for Preparing and Delivering Responses to this RFP

Responses to this RFP must be delivered electronically to SHCCNJ by **3:00 pm EST** September 14th, 2020. Responses submitted after 3:00 pm will not be accepted. Responses must be submitted electronically via email to ehorton@shccnj.org with “**RFP Submission for Marketing Services**” in the subject line.

Submissions should consist of one (1) PDF document containing all of the requested information in the same order as the numbered Response Requirements listed above.



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