

SER Metro-Detroit, Jobs for Progress, Inc.
Marketing and Social Media Services
REQUEST FOR QUALIFICATIONS

I. Who We Are

SER Metro Detroit, Jobs for Progress, Inc. (SER) is a non-profit workforce and economic development organization. Our mission is Advancing People, Growing Businesses and Strengthening Communities through Education, Employment, Economic and Community Development.

SER is headquartered in the Southwest neighborhood of Detroit but operates programs that serve residents from across the city of Detroit including multiple employment and training programs that seek to meet the needs of both job seekers and employers. This includes ReBuild Detroit, an apprenticeship readiness program, adult education and employment services at the Ford Resource and Engagement Center and two Detroit at Work Career Centers for Detroit Employment Solutions Corporation. These Centers offer an integrated service delivery model that seeks to assist low-income community residents in Detroit to improve their financial and employment status through a variety of program and services.

II. Desired Scope of Services

SER is seeking the services of a contractor to provide marketing and social media services to support SER programs and services. The contractor would be responsible for ensuring that there is new and consistent social media content to promote programs and services. Timeframe is one year from signed contract, approximately 10 hours per week or bi-weekly.

Specifically, the Contractor will provide the following services:

- Assist in the creation of a marketing plan.
- Create content for the promotion of programs on Twitter, Facebook, LinkedIn and other social media.
- Assist in creating content for the SER website.
- Create flyers or other graphics for programs as needed.
- Review and analyze data analytics.

Social Media Goals:

- Increase brand awareness.
- Drive traffic to website and increase program enrollments.
- Boost brand engagement

Eligibility Requirements for Contractor:

- Maintains a flexible schedule to accommodate work schedules

Required Qualifications:

- 2-4 years of social media management experience
- Bachelor's degree in business, marketing, journalism, public relations or related field preferred
- Professional certification in Google Analytics preferred

- Proficient using multi-social posting programs such as Hootsuite and HubSpot
- Strong computer skills using Microsoft Office and Adobe Suites
- General knowledge of Search Engine Optimization and internet ranking for web content
- Relevant experience determining a target audience and how to cater unique marketing campaigns to capture their attention
- Strong understanding of marketing strategy and how to effortlessly utilize these concepts throughout various forms of outreach
- Excellent interpersonal and communication skills: Verbal and written.

Preferred Qualifications:

- Knowledge of Detroit community
- Experience with non-profit organizations

Submission Requirements:

Applicants must submit the items listed below via email to Veronica Sanchez Peavey, Sr. Assistant Vice President – Adult Services, SER Metro-Detroit, Jobs for Progress, Inc. Vsanchez@sermetro.org **by 5:00 p.m. March 25, 2022** with subject line, “SER RFQ Response”. Proposals will be reviewed as they are submitted and a contractor may be selected prior to March 25, 2022.

Proposal Requirements:

1. Proposal addressing the following (three-page limit):
 - Why are you interested in this project?
 - Summary of your experience in relation to the qualifications and scope of services along with a price quote.
2. Two (2) references.
3. Three (3) examples of original social media content created.

III. Award of Contract

This request for qualifications does not commit SER to award a contract or to pay costs incurred in the preparation of a proposal in response to this request. SER reserves the right to accept or reject any or all proposals received as a result of this request, or to cancel any or all of this Request for Qualifications if it is considered in the best interest of SER.

IV. Contact for Further Information

For further information about this RFQ, contact Veronica Sanchez Peavey, Sr. Assistant Vice President – Adult Services, SER Metro-Detroit, Jobs for Progress, Inc. at vsanchea@sermetro.org.