



## **Request for Expressions of Interest (EOI)**

### Creating a Strategic Outreach, Communications and Marketing Strategy for Age-Friendly Hamilton

**Deadline Extended: Please submit expressions of interest by Wednesday, February 26, 2025, EST**

*Questions? Contact: Shelagh Kiely, [shelagh@hamiltoncoa.com](mailto:shelagh@hamiltoncoa.com)*

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#### **Purpose**

The Age-Friendly Hamilton Governance Committee, a collaboration between the Hamilton Council on Aging (HCoA), the City of Hamilton, and the Seniors Advisory Committee (SAC), is tasked with jointly providing governance, leadership, and oversight for advancing the Age-Friendly Hamilton community initiative. This group operationalizes its work through the Age-Friendly Hamilton Collaborative, a broad stakeholder engagement committee consisting of older adults and key partners and collaborators across community service agencies, the municipality, businesses, and academia.

Age-Friendly Hamilton seeks a skilled and dynamic Communication, Marketing, and Outreach Specialist/Consultant to develop a comprehensive Strategic Outreach, Communications, and Marketing Strategy. This role will help establish a unified approach to communication, marketing, and engagement across Age-Friendly Hamilton's governance partners. The ideal candidate will recommend and execute strategies that effectively communicate the Age-Friendly Hamilton initiative, increase community buy-in, and engage a diverse group of stakeholders.

#### **Scope of Work**

##### **Assessment and Consultation**

- Research and understand the Age-Friendly Hamilton framework and current work plans and priorities, including the recently developed Equity, Diversity, and Inclusion (EDI) Recommendation report.
- Meet with governance partners to understand marketing, outreach, and communication structures, needs, nuances, and challenges.
- Analyze stakeholder demographics and engagement opportunities to understand marketing, communication, and outreach needs and preferences across diverse seniors in the community.

##### **Develop a Strategic Communications and Marketing Strategy**

- Strategic Communications, Marketing, and Engagement Plan to align messaging, strategies and tactics across multiple collaborators.
- Recommend clear and actionable communication objectives and strategies to improve engagement, visibility, and outreach.
- Final Report with Recommendations on implementation

#### **Requirements of Consultant**

The expected minimum level of skills, knowledge, and/or abilities of the consultant include:

- Commitment and understanding of Age-Friendly Hamilton, the Age-Friendly Plan, governance structure, and needs and challenges of participating partners
- Proven expertise in strategic communications and community outreach
- Experience working with diverse community stakeholders and the Hamilton community

- Knowledge of Age-Friendly principles and Equity Diversity and Inclusion recommendations
- Strong communication and interpersonal skills
- Experience working with volunteer committees and multiple stakeholders
- Ability to support both in-person and virtual meetings, as required

### Terms and Conditions

- Consultants will be retained using a consulting agreement.
- Consultants will need to abide by the terms and conditions of the agreement for this project.
- All information, recommendations, and reports will become the exclusive property of the Hamilton Council on Aging (HCoA).
- HCoA is not bound to choose any of the submitted applicants.
- Key factors of success include on-time delivery, on-budget delivery, responsiveness, and approval of quality of work from HCoA.

### Budget

Applicants may request up to \$8,000.00 for this project.

### Key Dates

- **Requests for proposals submitted:** Deadline extended until February 26, 2025
- **Evaluation of responses and finalization of selection:** February 28, 2025
- **Planned contract award date:** March 1, 2025

*HCoA reserves the right to adjust these dates at its sole discretion.*

### Selection and Evaluation Criteria

The final consultant selection will be made based on a balance of criteria including expertise, experience, and cost. Consultants will include in no more than 8 pages plus any specific appendices as a PDF:

1. **Executive Summary** (1 pg. max)
2. **Overview of the Consultant** (1 pg. max)
3. **Outline Unique Approach to Work** (2 pg. max) - Include: proposed meetings, additional resources
4. **Overview of Strategy to Meet EOI Objectives** (2 pg. max) - Include: any deliverables, timelines, or inputs from HCoA required and detail your experience with similar work
5. **Detailed Quote** (2 pg. max)
6. **Appendix** (not included in page count):
  - Three (3) professional references, email, and phone numbers, from past clients on similar projects
  - Two (2) examples of relevant past work, such as links to work or previous frameworks, reports, or strategies
  - The CV of the consultant

### Evaluation Criteria

HCoA will evaluate all submissions using the following weighted system:

- **10% - Executive Summary**
- **20% - Qualifications:** Considerable direct expertise with similar projects and samples of work
- **30% - Approach:** Proposed schedule and ability to meet and achieve project requirements
- **40% - Project Cost**

### Project Duration

The anticipated period of performance for this project is up to 4 months from the contract start date. Proposers should provide a proposed high-level schedule that fits within this timeframe.