

Request for Proposal Communications Consultant

Issued by:

KIPP Nashville Public Schools
School Support Team
3410 Knight Drive 37207

Bid Submission Deadline:

Monday, July 3rd at 4:00pm
Contact Person: Randy Dowell
Electronic submissions only to rdowell@kippnashville.org

1. GENERAL

Electronic bids addressed to Randy Dowell for the Communications Consultant should be submitted by 4pm on Monday, July 3rd 2023. Award of this contract may be subject to approval of the Board of Directors. KIPP Nashville reserves the right to accept or reject any and all bids based on the best interests of the organization. KIPP Nashville Public Schools is an equal opportunity employer – discrimination based on age, race, sex, disability, or national origin is expressly prohibited.

2. BACKGROUND

About KIPP Nashville Public Schools

KIPP Nashville Public Schools is a network of high-performing, free, open enrollment K-12 schools that has been committed to positively affecting student outcomes in Nashville since 2005. KIPP Nashville is part of the acclaimed KIPP Network, which educates 100,000+ students nationwide and supports students from Kindergarten through college, career and beyond. Through the KIPP Forward program, our team helps students identify their career of highest aspiration and develop the skills and confidence to chase their dreams.

KIPP Nashville currently operates 3 elementary schools, 3 middle schools, and 2 high schools and we are excited to open our doors to another middle and high school in 2024. We are excited to continue our growth to ensure all students in Nashville have access to an excellent education and the resources necessary to push past any boundaries that may stand in their way.

The mission of KIPP Nashville is to together with families and communities create joyful, academically excellent schools that prepare students with the skills and confidence they need to pursue the paths they choose - college, career and beyond - so they can lead fulfilling lives and build a more just world. If you share in this belief, if you have a proven willingness to do what it takes for students to be their best, if you thrive in an environment that is both collaborative and entrepreneurial, then you are encouraged to submit.

3. PROPOSAL REQUIREMENTS

The purpose of this Request for Proposal (“RFP”) is to solicit bids from individuals and/or firms interested in serving as the Communications Consultant to KIPP Nashville (the “Communications Consultant”). Directed by the Executive Director, the Communications Consultant will serve as the lead for a number of communications activities related to KIPP Nashville Public Schools, including: regular videography and photography at events, outreach and response to media requests, emergency communications support, and web and social media management and monitoring. A more detailed overview of the scope of work is detailed below.

4. RFP BID TERMS AND CONDITIONS

The following terms and conditions apply to this RFP and its subsequent Proposals:

- a) For the purposes of this document, the party to whom this RFP is addressed shall be referred to as “Bidder” and any materials submitted in response to this RFP shall be referred to as a “Proposal.”
- b) KIPP Nashville Public Schools is not liable for any costs or expenses incurred by a Bidder or any other person or entity in the preparation of their Proposal.
- c) KIPP Nashville reserves the right to reject any and all Proposals received by Bidders as a result of this RFP, as is in the best interests of KIPP Nashville Public Schools, as determined by KIPP Nashville Public Schools. In determining which Proposal is best, the following factors will be taken into consideration: bid price, aligned experience, qualifications, references, responsibility and current availability of the Bidder to perform the services. KIPP Nashville Public Schools may waive any technicalities or formalities in determining how to serve the best interests of KIPP Nashville Public Schools.
- d) This RFP may be sent as a courtesy to known interested individuals and firms. The receipt of this RFP from KIPP Nashville Public Schools in no way implies that the recipient is necessarily a qualified bidder.
- e) Any Proposal submitted is not confidential. All materials submitted become the property of KIPP Nashville Public Schools. KIPP Nashville Public Schools has the right to use any or all un-copyrighted concepts presented in the proposal. Approval or disapproval of a Proposal does not affect this right.
- f) The Bidder to whom the Contract has been awarded must execute a Contract within ten business days after the award and both parties submit documents as required in that window. Failure to execute shall be just cause for annulment of the award.
- g) From the issue date of this RFP until a determination is made, all contacts with KIPP Nashville Public Schools must be made through Randy Dowell, rdowell@kippnashville.org. All questions about the meanings or intent, discrepancies, shall be submitted in writing. Replies to these inquiries will be made in writing.
- h) The Bidder shall obtain any license or permit required by law to undertake the work.

5. SCOPE OF COMMUNICATION SERVICES

The Communications Consultant shall provide the following communications services (the “Services”) as and when needed and directed to do so by the Executive Director or others appointed to operate on behalf of KIPP Nashville Public Schools. The amount of time to be dedicated to each series of time is approximate.

Content Creation (80% of service time)

- *Develop content primarily through story-telling that supports KIPP Nashville’s priorities including our 5-year vision to create schools that are community assets by building alignment and coherence across internal and external stakeholders*
- *Create a content development / distribution plan to support KIPP Nashville’s priorities*

Photography and Videography Projects

- *Develop and create stories through photography and videography that tell the KIPP Nashville story from a variety of perspectives and that support KIPP Nashville priorities*

- *Deploy content through a variety of channels, including emails, e-blasts, social media, and video channels*
- *Oversee creation of an annual video in support of KIPP Nashville’s fundraising breakfast*
- *Take, edit and produce photo and video-based projects aligned to key priorities, initiatives, and annual events across KIPP Nashville Public Schools and manage outside vendors to execute key components as required (e.g. Fundraising Breakfast, High School Graduation, story series for regional priorities, student / parent interviews)*
- *Maintain a compiled, KIPP-Nashville-owned, repository of KIPP Nashville photos and videos*
- *Could have access to KIPP’s DSLR camera with audio-recording capabilities, tripod, & Mac editing system / software*
- *Create blog postings that support communications strategy*
- *Create an annual written report in digital and print formats for internal and external stakeholders that highlights the stories and successes of the KIPP Nashville team (Aug / Sept, 2024)*

Media Relations

- *Draft stories to pitch to local news and media outlets (approximately 2 per quarter)*
- *Develop press releases about KIPP Nashville Public Schools and serve as the primary media liaison for the organization.*
- *Manage directly or through specific guidance of other responses to media inquiries.*
- *Monitor, compile and archive all media related to KIPP Nashville Public Schools*

Social Media

- *Partner with regional marketing lead to support the regional social media strategy by creating and sharing content through regional social media accounts*
- *Partner with schools in providing content and monitoring posting of social media content*
- *Provide emergency responses and coordination through social media as needed*

Emergency Communications (~10% of service time)

- *Partner with members of the team to develop and execute prepared communications statements with a recommended cascade of planned communications in unpredicted, emergency scenarios*
- *Monitor KIPP Nashville’s social media channels, and intervene when messaging becomes incoherent or in response to stakeholder feedback*

Written Communications Consulting (~10% of service time)

- *Work closely with KIPP’s marketing lead – to connect communications content creation with marketing strategy.*
- *Create a content calendar to align communications from key KIPP Nashville leaders*
- *Consult with key members of the KIPP Nashville Public Schools team on vision for content and/or editing of key content*

6. QUALIFICATIONS

The KIPP Nashville Public Schools Communication Consultant shall have the following qualifications:

- Minimum of 10 years in a Marketing/Communications position
- Experience working in education and/or non-profit marketing and communications
- Excellent writing/editing and verbal communication skills
- A strong track record as an implementer who thrives on managing a variety of key initiatives
- Demonstrated strong attention to detail with the ability to quickly receive and implement feedback
- Ability to meet strict deadlines and changing priorities
- Demonstrated interpersonal, problem-solving and communication skills
- Exercised initiative in undertaking routine projects without direct supervision
- Demonstrated experience in journalism, interviewing, writing and other media

- Knowledge of and experience with shooting and editing video is preferred
- Knowledge of marketing automation tools and social media strategies highly desired

7. BIDDER'S PROPOSAL

The Bidder must include the following information in the Proposal:

- a) Resume or CV clearly reflecting qualifications and experiences
- b) Samples of communication and media materials
- c) Minimum and maximum number of hours per month that are required or preferred by the Bidder for the position to be feasible and/or desirable, and days of the week/times of the day that the bidder is available to perform the Services for KIPP Nashville Public Schools
- d) Hourly rate that is required or preferred by the Bidder for the consulting arrangement to be feasible and/or desirable. Note that travel hours shall not be billable and work hours shall be billed to the nearest one-quarter of an hour.
- e) Any administrative experiences that the Bidder anticipates billing to KIPP Nashville Public Schools (e.g. software, document storage). Note that out-of-pocket expenses shall require pre-approval to be reimbursed.
- f) Any other terms and/or conditions required or preferred by the Bidder for the consulting arrangement to be feasible and/or desirable.
- g) Description of the individual's or firm's current legal and financial situation, including: any bankruptcies filed, and any materials (excel of \$50,000) claims, judgements, arbitrations, investigations or lawsuits pending
- h) Acknowledgement that the Bidder agrees to purchase and maintain during the entire time of the consulting arrangement as required as are reasonably required by KIPP Nashville or are required by law
- i) List of at least three (3) professional references.

The proposal shall satisfy the following formatting requirements:

- The proposal shall not exceed more than 5-pages, excluding attachments
- The Proposal should be organized in the order in which the requirements are being presented in this RFP and should clearly indicate the section of this RFP that is being addressed.
- The Proposal shall include all of the required information indicated herein. Failure to submit all required information may result in a lowered evaluation or rejection of the Proposal.