

ROSE TREE MEDIA SCHOOL DISTRICT
Request for Proposal
Communications Specialist
September 10, 2019

A. **INSTRUCTIONS TO BIDDERS**

Two (2) hard copies of the proposal must be submitted in a Sealed Envelope clearly marked in the lower left corner Communications Specialist and your name. All proposals should be addressed to the following:

Thomas Haupert, Director of Human Resources
Rose Tree Media School District
308 N. Olive St.
Media, PA 19063

One (1) electronic copy of your proposal should be provided to Thomas Haupert at thaupter@rtmsd.org and also received by the due date. All proposals must be received no later than 4:00 PM, Local Prevailing Time, Thursday, September 26, 2019.

NOTE: NO FAX COPY WILL BE ACCEPTED. PROPOSALS RECEIVED AFTER THE BID DUE TIME LISTED ABOVE WILL NOT BE CONSIDERED AND RETURNED TO THE PROPOSER.

Questions concerning the submission of your proposal or concerning the services to be rendered under this Request for Proposal (RFP) should be addressed in writing to Thomas Haupert at thaupter@rtmsd.org.

B. **DESCRIPTION OF SCOPE OF SERVICES**

The School District seeks an independent contractor or firm to provide communication services for the School District as follows:

Shall coordinate the District's communication initiatives, both internally and externally and serve as the spokes person for the District as necessary. Services will also include constant contact and interaction with the public, press, parents and the community at large. This position will also require skillful writing of public relations materials as part of promoting the District's educational and community service initiatives.

This scope of service will commence on October 1, 2019 and terminate on June 30, 2020 unless otherwise extended by the School District.

C. **RFP SUBMISSION REOUIREMENTS**

Organize the RFP response using the following outline:

SECTION 1 - LETTER OF INTEREST

A maximum two (2) page letter of interest that includes a synopsis and history of the individual or firm, including business principals, as well as distinguishing characteristics, primary contact information and signed by the individual or principal-in-charge.

SECTION 2 - EXPERIENCE AND OUALIFICATIONS

- (a) The ideal individual or firm shall be someone with at least a bachelor's degree in communications or journalism with five (5) to seven (7) years experience in public relations or a masters degree in communications or journalism with three (3) to five (5) years experience in public relations.
- (b) If a firm, identify the individual who will be the main point of contact and who must have and possess the qualifications set forth in (a) and (b) above.
- (c) If a firm which will be providing the services, provide the names of all members who will be providing the services including their resumes, background information, relevant education and related qualifications for these services.
- (d) Provide all necessary criminal and other background clearances for those individuals who will provide the services.
- (e) Provide a minimum of three (3) references for the services provided which are similar to those being required by the School District as set out in the scopes of work above.
- (f) Provide proof of general liability insurance in minimum amount of \$1,000,000.00 dollars per occurrence and umbrella insurance coverage in a minimal amount of \$2,000,000,00 million dollars.

SECTION 3 - CHARGES

A. **HOURLY BILLING RATES**

If the Candidate is going to charge for services on an hourly basis state the hourly billing rate for all personnel who will be providing services.

B. FIXED PRICE

If the Candidate is submitting a fixed price proposal, state the amount for the period of July, 2019 thru June, 2020.

D. SUBMITTAL REVIEW AND SELECTION

The School District's Selection Committee will evaluate the RFP submittals based on the selection criteria listed below:

1. Relevant comparable experience providing similar services to other public schools and private schools in the Commonwealth of Pennsylvania.
2. Proposed personnel to be assigned for the services to be provided to the School District.
3. References from relevant similar services to other schools and public entities.

E. GENERAL PROVISIONS

The School District reserves the right to select or reject any and all proposals in its best interests. The School District also reserves the right to re-solicit, waive all informalities not involving price, time, or changes in the work, and to negotiate contract terms with the apparent successful proposer.

The School District is not responsible for the costs incurred in preparation of this proposal. By submitting a proposal all Candidates agree to the terms and conditions of this RFP and the RFP will become part of the contract awarded to the successful Candidate

The option to engage the selected firm or individual for services beyond the scope of service that as defined in this RFP is at the sole discretion of the School District.

END of RFP