

# REQUEST FOR SUBMISSIONS

## 1. MANDATE

The Sinneave Family Foundation is seeking (a) communications and marketing consultant(s) to support its employment initiatives through:

1. targeted integrated marketing that may include print or other non-digital advertising
2. creative digital/social media campaign(s) including content creation, paid and non-paid campaigns
3. the production of recruitment videos.

Respondents may provide a response to one or more aspects of the Scope of Work (SOW) outlined below.

## 2. PROJECT OVERVIEW

The Sinneave Family Foundation (Sinneave) is an operating foundation based in Calgary, Alberta that works with individuals, communities, and organizations across Canada to reduce barriers and enhance opportunities in education, employment, and housing for Autistic youth and adults. Sinneave also contributes to advancing knowledge related to social policy issues affecting the autism community in support of its vision that people live, learn, work, and thrive in their communities and realize their desired futures.

Since 2015, Sinneave has received funding from Employment and Social Development Canada under the Opportunities Fund for Persons with Disabilities to support persons with disabilities to prepare for, find, and maintain employment, thereby increasing their economic participation and independence. As the 'backbone organization' of the EmploymentWorks (EW) national project (<https://employment-works.ca/>), Sinneave supports the delivery of programming and services across Canada.

EW is currently offered to in-person groups at 10 sites in 8 provinces. EW also offers a comprehensive online program for individuals who prefer the flexibility of self-paced learning. Program content is organized under four key themes including preparing for work, getting work, keeping work, and thriving at work. Content includes tools, resources, and strategies to help participants identify employment goals, develop and practice employment relevant skills, and build confidence to be successful in the

workplace. The program also includes access to extensive pre-employment training, on-the-job support, and funded work experience opportunities.

Sinneave also has a new service called NEUROinclusive Workforce Solutions, funded in part through the EmploymentWorks national project, which offers human resource and neuroinclusion consultative support as well as training and education for employers who want to improve neuroinclusion in their workplaces.

The three related but distinct project opportunities below may involve targeting one of the following audiences:

1. **Job seekers – who are able to attend** the EmploymentWorks in person program at one of the locations across Canada, and/or has access to reliable access to the internet to participate in the online program.
2. **Collaborators** - for our online program. This includes organizations or individuals who may be interested in supporting the facilitation of the online content and job-seeking initiatives for participants.
3. **Consultants** – who are interested in collaborating with us to provide consultative services for NEUROinclusive Workforce Solutions.
4. **Employers +** includes employers, companies, and related stakeholders who may be interested in collaborating with EmploymentWorks to connect to talent and / or get support in creating and maintaining more inclusive workplaces.

### 3. SCOPES OF WORK AND DELIVERABLES

#### A. Targeted Integrated Marketing – NEUROinclusive Workforce Solutions

We are seeking contracted support to lead unified, multi-channel advertising efforts, in both English and French languages, to maximize outreach and engagement with potential employers and other stakeholders who may benefit from our NEUROinclusive Workforce Solutions service. Leveraging market research insights, the consultant will develop and execute both paid and organic digital and social media advertising campaigns targeting employers, and create traditional ads tailored to business associations, chambers of commerce, and community groups, where appropriate. This includes handling all logistics including determining sizing specifications, resizing ads, and booking and submitting placements. The consultant will ensure the timely submission and running of ads, monitor web traffic throughout the campaign, make necessary adjustments as needed. They will also be responsible for managing and

responding to public social media comments, escalating to the Sinneave team as necessary.

Target audience(s):

- Employers +

Deliverables:

- Create digital ads using still photos and short video clips
- Researching keywords and hashtags to target the right audiences, working with the Sinneave team to identify targeted employer partners to provide work placements for job seekers.
- Develop an organic and paid social media content calendar, schedule posts, and create a comprehensive digital advertising plan outlining channels, content, and timing.
- Work with the Sinneave team to promote regular NWS workshops, webinars and resources on integrated advertising channels as appropriate.
- Identify traditional advertising pathways and handling all related creative and logistics.
- Monitor performance, adjusting as needed in consultation with Sinneave, and produce regular analytics reports to evaluate campaign effectiveness.

Metrics:

- # campaigns (budget)
- # click throughs (paid ads)
- # hits on the webpage(s)
- # employer engagements (reaching out to book a meeting-click on Calendly link)

Timelines:

- This project is ongoing until March 20, 2026.

## B. Digital / Social Media Campaign – EmploymentWorks Collaborators and Job Seekers

We are seeking a consultant to develop and execute both paid and organic digital and social media advertising campaigns, in both English and French languages, targeting collaborators and job seekers to participate in EmploymentWorks. The consultant will create digital ads using still photos and short video clips with content or testimonials from relevant individuals, and

research keywords to target the right audiences. They will also develop an organic social media content calendar, schedule posts, and create a comprehensive digital advertising plan outlining channels, content, and timing. Ongoing responsibilities include bidding, booking, and scheduling ads, monitoring performance, adjusting as needed, and producing monthly analytics reports to evaluate campaign effectiveness. The consultant will also be responsible for managing and responding to public social media comments, escalating to the Sinneave team as necessary.

**Target(s):**

- Job Seekers
- Collaborators

**Deliverables:**

- Create digital ads using still photos and short video clips and researching keywords to target the right audiences.
- Develop an organic and paid social media content calendar, schedule posts, and create a comprehensive digital advertising plan outlining channels, content, and timing.
- Effectively integrate and manage content from other sources into the content calendar, and work with the Sinneave team to promote regular advertising.
- Monitor performance, adjusting as needed in consultation with Sinneave, and produce regular analytics reports to evaluate campaign effectiveness.

**Metrics**

- XX# impressions and/or engagements with the campaign ads/posts
- # click-throughs
- # participants reaching out (either job seekers registering for EW Online or collaborators connecting to explore collaborative opportunities)

**Timelines:**

- This project is ongoing until January 30, 2026.

**C. Video Production – all audiences**

We are seeking a video production consultant or agency to create promotional/recruitment videos and reels, in both English and French languages, for use on our websites, social media channels, and in presentations. This will include all aspects of video production including, but not limited to, working with the Sinneave/EW team to develop scripts, capturing video testimonial interviews,

utilizing existing Sinneave/EW video assets as appropriate, hiring and scheduling voice/actors as required, project management, editing, closed captions, and graphic design.

Target(s):

- Employers
- Job Seekers
- Collaborators
- Consultants

Deliverables:

- 2-3-minute NEUROinclusive Workforce Solutions English and French informational-recruitment video and 2 to 4 - 30 second clips for social media for Employer recruitment. The clips will target different audiences (business associations, different sectors, business owners, HR professionals, etc.).
- 2-3-minute Neuroinclusive Workforce Solutions English and French informational-recruitment video and 2 to 4 - 30 second clips for social media for Consultant recruitment.
- Updated 2–3-minute EmploymentWorks English and French informational-recruitment videos for the EW website, and 2 to 4 - 30 second clips for social media for Job Seeker recruitment.
- 2–3-minute EmploymentWorks Online English and French informational-recruitment video and 2 to 4 - 30 second clips for social media for Collaborator recruitment.

Metrics

- # videos and clips produced for each target audience

Timelines:

- This project should be completed within 2 months of start.

#### **4. PROPOSAL CONTENT**

The following information should be fully addressed in proposals:

- I. **Approach:** Provide a description of how you will approach one or more of the above projects. Please include the resources you will apply, your (or your team's)

expertise and experience, outline of project including tactics and timelines, service delivery approach including communication with Sinneave team.

- a. If applying for multiple projects outlined in Part 3 (A-C), each Approach should be outlined separately.
  - b. Maximum 2 pages per Approach, to a maximum of 6 pages if all three projects are applied for (Part 3: A-C).
- II. **Value Add:** State the added value you, the proponent, brings to the project and provide a description of relevant education, training, and experience you bring to the project(s).
- a. If applying for multiple projects, respondents only need to submit one Value Add description, as long as the information supports all projects.
  - b. Maximum 1 page.
- III. **Example of Work:** Please provide an example of one or more projects completed within the last year. Please provide the names and contact details for 2 or more client references that we can reach out to.
- a. If applying for multiple projects, respondents only need to submit one Example of Work, as long as the information supports all projects.
  - b. Maximum 4 pages.
- IV. **Rates:** Hourly rates and/or piece rates for service offerings must be disclosed in the proposal.

## 5. SELECTION CRITERIA

Proposals will be evaluated based on the clarity and quality of the proposal, demonstrated by the extent and relevance of experience, understanding of the need, creative and technical expertise, novel approaches, cost, and service delivery approach.

## 6. SUBMISSION OF PROPOSALS

This request for submissions will remain open until (a) suitable candidate(s) are found. All proponents should submit their proposals in PDF format via email to Crystal Jones at [crystal.jones@sinneavefoundation.org](mailto:crystal.jones@sinneavefoundation.org). Sinneave will respond to all proposals received and indicate which (if any) services will be contracted.

## **7. QUESTIONS AND INQUIRIES**

All inquiries related to this Request for Submissions are to be directed to:

Crystal Jones  
Director of Communications and Marketing  
The Sinneave Family Foundation  
[crystal.jones@sinneavefoundation.org](mailto:crystal.jones@sinneavefoundation.org)