



Request for Qualifications FY 23-07
Marketing Services
Posted April 14, 2023

The North Central New Mexico Economic Development District (NCNMEDD) is seeking services to design and maintain the Workforce Integration Network (WIN) marketing plan to be informative, visually professional, and provide marketing and communications services for WIN as needed. The scope of services will be to:

Provide marketing services to the NCNMEDD from the date of the award through August 31, 2025, and may be extended based on performance and funding.

These services will include, but are not limited to:

- Interviewing and Writing (client success stories and profile, newsletters, feature articles, press releases)
- Communications/Marketing Strategy
- Graphic Design (newsletters, information and impact sheets, brochures, reports, templates for presentations, event-based email blasts)
- Market Research (client polling and analysis support)
- Website Maintenance
- Photography Services
- Event Planning and Management, including Registration
- Develop and distribute brochures, flyers, graphic design elements, video production, and other marketing aspects as requested

Responses to this Solicitation

NCNMEDD is seeking individual(s), a team, or firm to fulfill this scope of work. To respond to this solicitation, please email a letter of interest and the following information in a single .pdf document to camillab@ncnmedd.com:

1. Number of years and description of marketing experience;
2. List of hyperlinked websites or campaigns designed, with scope of work;
3. List of platforms used to develop/host websites;
4. A list of all personnel who will provide services and a statement of qualifications for each;
5. Contacts for at least three (3) entities who have received your marketing services;
6. Hourly rates for all personnel providing services, indicating rates for specific services, if appropriate.

Please contact Camilla Bustamante, WIN Project Coordinator, camillab@ncnmedd.com or 505-455-6562 with any questions.

About NCNMEDD and WIN: NCNMEDD is a regional council of governments serving the seven counties of Santa Fe, Rio Arriba, Los Alamos, Taos, Colfax, Mora and San Miguel. WIN is an EDA funded 3 year workforce development grant <https://www.kunm.org/tags/northern-new-mexico-workforce-integration-network>

