



*REQUEST FOR QUALIFICATIONS*  
*FOR*  
*PUBLIC INFORMATION OFFICER*  
*CONSULTANT*

Issued by:

HINDS COUNTY BOARD OF SUPERVISORS

All questions regarding this RFQ must be submitted in writing to  
Carmen Y. Davis, County Administrator, at [cdavis@co.hinds.ms.us](mailto:cdavis@co.hinds.ms.us) by  
March 31, 2016 at 3:00 pm CST.

**PROPOSALS MUST BE SUBMITTED**  
**VIA HAND DELIVERY OF U.S. MAIL BY:**

**FRIDAY, APRIL 1, 2016, 2 PM CST**

To:

Carmen Y. Davis, County Administrator  
Hinds County Board of Supervisors  
Hinds County, MS  
[cdavis@co.hinds.ms.us](mailto:cdavis@co.hinds.ms.us)  
316 S. President Street  
Jackson, MS 39205  
(601) 968-6501



## REQUEST FOR QUALIFICATIONS

### **Hinds County Board of Supervisors Seeks Qualifications for a *Public Information Officer Consultant* to develop a county priority/strategic plan and county public communications, marketing and media plan**

#### **PURPOSE**

It is the County's objective to develop a county priority/strategic plan, along with a county public communications, branding, marketing and media plan. The Hinds County Board of Supervisors desires to adopt a consistent marketing brand and strategy to promote Hinds County and create avenues to educate and effectively inform the public on the activities and news of Hinds County.

The Hinds County Board of Supervisors desires to convey the County's assets and unique characteristics in a manner that is authentic, concise and impressive. The priority/strategic plan of Hinds County will need to describe how the county is perceived today, where it is going and how it will be perceived in the future. In addition to being used for external marketing purposes, the new brand and message of the county must capture the pride of Hinds County's residents and business community.

The selected consultant/firm will advise the Board of Supervisors during all various stages of the branding and marketing project. The selected firm shall review/analyze all data and researches compiled and deliver recommendations regarding the most effective implementation branding and marketing tactics and tools.

This is a procurement of professional consulting services as more particularly described herein and will be conducted in a manner providing full and open competition. To wit:

- a. Each consultant/firm's experience and qualifications will be evaluated primarily as they relate to the consultant/firm's ability to provide Professional Consulting Services for the development of a county priority/strategic plan, along with a county public communications, branding, marketing and media plan.
- b. The County will make awards only to responsible consultant/firms possessing the ability to perform successfully under the terms and conditions of the procurement. Consideration will be given to such matters as firm integrity, compliance with public policy, record of past performance, and technical resources.
- c. Written proposals will be reviewed and rated by a panel of County agents. The rating criteria will consist of a numerical grading system, as set forth in this RFQ. The County may or may not elect to interview one or more of the responding consultants/firms.

- d. The County has exclusive and sole discretion to determine the consultant/firm whose services will be most advantageous to the County, with price and other factors considered, and reserves the right to reject all firms. The purpose of this inquiry is to determine the interest or non-interest and the qualifications of consultants/firms in providing the professional consulting services required. A number of consultants/firms may be asked to express their interest in regard to these services in the form of a proposal. Following the receipt of proposals, a certain consultant/firm or consultants/firms may be selected for further consideration or interview.

## **SCOPE OF WORK**

The Hinds County Board of Supervisors is seeking professional services to formally develop a county priority/strategic plan and marketing and media plan. The scope of work must include:

### **1. Strategic Planning and Project Branding/Marketing**

- Develop a project brand to create a marketing, communications and social media campaign and public relations strategies aimed at potential companies and businesses, residents and visitors. Such branding project should include:
  - a. Develop a SWOT Analysis to determine the county's strengths, weaknesses, opportunities and threats to Hinds County as it relates to the impact on the County's perceived future.
  - b. Assist the Hinds County Board of Supervisors in developing a comprehensive priority/strategic plan that would foster cohesiveness and economic growth and opportunities.
  - c. Recommend a consistent branding strategy and identity elements and key messages that can be used in a comprehensive strategy that is potentially adaptable across departments, functions, events and possibly organizational partners resulting in a positive impact on the Hinds County's reputation in key business and community based activity sectors.
  - d. Develop an identity/brand program to effectively position Hinds County as a locality of choice for business investment, residential relocation and growth and identify key messages for each target business audience.
  - e. Develop graphic design and visual elements.
  - f. Recommend a specific strategic and tactical plan for implementing the brand strategy to ensure a successful roll-out.
  - g. Recommend an evaluation method to determine if the branding effort has been successful.

## **2. Media Relations**

- Build and manage the relationship between the Hinds County Board of Supervisors and the media.
- Create a social media campaign as well as website enhancements.
- Inform the latter about any recent developments in Hinds County.
- Source and manage speaking and sponsorship opportunities.
- Arrange speeches, media interviews or press conferences for the Hinds County Board of Supervisors.

## **3. Developing Publications**

- Prepare and oversee publications of the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programs that communicate the County's activities and news.
- Work with County staff to ensure that the information on the County's website is up to date and consistent with other publications and media products and messages.

## **4. Community Relations and Engagement**

- Develop and assist with press releases, radio and television commercials, and other publications and communication means to report accurate messages that portray Hinds County in a good light and enhance the visibility of the county.
- Organize community engagement meetings as requested.

## **5. Collaborate and Work with County Officials and Staff**

- Coordinate efforts with the Board of Supervisors and County staff, attend meetings as requested and report progress and updates periodically as determined by the County Administrator or designee.
- Work closely with in-house communications staff on all matters of this project.

## **QUALIFICATIONS AND PROPOSAL REQUIREMENTS**

Professionals interested in performing the work will be considered on the basis of a proposal containing information submitted in response to this request in a 12-point font of either Times New Roman or Arial. All proposals should be submitted in 8 ½" x 11" paper size. Each proposal shall be prepared simply and economically, providing straightforward, concise delineation of the firm's capabilities to satisfy the requirements of this RFQ. Fancy binding and color displays other than those necessary are highly discouraged.

**Responses are due no later than 2 pm (CST) on Friday, April 1, 2016.**

**Provide three (3) bound copies to: (email submissions will not be accepted)**

Carmen Y. Davis, County Administrator  
Hinds County Board of Supervisors  
Hinds County, MS 316 S. President Street  
Jackson, MS 39205  
(601) 968-6501  
cdavis@co.hinds.ms.us

The selected firm/consultant must be experienced and qualified to provide the required scope of services. The firm/consultant selected must have expertise related to the general Scope of Services.

The following information must be submitted with the proposal on the date indicated above and in the order indicated below (a., b., etc.):

- a. Statement of Qualifications and Experience. Statement should include the following:
  1. Previous experience (including 3 references) (possible 10 points)
  2. Present a plan on how you intend to carry out the required scope of services (possible 15 points)
  3. Proposed Timeline Schedule for Required Scope of Services (possible 10 points)
  4. A statement as to whether the consultant/firm or any subcontractors are a minority or woman owned business enterprise. (5 point possible)
  5. Statement identifying and explaining any potential general conflicts of interest with your firm entering into a contractual agreement with the Hinds County Board of Supervisors pursuant to this RFQ. If none exists, such a statement should be made. (possible 5 points)
  6. Name of Professional Services Contractor (including business address, phone number, and email address, lead provider information, and contact information) (pass/fail)

The County reserves the right to interview a firm/consultant or multiple firms/consultants as it sees fit. There is no guarantee that a contract award will be made pursuant to this RFQ. This RFQ may be modified or amended at any time and for any reason, in the discretion of the County.

The selection will be made to the consultant/firm whose proposal is determined to be best in terms of professional and technical completeness. The selection process may, however, include a request for additional information or an oral presentation to support the written proposal.

The consultant/firm whose proposals do not meet the mandatory requirements will be considered noncompliant. After evaluation of the proposals and selection of the successful provider, all providers will be notified in writing of the selected firm.

*The Hinds County Board of Supervisors reserves the right to split awards.*

Any questions by the firm related to this RFQ should be submitted in writing via email to Carmen Y. Davis, County Administrator. In the interest of fairness and in order to maintain impartiality, the County will respond to questions in writing and will make all questions and responses available to other respondents following the close of the RFQ process.

*All submissions must provide a disclaimer that all creative components will belong to Hinds County.*

All designs shall be created in compatible formats and the contracted services provider will release all copyrights to Hinds County as the owner of the design.

In developing proposed work plans, consultants/firms are encouraged to refine and/or supplement their approach/tasks/deliverables based upon their professional expertise/knowledge, in consideration of the overall objectives of the scope of services noted herein.