



## **City of White Salmon Office of City Hall**

### **Request for Qualifications – Communications Outreach**

The City of White Salmon is seeking Statements of Qualifications and cost proposals for an individual or company to provide assistance in Communications Outreach in developing, supporting and disseminating the city's voice in the community on a proactive basis in the form of collaborative strategy development and content creation.

#### **Scope of Work**

1. Preparation and dissemination of publications, news releases and articles to promote and explain the city's programs, priorities, and special projects in consultation, coordination and support of the Mayor and the administration. This includes writing newsletters, brochures, news releases, fact sheets, as well as designing logos, graphics and other outreach materials.
2. Create content for the city's website and social media.
3. Utilize multiple media and outreach avenues to reach community organizations, local officials and the public by targeting who will benefit most from information.
4. Assist in the curation of visual assets for the city to be used in outreach and messaging materials.
5. The City has budgeted up to 120 hours of work for 2021. The individual or company selected will be on call.

#### **Qualifications**

Individuals or company employees must have a four-year college or university degree in public relations, communications, journalism, marketing or closely related field and a minimum of three years of professional experience. Individuals or companies must be mindful of cultural sensitivities and diversity principles.

#### **Submittals**

1. The Statement of Qualifications must provide a demonstration that the individual or company is qualified to provide the above scope of work. Resumes of everyone who will work with the City including a portfolio of writing and graphic design work.
2. The Statement of Qualifications must provide an hourly rate for the work to be performed.

**100 North Main Street PO Box 2139 White Salmon WA 98672  
Office: (509) 493-1133 Web Site: [www.white-salmon.net](http://www.white-salmon.net)**

**The City of White Salmon is an equal opportunity employer and provider.**

3. RFQ Timeline

RFQ Issued	March 31, 2021
Deadline for questions, clarifications	April 21, 2021
RFQ Addendum Issued (if any)	April 23, 2021
Proposals must be submitted by	April 28, 2021
City evaluates Statements of Qualifications	April 29 – May 7, 2021
City conducts interviews	Week of May 10, 2021
City makes selection	May 14, 2021
City Council approves contract	May 19, 2021

4. The City will evaluate each Statement of Qualifications based on the following criteria:

- a. Quality and completeness of Statement of Qualifications
- b. Experience
- c. Writing portfolio
- d. Graphic design portfolio

5. Questions regarding this Request for Qualifications shall be submitted by e-mail no later than 4:30 p.m. on Wednesday, April 21, 2021 to:

Jan Brending, Clerk Treasurer  
[janb@ci.white-salmon.wa.us](mailto:janb@ci.white-salmon.wa.us)

7. Addendums to the Request for Qualifications will be emailed to all parties who have contacted the city and will be posted on the City's website on Friday, April 23, 2021.

7. Statements of Qualifications and supporting documents shall be submitted via e-mail no later than 4:30 p.m. on Wednesday, April 28, 2021 to:

Jan Brending, Clerk Treasurer  
[janb@ci.white-salmon.wa.us](mailto:janb@ci.white-salmon.wa.us)