



## **Request for Proposals:**

### **Communications Strategy**

#### **Overview**

The Indigenous Advanced Education and Skills Council (IAESC) is seeking proposals from qualified individuals and consultants with demonstrated experience in the strategic communications. This project will focus on the development of a communications strategy, with an emphasis on raising the profile of IAESC and the Indigenous post-secondary education pillar.

#### **Background**

IAESC is an Indigenous lead and governed non-profit organization, mandated by the *Indigenous Institutes Act, 2017*. IAESC is the only Indigenous accrediting body in Canada. The nine Indigenous Institutes in Ontario currently seek accreditation through IAESC for their organizational and program reviews.

#### **Project Scope**

This project will require an analysis of IAESC's existing communication processes and outreach initiatives, and the development of a long-term multi-year communications strategy.

#### **Deliverables**

1. Review of the Current State
  - How information is shared internally and externally
  - Communication tools and methods used
  - Website outreach and management
  - Stakeholders who receive regular communication
  - Information sharing, how often and by who
2. Analysis and Alignment
  - Analyze and evaluate current processes
  - Identify recommendations for changes or improvements
  - Identify ways to utilize key messages, website and social media outreach and in-person events
3. Draft Communications Strategy
  - Develop a comprehensive strategy which includes clear guidelines, deliverables, stakeholders and messaging
  - Ensure that messaging is specific to the work of IAESC and raising the profiles of the Indigenous Institutes
  - Performance metrics to measure the success of the implementation of the strategy

4. Draft Implementation Plan
  - Identify a multi-year approach to implementing the communications strategy, including short- and long-term measurable goals and objectives

Deliverables to be completed by August 15, 2025

### **Qualifications and Experience**

1. Expertise in communications, website development, marketing and the development of communications materials including but not limited to infographics, social media messaging, branded merchandise.
2. Demonstrated knowledge in resource mapping, analysis and evaluation.
3. Experienced in communicating with a wide array of audience members.
4. Preference may be given to Indigenous individuals and contractors.

### **Submission Requirements**

Please submit proposals electronically as a PDF and attach the following with your proposal:

- CV and Resume or Company Profile, include roles of team members and allocation of tasks (where applicable)
- Sample of work
- Project timelines
- Quote for the proposed work with a detailed cost breakdown
- Two references of previous clients

Deadline to submit proposal and all requested information: June 2, 2025 at 12 P.M. to Haley Cochrane, [haley.cochrane@iaesc.ca](mailto:haley.cochrane@iaesc.ca). Proposals should be a maximum of 10 pages.

The successful contractor will be notified by June 7, 2025 with an anticipated start date of June 15, 2025.