

REQUEST FOR PROPOSALS

For

Latino Outreach Consultant (part-time)



Issued by the St. Louis Economic Development Partnership

Proposals Due by:

Friday, February 16, 2024, at 5:00PM

St. Louis Economic Development Partnership

ATTN: Suzanne Sierra

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Introduction

The St. Louis Economic Development Partnership (the “Partnership”) is a not-for-profit corporation, established under Section 501(c)(4) of the Internal Revenue Code for the purpose of promoting and developing industry, commerce, and economic development in St. Louis County and the City of St. Louis, creating high-quality business and employment opportunities, and enhancing the quality of life by advancing long-term, diversified growth throughout the St. Louis region.

The Partnership works to grow the number of foreign-born entrepreneurs and employees in the St. Louis region through the St. Louis Mosaic Project (“Mosaic”). Mosaic works to impact the regional growth and economic prosperity of the St. Louis region through immigration. The future growth of the St. Louis region depends on the attraction and retention of the Latino population, one of the largest populations of foreign-born people in the region. To that end, Mosaic is launching a regional initiative called STLParaTi, to attract and retain the Latino community through a comprehensive, bilingual online resource that will include resources and information in the areas of Work, Live, Play to help Latinos more deeply and fully integrate into St. Louis. The initiative will be supported through social media and grassroots outreach.

The Partnership issues this Request for Proposals (“RFP”) for the services of a Latino outreach consultant. This contract will be on a hybrid, part-time consulting basis, called “St. Louis Mosaic Project Latino Outreach Consultant.” This contract is for a term of six (6) months, with an option to renew for two (2) additional six (6)-month terms.

Scope of Services

Pursuant to this RFP, the successful candidate shall work with Mosaic staff to provide services including, but not necessarily limited to, the following:

- Help organize and promote in-person information sessions with the Hispanic community to introduce the initiative.
- Provide input and perspective related to the STLParaTi website and general outreach campaign, especially on the tone and relevance. The website will [expand the first iteration of this campaign](#).
- Establish the STLParaTi Instagram (and possibly, Facebook) account(s), create and manage social media content and content calendar.
- Attend Hispanic community events to capture social media content.
- Advise Mosaic leadership on additional opportunities to give support and/or build awareness of STLParaTi.

The successful candidate shall report to the Assistant Director of Mosaic.

Requirements

The consultant should meet the following requirements:

- Bilingual in Spanish and English
- Work-authorized
- Minimum of two years of social media engagement and digital marketing experience
- Self-directed and independent, capable to perform the services without day-to-day oversight, supervision, or direction
- Willingness to immerse oneself in the regional Latino community
- Experience working with/in the St. Louis Latino community a plus
- Excellent verbal and written communication skills, including the ability to succinctly communicate ideas on social channels
- Ability to develop and deliver presentations to Latino community groups
- Problem-solving skills and ability to create solutions
- Ability to plan, organize, and prioritize assignments, projects, and daily tasks
- Ability to assess problems and identify solutions independently
- Sound judgement and decision-making skills

Qualities

The successful candidate should be outgoing and energetic, creative, and solutions-oriented with superb interpersonal and relationship-building skills. This individual should have a collaborative work style, with the ability to work independently. The consultant should maintain an awareness of and responsiveness to cultural and ethnic or religious differences.

Compensation

The contract requires forty (40) hours per month (approximately 10 hours per week). For the services provided, the Partnership shall compensate the consultant in the amount of \$25/hour or One Thousand Dollars per month (\$1000), plus mileage reimbursement and pre-approved incidental expenses.

Proposal Content

Proposals must include, at a minimum, the following information:

1. Experience and Qualifications: Provide a cover letter to detail your professional experience working in social media and with the Latino community. Identify any relevant business and/or community connections and all relevant Latino community outreach or digital/social media experience.
2. Resume and References: Provide a current resume. Provide a least one reference that we can call to verify the applicant's connection to the Latino community.

Selection Criteria

Proposals submitted will be reviewed by the Partnership's staff for completeness and qualifications. The Partnership may choose the most highly qualified respondents for an interview or further discussions. Selection of an applicant will be made based on the following criteria:

1. Qualifications and experience of the applicant and approach to and understanding of the project, as detailed in the applicant's resume, cover letter, and references.
2. Willingness and ability to work in a coordinated, cooperative manner with Mosaic, Partnership staff, and community partners.
3. Responsiveness to RFP requirements.

The Partnership actively encourages submission of proposals from disadvantaged business enterprises and companies owned by minorities, women, immigrants, and veterans. The Partnership does not discriminate on the basis of race, color, religion, creed, sex, sexual orientation, gender, identity, age, ancestry, national origin, disability, or veteran status in consideration of this award. Equal Opportunity Employer.

Terms and Conditions

The following terms and conditions apply to all proposals:

1. The Partnership reserves the right to reject any and all proposals submitted; to select one or more responding parties; to void this RFP and the review process and/or terminate negotiations at any time; to select separate responding parties for various components of the scope of services; and to select a final party/parties from among the proposals received in response to this RFP. Additionally, any and all RFP project elements, requirements and schedules are subject to change and modification. The Partnership also reserves the unqualified right to modify, suspend, or terminate at its sole discretion any and all aspects of this RFP process, to obtain further information from any and all responding parties, and to waive any defects as to form or content of the RFP or any responses by any party.
2. This RFP does not commit the Partnership to award a contract, defray any costs incurred in the preparation of a response to this RFP, or contract for any services. All submitted responses to this RFP become the property of the Partnership as public records. All proposals may be subject to public review, on request, unless exempted as discussed elsewhere in this RFP.
3. By accepting this RFP and/or submitting a proposal in response thereto, each responding party agrees for itself, its successors and assigns, to hold the Partnership, the St. Louis Economic Development Partnership and its affiliated entities, St. Louis County, the City of St. Louis, and all of their various agents, commissioners, directors, consultants, attorneys, officers and employees harmless from and against any and all claims and demands of whatever nature or type, which any such responding company, its representatives, agents, contractors, successors or assigns may have against any of them as a result of issuing this RFP, revising this RFP,

conducting the selection process and subsequent negotiations, making a final recommendation, selecting a responding party/parties or negotiating or executing an agreement incorporating the commitments of the selected responding party.

4. By submitting responses, each responding party acknowledges having read this RFP in its entirety and agrees to all terms and conditions set out in this RFP.

5. Responses shall be open and valid for a period of ninety (90) days from the due date of this RFP.

Submission of Proposals

To be considered, proposals must be received no later than **Friday, February 16, 2024, at 5:00 PM CST.**

Electronic proposals should be sent by email to ssierra@worldtradecenter-stl.com

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