



**Mississippi Public Health Institute (MSPHI)
Request for Qualifications (RFQ)
Communications Services**

Issue Date: October 4, 2024

Submission Deadline: October 31, 2024 (12:00 AM CST)

Contact Information for Submission:

Mississippi Public Health Institute

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Contact Information for Inquires or Questions:

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**Mississippi Public Health Institute
Request for Qualifications (RFQ)
Communications Services**

Introduction

The Mississippi Public Health Institute (MSPHI) is seeking qualified firms or individuals to collaborate with our in-house communications manager and individual program teams to provide comprehensive communications services. The selected firm or individual will work closely with MSPHI's communications manager and program teams to develop and implement effective communication strategies and materials that resonate with our diverse audiences and support specific project needs.

Scope of Work

The selected firm or individual will be responsible for supporting and enhancing the work of MSPHI's in-house communications team and program teams in the following areas:

- 1. Strategic Communication Planning:**
 - Collaborating with the in-house communications manager and program teams to refine and implement communication plans tailored to MSPHI's overall goals and specific project needs.
 - Offering expertise in identifying key messages and communication channels.
 - Providing recommendations for enhancing outreach strategies.
- 2. Brand Refresh:**
 - Working alongside the communications manager to assess MSPHI's current brand identity and perception.
 - Proposing and implementing strategies for refreshing the brand to ensure it remains relevant and impactful.
 - Assisting in the development of new visual elements, messaging, and guidelines as needed to reflect the refreshed brand.
 - Ensuring that the refreshed brand is consistently applied across all communication materials and platforms.
- 3. Content Development:**
 - Supporting the in-house team and program teams in creating high-quality, engaging content, including press releases, newsletters, social media posts, brochures, and reports.
 - Ensuring all content aligns with MSPHI's branding and messaging.
- 4. Media Relations:**
 - Assisting the communications manager in establishing and maintaining relationships with local, regional, and national media outlets.
 - Drafting and distributing press releases and media advisories.
 - Supporting the coordination of media interviews and press conferences.
- 5. Digital Communications:**

- Collaborating on the management of MSPHI’s social media platforms and website content.
 - Developing digital campaigns in partnership with the in-house team and program teams to increase online engagement.
 - Utilizing SEO and analytics to optimize online presence.
- 6. Community Engagement:**
- Assisting the communications manager and program teams in designing and implementing community outreach initiatives.
 - Helping organize events and public forums to engage with stakeholders and the public.
 - Gathering and analyzing feedback from community members.
- 7. Crisis Communication:**
- Supporting the development and execution of crisis communication plans in collaboration with the communications manager and relevant program teams.
 - Providing real-time communication support during public health emergencies.
- 8. Program-Specific Projects:**
- Working directly with individual MSPHI programs on specific communication projects.
 - Tailoring communication strategies and materials to meet the unique needs of each program.
 - Providing ongoing support and expertise for program-specific initiatives.

Note to Applicants:

MSPHI recognizes that some firms or individuals may not cover every area outlined in the Scope of Work. However, this will not automatically exclude your organization from consideration. MSPHI may still consider your qualifications for specific components of the work outlined in this RFQ, and we may keep your organization’s proposal on file for future communications needs or projects.

Submission Requirements

Interested firms or individuals should submit the following:

- 1. Cover Letter:**
 - A brief introduction to the firm or individual, including contact information.
- 2. Qualifications:**
 - Detailed descriptions of relevant experience and expertise, especially in public health communication and brand development.
 - Examples of past work, particularly in public health or related fields.
- 3. Team Composition:**
 - Information on the key personnel who will be involved in the project, including their roles and qualifications.
 - Explanation of how the team will collaborate with MSPHI’s in-house communications manager and individual program teams.
- 4. Approach:**

- A description of the proposed approach to supporting MSPHI's communication needs, with a focus on collaboration with the in-house communications manager and program teams.
5. **Conflict of Interest Statement:**
- **Disclosure of Potential Conflicts:**
 - Identify any potential financial, professional, or personal relationships that could be perceived as a conflict of interest in relation to MSPHI's work.
 - Examples include relationships with vendors, contractors, or other organizations that may present a conflict when working on behalf of MSPHI's public health initiatives.
 - **Commitment to MSPHI's Mission and Values:**
 - Acknowledge MSPHI's mission to advance public health through evidence-based practices and policies, reduce health disparities, and promote health equity in Mississippi.
 - Outline how the firm or individual will ensure that its services and actions align with these goals, avoiding conflicts that could impede MSPHI's efforts to improve public health outcomes.
 - **Management of Conflicts:**
 - If any potential conflicts exist, describe the measures that will be taken to mitigate or manage these conflicts to ensure they do not affect the firm's ability to support MSPHI's communications efforts ethically and effectively.
 - Affirm the firm's or individual's commitment to transparency and ethical practices in all professional dealings.
6. **References:**
- Contact information for at least three references who can speak to the firm's or individual's capabilities.
7. **Cost Proposal:**
- An estimated budget for the services described, including hourly rates and any additional costs.

Evaluation Criteria

Submissions will be evaluated based on the following criteria:

- Experience and qualifications in public health communication and brand development.
- Quality and creativity of past work.
- Ability to effectively collaborate with in-house communications and individual program teams.
- Proposed approach to meeting MSPHI's communication needs, particularly the brand refresh and program-specific projects.
- Cost-effectiveness of the proposal.
- References and client feedback.

Submission Deadline

All submissions must be received by 10/31/2024 (12:00 AM CST). Submissions should be sent electronically to info@msphi.org with the subject line “RFQ – Communications Services.”

Contact Information

For any questions or additional information, please contact Chris Russell at crussell@msphi.org.