

CLIP request for quote #1: Regulated professions document update to Alberta context with communications plan and tactics.

Background

The local immigration partnerships in Saskatoon has created an [employment guide](#). The guide lays out the steps required to obtain professional employment in Saskatchewan's 73 regulated professions.

The Calgary Local Immigration Partnership (CLIP) is looking for someone, through engagement and a document review, to create the same guide that is specific to Alberta, and to Calgary, and to create an accompanying communication plan for each profession with social media and posters templates to be used by CLIP and our community partners.

Successful consultant competences

1. Detail oriented and able to review and a large amount of information for accuracy.
2. Able to discern what can be verified through documents and what needs to be verified, or clarified, through 1:1 conversation with regulatory body staff.
3. Report writing skills, able to outline approach, methodology and findings in a simple and easy to use manner.
4. Strategic communications skills. The employment guide needs to be user friendly both for staff who support newcomers and for newcomers independently.

Therefore, the successful consultant will need to have:

- a. Experience in strategic communications and content development for multiple audiences.
- b. Experience and skills in covering complex information and requirement into easy to use, visual and text summaries. We are specifically looking for a journey map that summarizes each profession.
- c. Experience in the development of user-friendly printed materials, visual materials, and short videos.

Project details

1. Review all regulated professions against Alberta websites and registered documents, documenting any differences in requirement in an Alberta employment guide.
2. Consult with each regulated body to verify the requirements.
3. Produce a single document which outlines all the requirements, following the example shared. The guide will include:
 - a. A methodology section that summarizes the approach taken to translate the example to the Alberta context.

- b. A summary, see example, of each profession which outlines the key features of each regulated profession and its requirements in Alberta/Calgary, including contact information, website, etc.
 - c. Produce an accompanying 'journey map' for each profession in three formats: written, visual/graphic, and very short video. This intent of what we are calling a journey map is to summarize the key steps, timelines, estimated time for completion, as any costs, and dependences (i.e., exams) in an easy-to-use format for newcomers and for agencies who support them.
4. Produce an accompanying communications plan, identified and tailoring it for different audiences, which will include key messages for each profession highlighting key requirements and needs for each regulated profession and ways to use the journey maps, i.e., a way to use the journey maps and employment guide.
5. Print the final guide and summary journey maps and distribute to key partners in Calgary. The list of partners will be provided by CLIP.

Timeline

- January 9, 2024, request posted.
- February 4, 2024, at midnight MST, request closes.
- February 12, 2024, anticipated onboarding and start of project.
- February 26, 2024, draft outline produced to CLIP for review.
- March 25, 2024, final draft made available to CLIP for review.

Your proposal

In no more than 8 pages outline:

- Your approach and methodology to achieving the project requirements.
- Your experience in meeting the outlined competencies, with 2-3 relevant examples.
- Your budget proposal to do the work outlined.

Budget

The budget for this request is \$10,000 including GST. There is an additional maximum of \$5,000 for printing.

Additional information

CLIP will provide a service agreement to the successful proponent. Please note that this will require evidence of insurance coverage and a workers' compensation board clearance certificate.