**CALL FOR PROPOSALS**

**Communication and Marketing**

**About the Guiding Council for Mental Health and Addictions (Guiding Council):**

We are the Ottawa Guiding Council for Mental Health and Addictions - an alliance of Ottawa-based community, health and service networks who believe we can take better care of each other and build a stronger community that cares for each other.

**The Project:**

In 2024, Centretown will become the first location of a prototype for a safer, alternate mental health and substance use crisis response. The Guiding Council has selected Centretown Community Health Centre, Somerset West Community Health Centre and Community Navigation of Eastern Ontario/211 to be responsible for the call diversion and service delivery of this prototype. Launching in summer of 2024, the prototype will have three components:

* Call diversion (non-911 number): An alternate call intake, triage and dispatch system for mental health and substance use calls;
* Crisis response team: Community-based, civilian-led, multi-disciplinary and mobile crisis response teams that offer 24 hours a day, seven days a week, trauma-informed and culturally appropriate crisis response services;
* Peer support and wrap-around services

For more information, please consult our website: <https://www.ottawagcmha.ca/>

We are seeking a communication and marketing consultant to address our needs in the following areas. The consultant will be required to provide technical support in communication and marketing to the Secretariat and Guiding Council Communications Working Group and work in collaboration with the prototype’s implementing partner organizations.

**Description of Activities and Outputs:**

The activities aim to communicate and promote the project activities. They will vary from month to month and may include:

* Developing a communications strategy for the project;
* Managing our website;
* Advising on social media optimization;
* Designing and developing various content, including newsletters, posters, reports and other communications materials;
* Drafting public statements to highlight project milestones;
* Writing press releases;
* Performing other tasks related to communication and marketing.

Note: It is important that the consultant be able to pivot as needed and manage deadlines as the project evolves.

**Contract Duration:**

The project is for ongoing support from February to December 2024.

**Requirements:**

Each bidder must clearly specify how they meet the following requirements:

1. Excellent knowledge of the communication and marketing field;
2. Ability to produce effective informational and promotional materials and to maintain a website;
3. Experience in developing comprehensive communications strategies;
4. Good understanding of the functioning of non-profit organizations, coalitions, and networks;
5. Solid comprehension of the project's outputs;
6. Established connections with larger mainstream media as well as local and regional contacts.
7. Ability to apply anti-racist and trauma-informed approaches in their work and consistently use health equity language;
8. Ability to produce content in French and English preferred.

**Fees:**

The bidder must attach, with their submission, a description of the anticipated expenses and the total amount requested to complete the project.

**Budget:**

The budget should reflect an effort level based on each output.

**Proposals should be sent to:**

Guiding Council Secretariat

Email: [guidingcouncil@cesoc.ca](mailto:guidingcouncil@cesoc.ca)

Questions can be directed to Liz Wigfull: [liz.wigfull@cesoc.ca](mailto:liz.wigfull@cesoc.ca) or 613-327-5941.

**The deadline is Tuesday, January 30, 2023, at 4:00 PM.**