

Request for Proposals (RFP) for Marketing and Communication Services

Issued by: Public Health Services Council of Ohio (PHSCO)
Issue Date: November 12, 2025
Due Date: December 19, 2025, 5:00 pm
Contact: Anne Goon, Executive Director, director@phsco.org, (419) 553-4316

I. Introduction

The Public Health Services Council of Ohio (PHSCO) is a regional council of governments serving local Boards of Health and health departments across Ohio. Our mission is to offer solutions for today's public health needs- i.e., to strengthen the effectiveness and efficiency of local governmental public health departments through collaboration and shared resources/services.

To better support our members, increase public and stakeholder awareness of our impact, and expand both our services and membership, PHSCO is seeking proposals from qualified marketing and public relations firms or professionals to develop and assist in the implementation and evaluation of a comprehensive marketing and communications strategy. Implementation will begin in early 2026 and be evaluated in late 2027.

II. Purpose of the RFP

The purpose of this RFP is to identify and engage a firm that will:

- Develop a unified brand identity for PHSCO.
- Create and assist with implementation of a strategic marketing and communications plan.
- Increase awareness of PHSCO's mission, services, and value among target audiences including local health departments, state agencies, elected officials, and the public.
- Measure and evaluate the effectiveness of these efforts to increase awareness and expand services and membership.

III. Scope of Work

PHSCO is seeking a firm or professional(s) that will perform the following services:

1. Strategic Planning
 - Conduct a situational analysis, including stakeholder interviews and brand audit.
 - Develop a comprehensive marketing and communications plan with clear goals, objectives, and performance metrics.
2. Brand Development
 - Refine or develop PHSCO's visual identity and messaging framework.
 - Create branding guidelines and marketing templates (e.g., PowerPoint, letterhead, social media graphics).
3. Marketing and Outreach
 - Design marketing materials (print, digital, web).
 - Develop and assist with execution of targeted outreach campaigns.
4. Digital Strategy
 - Recommend and support enhancements to PHSCO's web presence.
 - Implement email communications strategy.

- Develop digital content for web and social media platforms.

Optional services may include:

1. Ongoing Consultation and Support

- Provide counsel on media relations and crisis communications.
- Offer training or toolkits for PHSCO members to promote consistent messaging.

IV. Proposal Requirements

Firms should submit a comprehensive proposal that includes:

- Executive Summary
- Firm Overview and Qualifications
- Project Understanding and Approach
- Detailed Work Plan and Timeline
- Relevant Experience and Case Studies, including work with small governmental entities
- Team Bios and Roles
- Client References (at least 3)
- Cost Proposal (itemized and hourly rates)
- Disclosures or Potential Conflicts of Interest

V. Evaluation Criteria

Evaluation Criteria	Weight
Understanding of project goals	20%
Relevant experience and results	25%
Creativity and strategic thinking	20%
Cost effectiveness	15%
Staff qualifications	10%
References and reputation	10%

VI. Timeline

Milestone	Date
RFP Issued	November 12, 2025
Questions Due to Executive Director	November 26, 2025
Responses to Questions Posted on PHSCO Website	December 3, 2025
Proposals Due	December 19, 2025
Finalist Interviews (if needed)	January 5-9, 2026
Firm Selected	January 23, 2026
Contract Approved	February 5, 2026
Project Kickoff	February 9, 2026

VII. Submission Instructions

Please submit proposals in PDF format via email to:

Contact: Anne Goon, MS, RD, LD, Executive Director

Email: director@phsco.org

Phone: (419) 553-4316

Proposals must be received by 5:00 pm on December 19, 2025.

VIII. Terms and Conditions

- PHSCO reserves the right to reject any or all proposals.
- All materials submitted become the property of PHSCO.
- Finalists may be invited to present their proposals.
- PHSCO is not liable for any costs incurred in responding to this RFP.
- This work is supported by federal Public Health Infrastructure Grant (PHIG) funds awarded as a Public Health Workforce Grant by the Ohio Department of Health to PHSCO. Grant restrictions may influence the selection and implementation of marketing and communications strategies.