



Request for Proposal

Marketing and Communication Services

RFP Issue Date	July 24, 2025
Intent to Respond and Questions Due	August 11, 2025
Answers Provided	August 25, 2025
Proposals Due	September 11, 2025
Presentations (week of)	September 26, 2025

rfp@college.bm

Core Values



Vision

Transforming lives through innovative education

Mission

Bermuda College is committed to providing the community with innovative programmes, training, support services and access to partnerships that lead to local and global success.

Table of Contents

Request for Proposal (RFP)	4
Introduction to Bermuda College	4
Response Contents and Format	4
Objectives.....	4
Scope of Work	5
Project Elements	7
Creative Services	7
Marketing and Media Strategy	7
Criteria for Evaluation.....	9
Key Inclusions	9
A. Agency Overview.....	10
B. Project Team.....	10
C. Relevant Experience	10
D. Project Management Approach	10
E. Use of Subcontractors	11
F. Compensation and Pricing	11
Information Requirements	11
Corporate Information	11
Proposed Approach and Solution.....	12
Communications and Response.....	12
Intent to Respond and Clarification Questions	12
Response Delivery Instructions.....	12
Vendor Presentations	13
1. Key Dates	13
2. No Obligation.....	13
3. Agreement of Non-Disclosure	13
Appendix – Indicative Pricing Proposal	14

Request for Proposal (RFP)

Bermuda College, the island's only degree-granting educational institution, invites proposals from qualified marketing and communications agencies to provide creative direction, strategic marketing services, and internal and external communications support. The selected partner will work collaboratively with the College to elevate and diversify marketing activities, increase enrolment, and strengthen community engagement and institutional brand equity. This is anticipated to be a five-year agreement.

Introduction to Bermuda College

Bermuda College was created by an act of Parliament in 1974. It continues to offer academic programming, continuing education, and community engagement initiatives. The College has a total enrolment of approximately 550 students enrolled in academic programmes, with an additional 200 to 300 in continuing education. The full listing of its programmes and professional courses is on the College website, www.college.bm. Bermuda College has institutional accreditation with the New England Commission of Higher Education (NECHE) and programme accreditation through the American Culinary Federation.

Response Contents and Format

Please respond to all sections of the RFP. If additional material is required for one or more questions, please label attachments clearly and reference them in your response. Your response to this RFP will serve as the basis for the consideration of your potential as a partner.

Objectives

The primary objectives of this RFP are to:

- Establish Bermuda College as a trusted community partner.
- Support an increase in enrolment in academic and continuing education programmes and courses.
- Enhance and unify brand messaging across all platforms and stakeholder groups.
- Improve internal communications and employee engagement with the College's strategic goals.

Scope of Work

The successful agency will be expected to provide creative, strategic, and tactical direction in the following areas:

A. Brand Strategy and Positioning

- Elevate the College's brand positioning and institutional voice.
- Audit and refine brand identity, including messaging, visual elements, and tone.
- Develop or update the College's brand style guide.

B. Marketing Strategy and Campaign Execution

- Recommendation of strategic direction and tactics, to include:
 - Digital (web, social media, paid search/display)
 - Broadcast (radio, TV)
 - Print (newspapers, magazines)
 - Outdoor (billboards, transit)
 - Direct marketing and email campaigns
 - Promotional collateral
- Promotion of the College's academic programs, certificates, diplomas, continuing education, and special initiatives.
- Developing strong, consistent advertising that enhances the College's brand equity in the community.

C. Internal Communications

- Development of an internal communications strategy that keeps staff and faculty and students informed and aligned with College-wide goals.
- Create templates, email newsletters, and internal messaging resources.
- Provide communications training or guides for internal teams.

D. Website and Digital Optimization

- Website UX and SEO analysis with recommendations for improvement.
- Conversion rate optimization (especially inquiry and application funnels).
- Integration of marketing tools with the College's CRM or data systems.

E. Performance Measurement and Reporting

- Define marketing KPIs in collaboration with College stakeholders.
- Regular (monthly/quarterly) campaign performance reporting and analysis.
- Real-time recommendations to improve campaign effectiveness.

F. Stakeholder Messaging Strategy

- Use available internal insights from admissions, staff, faculty, alumni, students, and community partners to help inform messaging and campaign direction.

G. Content Strategy and Calendar

- Development of an annual and quarterly content and campaign calendar.
- Align messaging with key College milestones and academic cycles.

H. Enrollment Marketing

- Create campaigns to generate new leads and increase inquiries.
- Develop targeted outreach strategies for prospective students across demographics.
- Partner with the Admissions, Recruitment, and Institutional Research & Planning departments to track, analyse, and improve recruitment efforts.

I. Event Marketing Support

- Support planning and promotion of major College events: open houses, graduation, community events, etc.
- Provide marketing materials and digital promotion strategies pre-, during-, and post-event.

J. Crisis and Reputation Management

- Provide guidance and support for crisis communications planning.
- Develop templates for media statements, internal updates, and social responses.

K. Alumni and Continuing Education Marketing

- Support strategies that strengthen alumni engagement and promotion of professional/continuing education.
- Tailor messaging to diverse community segments and industries.

L. Collaboration and Capacity Building

- Integrate with internal marketing and leadership teams.
- Offer training or consultation to strengthen internal marketing capabilities.

Project Elements

The successful vendor will deliver the following:

Creative Services

Develop brand-aligned messaging and visual concepts – including taglines, advertising phrases, and design themes – that appeal to target markets and support Bermuda College's annual advertising campaigns.

Design recommendations should reinforce the College's brand positioning and enable it to remain competitive in the marketplace.

Creative strategies and campaign assets must be adaptable across a variety of media channels, including print, out-of-home (transit, "billboards"), video, broadcast, digital and web.

Campaign materials should also be suitable for adaptation by in-house College designers for internal communications.

Provide creative direction and guidance on the development of supporting assets such as video production (TV spots, social media testimonials, streaming ads), photography, graphic design for both print and digital presentations.

Marketing and Media Strategy

Develop and execute an integrated advertising and marketing strategy that encompasses general promotion of the College, targeted campaigns for 3 to 5 annual priority program areas, support for key institutional events, niche campaigns (workforce development, transfer program, etc.) as identified annually in collaboration with the College.

Advise on the optimal marketing mix, staying current with emerging platforms, tools and relevant trends.

Prepare annual marketing and advertising plans that include both traditional methods (print, radio, broadcast, outdoor, etc.) and digital media.

Deliver comprehensive digital marketing services including paid search and display advertising, paid social media strategy and campaign execution, search engine optimisation (SEO), campaign performance tracking against lead generation and conversion goals (to be determined in collaboration with the College).

Act as the College's media agency of record, responsible for outreach to media outlets, advertising rate negotiations, media buying and placement, and contract management for media purchases.

Lead the development and implementation of an annual, multi-platform media advertising campaign to drive enrolment.

Note: The media spend itself is not part of this RFP and will be managed separately by the College.

Collaborate closely with Bermuda College stakeholders (including Admissions, Recruitment, Divisions and Institutional Research) to assess advertising opportunities and challenges, recommend effective paid advertising strategies, and align marketing efforts with institutional enrolment goals.

Provide monthly advertising and marketing performance reports, with actionable insights and recommendations for adjustment and improvement.

Participate in monthly planning and review meetings with key members of the College team to monitor progress, address challenges, and align on upcoming priorities.

Note: Market research is not part of the scope of this proposal. The College will provide internal data and insights to guide campaign development.

Criteria for Evaluation

While the cost of services is an important factor, low cost is not the final determining criterion for success. Other criteria include:

1. Understanding of and ability to meet stated goals and objectives
2. Familiarity with the College's service region and targeted audiences to strategically differentiate the College's brand in the competitive marketplace
3. Experience in higher education and/or relevant marketplace
4. A creative vision to address the College's challenges and strengths. Ability to graphically represent the College and its important messages.
5. Understanding of the Community College concept and its challenges.
6. Background, credentials and expertise of assigned project team.
7. Experience executing and optimising complex digital marketing campaigns across multiple channels, involving multiple product or degree offerings.
8. Experience negotiating with media companies and placing media buys
9. Creative successes, client referrals, samples, contemporary technology capabilities, and the ability to develop a strategy for moving the College forward and maintaining a strong brand image.

Key Inclusions

Agencies responding to this RFP must submit a written proposal that includes the following components. Proposals should demonstrate a clear understanding of the College's goals, strategic needs, and operational context.

A. Agency Overview

- Full contact information (address, phone, email, website).
- Years in business and company structure.
- Summary of agency philosophy, service offerings, and areas of specialisation.
- Profiles of principals and the leadership team.
- Awards, accolades, or recognition relevant to the education or public sectors.
- Notable successes and case studies from prior campaigns or projects.

B. Project Team

- Identify the team members who would be assigned to the Bermuda College account.
- Provide professional bios with relevant experience, roles, and expertise areas.
- Describe experience with projects similar in scope or scale (especially in education or public institutions).
- Outline the level of involvement of senior staff throughout the engagement.

C. Relevant Experience

- A minimum of three (3) current or past clients, including:
 - Client name
 - Brief project description
 - Contact information (name, title, email, phone)
- Include samples of work relevant to this RFP's scope, especially for higher education, government, or nonprofit clients.

D. Project Management Approach

- Outline your approach to managing the project lifecycle, including:
 - Project planning and kickoff
 - Timeline development
 - Stakeholder communications
 - Review and approval processes
- Indicate which project management tools or software your agency uses (e.g., Asana, Basecamp, Trello, Monday.com, etc.).
- Describe how you ensure deadlines and deliverables are met consistently.

E. Use of Subcontractors

- Identify any anticipated outsourced or subcontracted services (e.g., video production, printing, analytics).
- Specify which elements of the scope would be outsourced and provide background on any key partners or vendors.

F. Compensation and Pricing

- State your preferred compensation structure (e.g., project-based, hourly, retainer, lump sum).
- Include a pricing chart outlining:
 - Proposed pricing for the full scope of services.
 - Media commission rates, if applicable.
 - A la carte pricing for optional or ad hoc services.

Do not include media buying budgets; these are managed separately by the College.

Information Requirements

To understand more about your company and your ability to successfully fulfil this important Bermuda College requirement, please provide the information below as part of your response, clearly referencing each specific question.

Corporate Information

1. Give a brief overview of your organisation's involvement in providing value-added services in the marketplace.
2. How long has the organisation been in this business, and what is your current market share?
3. Indicate the number of employees in your organisation. How many of those are dedicated to account management and/or technical support?
4. How many are full-time vs. contract?
5. What differentiates your organisation from your competitors in the marketplace, and how will this be relevant to us?
6. Will you subcontract any components of the proposed solution to third-party organisations? If so, please describe the components to be subcontracted and provide details of any agreement in place with the subcontracted firm/individuals, as well as a summary of past work that you have completed together.

7. Please provide details of three current customer accounts that are similar in scope and requirements to those of Bermuda College.

Proposed Approach and Solution

1. Please provide a proposed work plan for a transition to your organisation as a Bermuda College preferred vendor. Specifically, provide the following information:
 - i Key activities
 - ii Timing
 - iii Information/resource requirements from Bermuda College
 - iv Deliverables
 - v Key milestones, checkpoints, and other decision points
2. If we elect to move forward with your organisation, what Bermuda College resources would you require (e.g., information, data, staff resources, communication) during migration and on an ongoing basis?
3. Please identify the team that will be assigned to the account and describe how you plan to interact with us and any third-party providers that may provide services to Bermuda College.

Communications and Response

For any information relative to this RFP, please direct all inquiries and responses to the following email address: rfp@college.bm

Intent to Respond and Clarification Questions

Specify the required format for indicating intent (e.g., email with subject line "RFP - Intent to Respond, by email, to the above email address. The *Intent to respond and Questions Due* dates are outlined in the *Key Dates* table below. In addition, please provide the contact details of the individual responsible for coordinating your RFP response. At the same time, we ask that you submit any clarification questions regarding the RFP. Answers will be provided to all respondents by the *Answers Provided* date.

Response Delivery Instructions

Please submit an electronic copy of your proposal to the email address indicated in the *Communications and Response* section above (e.g., PDF, Word). All responses must be received on or before the close of business (5:00 PM AST) on the *Proposals Due* date indicated in the *Key Dates* table below.

Vendor Presentations

We intend to hold presentations/demonstrations with one or more vendors on the presentation dates indicated in the *Key Dates* table below.

1. Key Dates

Event	RFP Issued	Intent to Respond and Questions Due	Answers Provided	Proposals Due	Presentations
Date	July 24, 2025	August 11, 2025	August 25, 2025	September 11, 2025	September 26, 2025
Time	Noon AST	5:00 PM AST	5:00 PM AST	5:00 PM AST	TBC

2. No Obligation

The submission of a proposal shall not in any manner oblige Bermuda College to enter into a contract or to be responsible for the costs incurred by your organisation in responding to this request.

3. Agreement of Non-Disclosure

This document is considered to be proprietary and shall not be disclosed to any other party. It is designed, developed and submitted to potential partners of Bermuda College solely for the benefit of Bermuda College.

Appendix – Indicative Pricing Proposal

	Year 1	Year 2	Year 3	Year 4	Year 5
Development of creative theme and concept for annual ad campaign. Include any additional costs for deployment of the theme in specific advertising mediums, or include in à la carte pricing below					
Project management fee					
Advertising plan strategy development and media buying services (include commission if applicable)					
Management of digital marketing strategy, SEO/SEM, online marketing and automation					
Preferred pricing model – monthly retainer, per project, etc.					
Ala carte pricing as appropriate, if not included in pricing above, (indicate price per hour): <ul style="list-style-type: none"> • Billboard design • Transit advertising • Radio script writing and production • Video production (TV spots, promotional video, streaming video) • Design of print ads • Design of digital ads • Photography Copywriting 					

Request for Proposal
Marketing and Communication Services

BERMUDA COLLEGE
24 JULY 2025

Miscellaneous	Year 1	Year 2	Year 3	Year 4	Year 5
Other Services: Please include details (use a separate sheet, if necessary)					
Total Costs:					