

Maine SBDC Recovery & Relaunch Program

Request for Proposals (RFP): Small Business Digital Marketing Consultant

The Maine SBDC is launching a robust program through September 30, 2021 to offer assistance to businesses affected by the COVID-19 pandemic. The program will develop and enhance SBDC business advising and training, and will focus on the recovery and relaunch of small businesses in Maine. As part of this initiative, Maine SBDC will integrate resources for Maine entrepreneurs to accelerate their ability to recover, relaunch or start fresh. The initiative will take a team-focused approach to rapidly connect and coordinate resources that will work together to help owners recover and relaunch their small business.

Who Are We Seeking?

We are seeking a professional, flexible, and detail-oriented digital marketing expert to serve as a contractor to support these efforts. This individual will work alongside Maine SBDC business advisors to enhance SBDC client digital marketing presence. This would include guiding small business owners in areas such as:

- Getting started or improving client web presence
- Getting started or improving e-commerce efforts
- Getting started or utilizing social media, e-mail and related marketing efforts
- Using digital analytics to improve marketing strategy

Demonstrated, hands-on experience in these areas is required.

We will involve contractors in two ways:

1. **Business Advising:** One-on-one advising for business owners to offer individualized support. We expect most advising will be delivered via on-line platform or phone and scheduled according to individual client availability. **Contractors will be paid up to \$75 per hour depending on experience for approximately 20 hours a week.**
2. **Education and/or Training:** Developing and delivering dynamic, engaging training with practical, applicable take-aways for Maine business owners. Training will be delivered via web-based platform. We expect training events will be from 60 to 75 minutes. **Contractors will be paid \$250 per seminar.**

This contractor position is limited term and will be available through September 2021. Contractor must have availability during normal business hours.

Contractors Expectations

Contractors must ensure all advising and training is relevant to Maine businesses and business environment. All contractors hired for the Maine SBDC Recovery & Relaunch Program are acting as independent contractors working on behalf of the Maine SBDC Network. You will be expected to maintain all required client information and documentation, and ensure all communication exchanged with clients is maintained with strict confidentiality. Contractors must sign a conflict of interest and confidentiality agreement as part of any contract. The Contractor or Consultant agrees to abide by all applicable provisions of Office of Management and Budget's (OMB) *Uniform Administrative*

Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 CFR200). Contractor must have Professional Liability Insurance.

Submit Your Information

Please submit your information via the link below by **DECEMBER 11, 2020 VIA THE WEB SUBMISSION FORM AT: <https://www.mainesbdc.org/contractor-proposals/>**

Any questions should be emailed to mainesbdc@maine.edu.

CONTRACTOR INFORMATION REQUESTED

Your Name:

Business/Organization Name:

Mailing Address:

Telephone:

Email:

Would you like to be considered for:

- Business Advising
- Training
- Both

What are your desired hourly rates?

- Business Advising: \$ ___ per hour for client advising
- Education / Training: \$ ___ per hour for workshops/webinars

What is your desired workload?

- Business Advising: ___ hours per week
- Education / Training: ___ hosted webinars/trainings

UPLOADS

Be prepared to upload the following three documents, in PDF format (with your documents named, for example John_Doe_Resume):

- Your current resume
- A brief introduction letter that describes:
 - Your qualifications to meet the described advising and/or training needs
 - The topic(s) in which you have expertise, and
 - Your desire and availability to work with clients within the program parameters
- Four professional and/or customer-related references including contact information and your relationship to the reference