**Brand Marketing Communications**

**Performance Work Statement**

***\*Note that this sample has been revised from the source document on the Government Point of Entry as necessary to align formatting and applicable FAR procedures.\****

**Background**

The mission of the United States Department of Agriculture (USDA) Agricultural Research Service (ARS) National Program in Human Nutrition (NPHN) is to conduct basic and applied research to identify and understand how nutrients and other bioactive food components affect human health. The ARS Grand Forks Human Nutrition Research Center (Center), located in eastern North Dakota, is just one of the locations focused on carrying out the NPHN mission. The goal of the Center’s research is to identify the roles of foods, food factors, agriculture practices, physical activity and living and working in rural environments on physical, physiological, and psychological health.

Center scientists conduct human study research that is dependent on recruitment of human study participants. Recruitment occurs in the local metropolitan area through flyers in grocery stores, ads in newspapers, email, the Center website, and word of mouth. Considering the evolving research landscape coupled with advanced technology and a wider array of effective marketing tools, the Center has decided to update its recruitment processes. In doing so, the Center is seeking assistance from an outside firm (The Firm) that can deliver a marketing communications plan that will provide guidance on how to:

* Reach a broader audience and increase the number of potential research participants volunteering for study participation. The plan will facilitate the recruitment of volunteer research participants through various networks and traditional and non-traditional channels.
* Increase the number of applicants for the Center’s vacant Category 1 Research Scientist and support staff positions. The plan will facilitate the recruitment of Category 1 Research Scientists and support staff applying for vacant positions through various networks and traditional and non-traditional channels.

**Objectives**

* Develop an external brand marketing communications plan focused on recruitment of research participants and on recruitment of scientists to work at the Center.
* Audit and update the Center’s recruitment processes to align with the key messages outlined in the marketing communications plan.

**Scope**

The Firm will employ a phased approach to achieving these aims utilizing a mix of

communications tactics and channels.

**Tasks or Requirements**

The Firm must exhibit experience in, and demonstrate superior knowledge, skills and abilities in:

* Expanding the Center’s reach beyond the previously used recruitment tools such as flyers in grocery stores, ads in newspapers, email, the Center website and word of mouth, to increase the Center’s ability to recruit research participants.
* Enhancing the Center’s reach beyond the previously used recruitment tools to increase the Center’s ability to recruit a greater number of applicants for open scientist positions that have the necessary expertise to meet qualifications as a Category 1 Research Scientist.
* Creating a viable guidance mechanism upon which the Center can base its strategies for recruitment; namely a marketing communications plan with focused recruitment strategies for human study participants, for Category 1 Research Scientists and support staff.
* Supplying expertise in the use of communications tools and advisement to Center Leadership and Staff on how to use them effectively.
* Providing examples of these communications tools and specific metrics on their usefulness in the recruitment of research volunteers, Category 1 Research Scientists, and support staff.
* Delivering a custom experience to users of each marketing platform, while employing consistent messaging regarding the usefulness and importance of research participants at the Center along with mechanisms which make it easier to volunteer. For example, links to register as a participant or refer others who may be interested.
* Within the confines of USDA policy, delivering a custom experience to users of each marketing platform while employing consistent messaging regarding scientific career opportunities at the Center. This should also include mechanisms which make it easy to apply for open positions. For example, links to apply for the position or refer others who may be interested.
* Automatically displaying research participant and job opportunities prominently across applications.
* Sharing relevant research opportunities to potential participants and job opportunities to potential Category 1 Research Scientist and support staff applicants that visit the Center’s webpage.
* Supplying detailed analytics of the activity to the designated Center webpage and communications/media platforms such as:
  + Marketing analytics tools that monitor, track and compare marketing channels in one dashboard.
  + Lifecycle analytics to understand the best ways to communicate with potential human study participants, Category 1 Research Scientist and support staff applicants.
  + Customer analytics, to learn about unfulfilled consumer needs and identify problems in the marketing, such as confusion over the messaging or missing information that would have been helpful in making the decision to register as a human studies participant, or apply as a Category 1 Research Scientist or as other support staff.
  + Interpretation of engagement analytics. Analytics provided by USDA may include:
    - how people get to the Center website and how they navigate the pages
    - where are they clicking
    - where are they hovering
    - where are they looking
    - mouse-move heat maps
  + Integration of third-party applications
  + Search-friendly graphic design
  + Adherence to branding standards
  + Compliance with image copyright
  + Mobile, responsive design
  + Database integration/migration
  + Social media integration
  + Search engine optimization.

**Deliverables**

* Production of a professional quality video with narration that advertises the positive aspects of the Center’s facilities and staff and the local environment. The video will be placed on the Center’s website and job advertisements will include a link to the video.
* Detailed Strategy – Within the marketing communication plan, the social messaging strategy, establishing frequency of messages and how they’ll be tailored to each social messaging platform.
* Social Calendar – A social calendar stocked with messages and scheduled out for the duration of the campaign.
* Social Team Staffing – Staffing to monitor results from online listening platforms. The Firm will follow-up with these results and pass them along to Center staff.
* Media Planning/Buying - The planning and buying process for each medium will vary. Many factors are to be taken into consideration, including target audience, how the audience consumes, market research, cost per point per market, cost per impression, geographic region, key demographics and budget. The Firm will prepare a plan with the best media mix and then ask for even more with value-added opportunities.
* Monitoring and Optimizing - Following each media buy, all invoices are verified to ensure that media placed has been delivered. If not, make-goods or credits are issued. Throughout the life of the media plan the media activity is constantly evaluated and mapped back to the strategies to assure the goals are achieved.
* Reporting - After identifying the business objectives, and the strategies and tactics to achieve those objectives, measurable key performance indicators (KPIs) are properly tracked.

**Government-Furnished Equipment and Government-Furnished Information**

* ARS will provide the necessary information to accomplish the goals.

**Place of Performance**

* Work performed remotely; no access to government property or systems needed.

**Period of Performance**

* The period of performance is 12 months. Based on funding availability possibility to extend/amend services each year.