

# Scope of Work – Creative Marketing Services

## A. Project Overview

The National Association of Workforce Agencies (NASWA) is seeking a creative marketing partner to support a range of communications and marketing initiatives. The selected firm will collaborate with our communications team to develop high-quality, engaging, and strategic content across multiple channels and formats as projects arise.

## B. Scope of Services

The creative marketing firm may be asked to support the following types of elements on individual projects on an as-needed basis:

- Content Development
  - Blog posts and articles
  - Case studies and success stories
  - White papers and thought leadership pieces
  - Email marketing content
  - Or additional content-related materials
- Social Media
  - Social media strategy and planning
  - Content creation (copy + graphics)
  - Social media campaigns and promotions
  - Performance reporting and insights
- Video Production
  - **First Project Proposal: See Appendix A**
  - Concept development and script writing
  - Short-form and long-form video content and editing
  - Types of videos: promotional, educational, or testimonial
  - Motion graphics and animation
- Graphic Design & Visual Assets
  - Infographics and data visualizations
  - Brochures, one-pagers, fact sheets, reports, publications, etc.

- Brand-aligned templates and design systems
- Deliverables
  - Final creative assets in appropriate formats (print and digital)
  - Editable source files (as requested)
  - Copy decks and content drafts
- Project Management & Communication

The NASWA Communications Team will serve as the primary point of contact for the selected marketing firm and shall provide oversight, strategic direction, approvals, and coordination of all deliverables, timelines, and scope of services. Participate in regular check-ins (weekly, bi-weekly, or as needed)

  - Provide clear timelines, milestones, and status updates
  - Incorporate feedback and revisions in a timely manner

### **C. Timeline**

This engagement will be ongoing, with individual project timelines determined on a per-project basis. The firm should demonstrate the ability to manage multiple projects simultaneously, if needed, and meet agreed-upon deadlines.

### **D. Budget & Pricing Structure**

Please provide:

- Hourly rates
- Estimated cost ranges for common deliverables (e.g., blog post, video, infographic and others listed above in scope of services)

### **E. Qualifications & Experience**

The firm should demonstrate:

- Proven experience in communications
- Strong portfolio across content, digital, and design
- Strong consideration for experience working with government and workforce
- Ability to translate complex topics into clear, engaging content

## **F. Evaluation Criteria**

Proposals will be evaluated based on:

- Quality and relevance of past work
- Creativity and strategic approach
- Responsiveness and communication style
- Cost effectiveness and value

## **G. Point of Contact**

Michelle Marshel

Senior Director of Communications & Events

National Association of State Workforce Agencies

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## **H. Submission Deadline**

Please email proposal submissions to [naswa@naswa.org](mailto:naswa@naswa.org) by 5:00 p.m. ET on Friday, July 10, 2026.

## **Appendix A**

### **Project Proposal: NASWA 90<sup>th</sup> Anniversary Video**

#### **Project Overview**

To commemorate the National Association of State Workforce Agencies' 90th Anniversary in September 2026, develop a professionally produced video that celebrates NASWA's history, highlights its impact on the nation's workforce system, and inspires attendees at the 2026 SUMMIT to continue advancing workforce innovation for future generations.

The video would premiere during a general session at the SUMMIT and serve as the cornerstone piece of the organization's 90th anniversary celebration.

#### **Objectives**

- Celebrate 90 years of service to state workforce agencies
- Showcase NASWA's evolution from its founding in 1936 to today's modern workforce.
- Reinforce NASWA's role as a trusted leader, convener, and advocate.
- Inspire attendees to continue building the future of workforce development.

#### **Target Audience**

- NASWA members and partners
- SUMMIT attendees
- State workforce agency administrators and staff

#### **Deliverable(s)**

The video follows a journey through nine decades of workforce transformation, demonstrating how NASWA and its members have adapted to meet the changing needs of workers, employers, and communities.

Using archival photos, historical milestones, modern footage, and member testimonials, the story illustrates the enduring mission that has connected generations of Americans to opportunity.

#### **Timeline**

Final delivery due date: September 2, 2026.