

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
 - 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

naswa@naswa.org

202.999.0168

H. Submission Deadline

Please email proposal submissions to naswa@naswa.org by 5:00 p.m. ET on Friday, September 25, 2026.