



New Millennium Academy

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Request for Proposal for a Marketing and Communications Consultant

Introduction:

New Millennium Academy (NMA) is located in Brooklyn center, Mni Sota Makoce (Minnesota) where the original stewards of the land are the Dakota people. NMA is a KG-8th grade charter school founded in 2005 to serve the growing needs of the Hmong population in the Twin Cities and currently serves approximately 835 scholars.

Vision: New Millennium Academy develops global leaders who can transform the world.

Mission: The New Millennium Academy community prepares learners for life, engages them in high academic achievement, and fosters Hmong cultural pride and identity.

To achieve this mission, we are seeking a Marketing and Communications Consultant who can assist in telling the incredible story of NMA to increase our visibility and impact as we embark on 20 years of NMA being an anchor school in North Minneapolis, Brooklyn Center, Brooklyn Park, and the larger Twin Cities metro.

Objective:

The primary objective of this engagement is to create and execute a strategic marketing and communications plan that will enhance our school's visibility, with a focus on driving enrollment growth. This includes generating awareness of our school's unique offerings and ensuring consistent, engaging content is shared with our target audience.

Submission Guidelines:

The deadline for applications will be 11:59 PM on October 4, 2024 or until filled. When submitting your application to thomas.thao@nmaedu.org, be sure to include the following: (1) project proposal and (2) your portfolio.

Contact Information:

Executive Director Thomas Thao at thomas.thao@nmaedu.org or 763-235-7925.

Scope of Work:

The selected consultant will be responsible for the following deliverables:

1. Social Media Content Production - Ongoing:

- Create and post two (2) engaging and brand-aligned social media post per month across key platforms (e.g., Facebook, Instagram, Twitter, etc.).





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- Analyze the performance of social media content and adjust strategy as needed to maximize engagement and reach.
- 2. **Video Production - Ongoing:**
 - Produce one (1) quarterly high-quality promotional videos (e.g., school highlights, testimonials from students, parents, and staff) to showcase our school's offerings and culture.
 - Ensure that videos are optimized for social media platforms and other digital channels.
- 3. **Enrollment Marketing Campaign - Spring 2025:**
 - Develop and execute a strategic marketing plan with a focus on boosting student enrollment.
 - Create marketing collateral (both digital and print) to support enrollment efforts.
 - Provide monthly reports and analysis on campaign performance, including metrics such as reach, engagement, and conversions (i.e., inquiries and applications).
- 4. **Collaboration and Reporting - Ongoing:**
 - Work closely with NMA's leadership team to ensure messaging aligns with the school's mission, vision, and brand.
 - Provide regular updates and reports on the progress of the marketing campaign and social media activities.

Qualifications

The ideal consultant will possess the following qualifications:

- Proven experience in marketing, communications, or public relations, preferably with a focus on education or nonprofit organizations.
- Demonstrated expertise in social media strategy, content creation, and community management.
- Strong skills in video production and editing.
- Ability to analyze data and adjust strategies based on performance metrics.
- Excellent communication and project management skills.
- Ability to work collaboratively with school leadership and stakeholders.

Proposal Submission Requirements:

Interested consultants are invited to submit a proposal that includes the following:

1. **Company Profile:**
 - Overview of the consultant or firm, including relevant experience and qualifications.
 - Portfolio or examples of previous work in marketing and communications, particularly within the education sector.
2. **Approach and Methodology:**
 - Detailed approach for how you would meet the scope of work outlined above, including your process for content creation, video production, and campaign management.
3. **Timeline:**
 - Proposed timeline for project initiation, major milestones, and completion of deliverables.



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4. **Budget:**

- Detailed budget, including a breakdown of fees for services and any additional costs.

5. **References:**

- Provide contact information for at least two (2) references from clients with whom you have worked on similar projects.

Proposal Submission Deadline:

All proposals must be submitted by October 4, 2024. Proposals should be emailed to Thomas Thao at thomas.thao@nmaedu.org with the subject line: "Proposal for Marketing and Communications Consultant."

Selection Process:

Proposals will be evaluated based on the following criteria:

- Demonstrated experience and expertise.
- Creativity and innovation in approach.
- Alignment with the school's mission and goals.
- Value for budget proposed.
- References and past client feedback.

Finalists may be invited for an interview or to present their proposal to the school leadership team. The selected consultant will be notified in advance.

Contact Information:

For questions or further information, please contact:

Thomas Thao
Executive Director
New Millennium Academy
763-235-7900
thomas.thao@nmaedu.org

We look forward to receiving your proposal and exploring how you can help New Millennium Academy grow and thrive through innovative marketing strategies.

