Office of Workforce Development
4400 Old Canton Road, Suite 200
Jackson, MS 39211
www.acceleratems.org

RFP - Marketing and Communications Services

Purpose

The Mississippi Office of Workforce Development, known as AccelerateMS, is seeking proposals from qualified marketing and communications firms to provide strategic, creative, production, and related marketing services on an as-needed basis. The selected contractor will supplement AccelerateMS internal communications capacity and support projects and campaigns authorized by AccelerateMS during the contract term.

Services will be requested only as needs arise. The resulting contract does not guarantee a minimum amount of work, number of assignments, hours, or compensation. No individual project or task may begin without prior authorization from AccelerateMS.

Background

AccelerateMS coordinates workforce development strategy and investments across Mississippi and works with employers, education and training providers, workforce partners, and communities to strengthen the state's talent pipeline. Effective marketing and communications help AccelerateMS explain workforce opportunities, communicate the impact of investments and programs, and reach audiences across the state.

AccelerateMS maintains internal responsibility for overall communications strategy, public information, media relations and day-to-day management of its owned communications channels. The selected contractor will provide additional specialized capacity when requested.

Scope of Services

The selected contractor may be asked to perform one or more of the following services. The listing is intended to describe the anticipated range of work and does not guarantee that every service will be requested.

Marketing Strategy and Campaign Development: Develop marketing recommendations, campaign concepts, audience strategies, messaging, communications plans, and distribution recommendations for AccelerateMS initiatives and priority audiences.

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Creative and Graphic Design: Develop digital and print creative materials, including social media graphics, digital advertisements, brochures, one-pagers, reports, infographics, event materials, presentations, and other collateral consistent with AccelerateMS brand standards.

Digital Marketing: Plan and support digital campaigns across appropriate platforms, including audience targeting, creative development, placement recommendations, optimization and performance reporting.

Paid Media: Assist with planning and execution of paid advertising, which may include digital, social, search, streaming, print, radio, outdoor or other appropriate media. Agency fees and media placement costs must be clearly identified.

Content Development: Develop advertising copy, web content, campaign messaging, feature content, scripts and other written communications materials.

Photography and Video: Provide photography, videography and video production services as requested, including planning, on-location production, editing and delivery of final assets.

Brand and Messaging Support: Provide recommendations and creative support to maintain consistent AccelerateMS branding and messaging across audiences, initiatives and channels.

Website and Digital Creative Support: Provide campaign-related web and digital support, including landing-page content, graphics, user-focused content recommendations and related digital assets.

Research and Audience Insights: Conduct research, stakeholder or audience discovery, and related analysis as requested to inform marketing strategies and campaigns.

Event and Program Marketing: Develop promotional strategies and materials for AccelerateMS programs, initiatives, events, and statewide activities.

Performance Measurement and Reporting: Provide reporting on campaign activity, reach, engagement, advertising performance, and other agreed-upon metrics, with recommendations for optimization when appropriate.

As-Needed Services and Work Authorization

This solicitation is for an as-needed services contract. AccelerateMS will identify assignments during the contract term based on agency priorities, available funding, and operational needs. Before beginning an assignment, the contractor may be required to provide a written project estimate or scope identifying the proposed approach, deliverables, schedule, personnel, professional fees, and anticipated third-party or reimbursable costs.

Work shall not begin until authorized by AccelerateMS. AccelerateMS may approve, modify, defer or decline a proposed assignment. Authorization of one assignment does not obligate AccelerateMS to authorize additional work.

Deliverables

Deliverables will vary by assignment and may include marketing and communications strategies; campaign concepts; advertising creative; digital and social media assets; print collateral; photography and video; website or landing-page content; reports and infographics; presentations; event materials; research or audience analysis; media plans; and performance reports.

Unless otherwise approved in writing, final deliverables and project files created specifically for AccelerateMS under the resulting contract shall be provided to AccelerateMS in usable formats. Ownership and use of contractor pre-existing materials, licensed assets and third-party materials should be clearly identified when applicable.

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Contract Amount and Pricing

The maximum amount payable under the resulting contract shall not exceed $100,000. This amount is a contract ceiling and is not a guaranteed expenditure. Payment will be based on services authorized, satisfactorily performed, and accepted by AccelerateMS.

Respondents shall provide a pricing structure that allows AccelerateMS to evaluate and authorize work on an as-needed basis. Pricing should identify hourly rates by personnel or service category, typical project or unit rates where applicable, media-buying fees or markups, travel or reimbursable expenses, and any other potential charges.

Travel, media placement, subcontractor expenses, and other third-party costs must receive prior written approval before being incurred if they are to be reimbursed. Unless expressly stated otherwise in the final contract, all approved costs will count toward the $100,000 maximum contract amount.

Pricing Schedule

- **Hourly Rates**: Attach or list rates by personnel and/or service category
- **Typical Project / Unit Rates**: List where applicable (e.g., video, photography, campaign creative)
- **Media Planning / Buying**: Identify fee, commission, markup or other pricing structure
- **Travel / Reimbursable Expenses**: Identify rates, policies or anticipated charges
- **Other Fees**: Identify any additional fees or charges that may apply

Respondents should complete the pricing schedule below and may attach a standard rate sheet or additional pricing information. Before an individual assignment begins, AccelerateMS may require a project-specific scope, cost estimate, and written approval.

Proposal Requirements

- **Firm Overview**
- **Relevant Experience**
- **Approach**
- **Project Team**
- **References**
- **Portfolio / Work Samples**

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Evaluation Criteria

- **Relevant experience and qualifications** - 20 points
- **Understanding of AccelerateMS and proposed approach** - 25 points
- **Quality and relevance of portfolio / work samples** - 20 points
- **Qualifications of proposed project team** - 10 points
- **Capacity to provide responsive statewide services** - 10 points
- **Cost and overall value** - 15 points

Total: 100 points

Contract Terms and Conditions

The successful respondent will be required to enter into a written agreement with the Mississippi Office of Workforce Development. The final agreement may include provisions addressing, as applicable, availability of funds, invoicing and payment, E-Verify, applicable Mississippi law, termination for convenience and default, stop-work authority, transparency and public records, confidentiality, ownership of work product, modification, notices and other terms required by the State of Mississippi or AccelerateMS.

AccelerateMS reserves the right to negotiate the final scope, rates, deliverables and contract terms with the selected respondent, subject to applicable procurement requirements and approvals.

Term of Agreement

The anticipated contract term is **November 1, 2026 – October 31, 2027.** Any renewal, extension, or modification will be subject to applicable law, available funding, required approvals, and the terms of the final agreement.

Submission Instructions

Proposals must be submitted electronically in PDF format to: info@acceleratems.org

Submission Deadline:
Friday, October 16, 2026, at 5:00 pm CST.

Please use the following subject line:
RFP - Marketing and Communications Services

Please submit proposals and any questions to dhawthorne@acceleratems.org

Respondents are responsible for ensuring that proposals are complete and received by the deadline. AccelerateMS may reject late or incomplete proposals in accordance with applicable procurement requirements.

Reservation of Rights

AccelerateMS reserves the right, consistent with applicable procurement requirements, to reject any or all proposals; request clarification or additional information; waive minor informalities; cancel or amend this solicitation; negotiate with a selected respondent; and make an award determined to be in the best interest of the agency and the State of Mississippi.