



**Talent Acquisition, Employer Branding, and Workforce Development Solutions
Contract with AccelerateMS**

Background

The Office of Workforce Development, known as Accelerate Mississippi (AccelerateMS), invites proposals from qualified talent acquisition and workforce development firms for the delivery of strategic recruiting, branding, applicant tracking, and performance consulting services. AccelerateMS is focused on supporting Mississippi-based manufacturing employers in building and maintaining high-performing, scalable workforce pipelines.

This RFP seeks to establish a partnership with a firm capable of delivering data-driven recruitment support, applicant marketing, employer branding, and hiring process optimization. Solutions should address urgent labor needs while simultaneously reducing reliance on temporary staffing, streamlining hiring operations, and improving retention and candidate experience.

Scope of Work

The selected provider will collaborate with AccelerateMS and Mississippi employers to deliver the following services:

1. Recruitment & Campaign Execution

- Deliver end-to-end recruitment campaigns with real-time monitoring and adaptive performance management.
- Launch programmatic job ad campaigns across social, job boards, Google, and other digital ecosystems.
- Implement full-funnel strategies to elevate application flow.
- Auto-optimize for reach, cost, and quality.

2. Employer Branding & Creative Services

- Provide brand refresh and visual identity support, including custom graphics and photography/videography.
- Manage employer reputation online and design branded landing pages and career sites.
- Align branding with company culture to improve conversion of job seekers.

3. Consulting & Workforce Strategy

- Conduct ATS process audits.
- Lead employer workforce analysis, retention research, and performance reviews based on KPIs.
- Support internal HR departments with scalable strategy solutions and cost-reduction initiatives.

4. Candidate Tracking & Communication

- Deploy a centralized ATS dashboard with real-time pipeline visibility and communication tools.
- Enable centralized texting, emailing, and scheduling functions for candidate engagement.
- Collect applications and leads across channels and sync them directly to employer pipelines.



5. Analytics & Reporting

- Provide real-time dashboards and sourcing breakdowns customized to each employer's KPIs.
- Deliver pre- and post-campaign analytics to assess recruiting effectiveness and ROI.
- Guide employers in pivoting budgets and strategies based on data insights.

Deliverables

- a. Custom implementation plans and timelines for Mississippi-based employers.
- b. Access to proprietary applicant tracking software, real-time dashboards, and branded hiring assets.
- c. Recruitment performance reports with breakdowns by source, region, and employer goals.
- d. Strategic branding packages and campaign creatives tailored to Mississippi employers.
- e. Consultation meetings and onboarding sessions with Mississippi HR teams, educators, and workforce leaders.

AMOUNT

It is anticipated that the amount of the contract shall not exceed **\$120,000** unless otherwise approved by the State Workforce Investment Board.

TIMELINE

The contract will commence upon signature and run through **June 30, 2026**, with potential renewal based on performance.

RESPONSE REQUIREMENTS

Proposals should include:

- A company profile outlining experience with Tier 1, 2, and 3 manufacturers.
- Details on recruitment platform, ATS capabilities, branding services, and workforce strategy tools.
- Examples of similar successful partnerships in high-growth manufacturing environments.
- Pricing structure and budget aligned to the services proposed.
- Bios and qualifications of key staff responsible for project execution.

RESPONSE SUBMISSION:

Please email proposals to info@acceleratems.org no later than **12:00 noon CT on Sunday, May 25, 2025**.