



**Jewish Community Centre
of Greater Vancouver**

Request for Proposal

**Marketing and Communications Strategy
and Plan**

Release Date: November 4, 2024

Proposal responses accepted until 5:00 p.m. PT December 9th, 2024



INTRODUCTION / ABOUT US:

The Jewish Community Centre (JCC) of Vancouver is a vibrant and inclusive hub that brings together individuals of all backgrounds to explore, connect, and celebrate Jewish culture, heritage, and values. With a rich history spanning decades, we are committed to fostering a sense of belonging, offering a wide range of programs, events, and activities for people of all ages. We are seeking to develop a marketing strategy and plan that will help achieve our mission of building a strong and engaged community.

THE PROJECT:

The JCC (known as the “J”) is looking to hire a Marketing Firm/Contractor to help achieve the following objectives:

- Develop and design a 3-4 year marketing strategy and plan to support development and membership goals
- Retain and increase JCC membership as we navigate the complexity of construction of a new building
- Position the JCC in both the Jewish and non Jewish communities as a place of belonging
- Create powerful and consistent messaging that promotes the JCC and drives the value of membership
- Utilize the JCC Capacity Building Plan (2024-2028) to create a sense of confidence and excitement amongst our community as the dream of a new center gets closer

Background information:

- The JCC is in transition - a new building is on the horizon. Construction is expected to begin in 2026
- Over the next 3 years the JCC is embarking on a number of internal capacity building initiatives to ensure we are ready to operate a new building
- Our goal is to increase revenues in the areas of membership, program participation and development
- Many people have remarked that the J is Vancouver's best kept secret (how do we promote the JCC within the Jewish and neighboring communities)
- The J maintains a membership split of 60% Jewish and 40% non Jewish
- We are open for all and celebrate Jewish Culture including events, holidays and traditions.
- The JCC will be 100 years old in 2028

NEEDS / SCOPE OF WORK:

- Audit current marketing and communications efforts, resources (internal) and make recommendations on external communications, marketing campaigns.



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- Conduct market research to identify target audiences, assess community needs, and evaluate competitive landscape (programs, pricing)
- Leverage JCCA resources to identify best marketing practices
- Create and execute integrated marketing strategy and plan by year to coincide with the various stages of construction to the eventual opening of the doors to the new JCC. Determining the best channels, including digital, print, and social media.
- Include clear brand re-fresh, and key messaging, execution plan by year to achieve our goals
- Collaborate with internal teams and stakeholders to ensure the marketing plan is cohesive, sustainable and effective across all JCC departments and programs
- Provide tools or methodology to enable internal team to analyze campaign performance and provide actionable insights and recommendations for continuous improvement

SUBMISSION REQUIREMENTS:

- Executive Summary: Overview of the proposing firm/contractor, including relevant experience.
- Approach and Methodology: Description of the approach to meeting JCC's objectives.
- High Level Timeline: Outline of project milestones and estimated completion dates.
- Budget Estimate: Proposed budget, itemized by major project components.
- Examples of Similar Work: Case studies or examples of previous work relevant to this project.
- References: Contact information for at least two references from previous clients.

SELECTION CRITERIA:

The JCC will evaluate proposals based on the following criteria:

- Understanding of the project and JCC needs
- Experience with similar projects and target audiences
- Proposed timeline and budget alignment
- Creativity, feasibility, and thoroughness of the strategy

INQUIRY / SUBMISSION:

Please note: Any requests for clarification shall be made, via email, by the date indicated on the timeline.

- Expression of Interest: November 15, 2024
- RFP Response: December 6, 2024

All inquiries concerning this RFP should be directed, via email, to the individual named below:

Alison Cristall
Assistant Executive Director
alison@jccgv.bc.ca