



Request for Proposals

Learn.PYD.org Marketing & Sales Consultant

Background

Partners for Youth with Disabilities (PYD) works to create a world where young people with disabilities will be able to live with dignity and pride in who they are, and to lead self-determined lives filled with purpose. To make this happen, we build the skills and abilities of young people with disabilities, and increase the inclusivity of workplaces, organizations, and communities.

We manage an online learning platform (Learn.PYD.org), which currently includes 10 self-paced online courses focused on disability inclusion principles for nonprofit professionals, youth workers, and teachers. Our current courses cover such topics as: the social and medical models of disability, ableism, inclusive language, inclusive marketing, disability history & disability rights, supporting LGBTQIA+ disabled people, supporting autistic people, and more. The site also features a monthly webinar series, webinar recordings, and PDF guidebooks.

We are seeking a consultant to assist with the marketing and sales of the learning content on Learn.PYD.org.

Project goals & expectations

The overall goal for this project is to test and assess the sales potential and ideal market(s) for the learning content on Learn.PYD.org. This project is a four-month long engagement, during which time the Consultant will be expected to do two key things:

- Execute focused, outbound marketing & sales campaigns to promote the Learn.PYD.org platform and test it within various markets. The Consultant will be responsible for executing all aspects of these campaigns: research, marketing and outreach, creating collateral, managing a sales process, and tracking/documentation. Possible customer segments for targeting in these campaigns include: nonprofits; youth-serving organizations; corporate HR teams; and Massachusetts schools, school districts, and/or teachers.
- Run focus groups and conduct research with current and/or prospective Learn.PYD.org site users to gain more insight into the value provided by the site and feedback on the pricing structure.

At the conclusion of the project, the Consultant will be expected to provide a final report that documents their key findings, takeaways, and recommendations. The final report should include such information as:

- Summary of the outreach & campaigns conducted during the project.
- Outcomes from sales campaigns by market segment.
- Any recommendations concerning pricing, target markets, marketing/positioning, or site content to increase platform's sales potential.
- Copies of any marketing collateral created during the project (e.g. email templates, flyers, one-pagers).

Consultant skills

We are seeking a consultant who can demonstrate meeting the following criteria:

- Excellent written & verbal communication skills.
- Prior experience, education, or background in marketing and/or sales.
- Experience researching and prospecting new partnerships, collaborations, or customers.
- Critical and creative thinker with a knack for strategy.
- Ability to effectively manage time and meet key deliverables while working independently.
- A passion for working with people with disabilities, a commitment to diversity and inclusion, and a strong commitment to the mission of PYD.
- Comfort with remote work.
- Experience with Salesforce, other CRM, and/or Excel. Must be proficient at keeping datasets organized, up-to-date, and comprehensive.

We also encourage people with disabilities, BIPOC (black and/or indigenous people and people of color), multi-lingual speakers, people of any religion or ethnicity, and ASL speakers, of all gender identities and socio-economic backgrounds to apply.

Project timeline

This is a four-month project, which is expected to run from mid-July through mid-November. The final report will be due at project end in mid-November. The exact start and end dates of the project will be finalized with the Consultant upon selection.

If you are interested in being considered for this project, [bids and applications are due by June 30th](#). Our goal is to have a final selection made by July 16th, if not sooner.

RFP submission guidelines

To apply for this opportunity, complete the attached application and submit it to Piper Slowinski at pslowinski@pyd.org. Additionally, if you have any questions about this RFP, you may submit them to Piper as well.

RFP Application

1. Your name:
2. Your contact information (i.e. best email address and phone number to reach you at):
3. Why do you believe you are a good fit for this opportunity? Do you have any prior experiences, background, or skills that are relevant for this project? (Max: ~400 words)
4. What would your initial approach to or strategy for this project look like? (Max: ~400 words)
5. Please provide a work sample from another relevant project you have worked on. You may link to your sample below, copy in the text below, or attach a separate document when emailing in your submission. Please also describe the context for your writing sample (i.e. what is it, who was it created for).
6. Please provide 1-2 references who are familiar with your work. Provide the following: their name, email, phone number, and how/why they know you.
7. Please provide your bid information. What would you charge for taking on and completing this project?
8. I affirm that I have reviewed the expectations and anticipated timeline in the RFP and that they are all amenable to me. (Y/N)
9. When submitting this form, please also attach a current version of your resume.