



Request for Proposal (RFP): Comprehensive Advertising Campaign for Head Start Teacher Recruitment

Issued by: Upper East Tennessee Human Development Agency (UETHDA)

Issue Date: 6/13/2025

Response Deadline: 6/20/2025

Contact Person: Drew Deakins, Marketing Director, 423-430-3939

1. Introduction

UETHDA is seeking proposals from qualified advertising and marketing agencies to develop and execute a comprehensive, multi-platform advertising campaign. The primary objective is to support the recruitment of qualified teachers and teacher assistants for our Head Start program, which serves children and families in upper east Tennessee.

2. Campaign Objectives

- Increase awareness of Head Start employment opportunities.
- Attract qualified candidates for teacher and teacher assistant positions.
- Promote the benefits and impact of working with Head Start.
- Reach diverse audiences across urban, suburban, and rural communities.

3. Scope of Work

The selected agency will be responsible for:

- Strategy Development: Crafting a creative and data-driven campaign strategy.
- Media Planning & Buying: Utilizing a mix of platforms.
- Creative Development: Designing compelling visuals, messaging, and content tailored to each platform.
- Campaign Execution: Launching and managing the campaign across all selected channels.
- Performance Tracking: Providing regular analytics reports and optimization recommendations.

4. Proposal Requirements

Please include the following in your response:

- Company background and relevant experience (Must have 5 years experience)
- Proposed campaign strategy and timeline
- Media mix and rationale
- Sample creative concepts (if available)
- Budget breakdown (including media spend, creative development, and agency fees)
- Case studies or references from similar campaigns

5. Evaluation Criteria

Proposals will be evaluated based on:

- Creativity and strategic approach
- Experience with similar recruitment or public service campaigns
- Cost-effectiveness and value
- Demonstrated ability to reach diverse audiences
- Reporting and analytics capabilities

6. Submission Instructions

Please submit your proposal in PDF format to ddeakins@uethda.org no later than 6/20/2025 at 4:30pm.

Late submissions may not be considered.