



STATE OF NORTH CAROLINA

University of North Carolina

Request for Proposal #: 68-SOMB0923

Human Resources Media Buy

Date of Issue: September 6, 2023

Proposal Opening Date: September 28, 2023

At Noon EDT

Direct all inquiries concerning this RFP to:

Bob Myers

Purchasing and Contract Analyst

<https://forms.gle/NXcTTr9nha5VZrQ77>



STATE OF NORTH CAROLINA

Request for Proposal

68-SOMB0923

For internal State agency processing, including tabulation of proposals, provide your company's eVP (Electronic Vendor Portal) Number. Pursuant to G.S. 132-1.10(b) this identification number shall not be released to the public. **This page will be removed and shredded, or otherwise kept confidential**, before the procurement file is made available for public inspection.

**This page shall be filled out and returned with your proposal.
Failure to do so may subject your proposal to rejection.**

Vendor Name

Vendor eVP#

Note: For a contract to be awarded to you, your company (you) must be a North Carolina registered vendor in good standing. You must enter the vendor number assigned through eVP (Electronic Vendor Portal). If you do not have a vendor number, register at <https://vendor.ncgov.com/vendor/login>

Electronic responses ONLY will be accepted for this solicitation.

STATE OF NORTH CAROLINA

University of North Carolina

Refer <u>ALL</u> Inquiries regarding this RFP to: Bob Myers Purchasing and Contract Analyst https://forms.gle/NXcTTr9nha5VZrQ77 rbmyers@northcarolina.edu	Request for Proposal #: 68-SOMB0923
	Proposals will be publicly opened: September 28, 2023, at noon EDT
Using Agency: University of North Carolina	Commodity No. and Description: 82101800 – Advertising Agency Services
Requisition No.:	

EXECUTION

In compliance with this Request for Proposals (RFP), and subject to all the conditions herein, the undersigned Vendor offers and agrees to furnish and deliver any or all items upon which prices are bid, at the prices set opposite each item within the time specified herein.

By executing this proposal, the undersigned Vendor understands that false certification is a Class I felony and certifies that:

- this proposal is submitted competitively and without collusion (G.S. 143-54),
- none of its officers, directors, or owners of an unincorporated business entity has been convicted of any violations of Chapter 78A of the General Statutes, the Securities Act of 1933, or the Securities Exchange Act of 1934 (G.S. 143-59.2), and
- it is not an ineligible Vendor as set forth in G.S. 143-59.1.

Furthermore, by executing this proposal, the undersigned certifies to the best of Vendor's knowledge and belief, that:

- it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal or State department or agency.

As required by G.S. 143-48.5, the undersigned Vendor certifies that it, and each of its sub-Contractors for any Contract awarded as a result of this RFP, complies with the requirements of Article 2 of Chapter 64 of the NC General Statutes, including the requirement for each employer with more than 25 employees in North Carolina to verify the work authorization of its employees through the federal E-Verify system.

As required by Executive Order 24 (2017), the undersigned vendor certifies will comply with all Federal and State requirements concerning fair employment and that it does not and will not discriminate, harass, or retaliate against any employee in connection with performance of any Contract arising from this solicitation.

G.S. 133-32 and Executive Order 24 (2009) prohibit the offer to, or acceptance by, any State Employee associated with the preparing plans, specifications, estimates for public contracts; or awarding or administering public contracts; or inspecting or supervising delivery of the public contract of any gift from anyone with a contract with the State, or from any person seeking to do business with the State. By execution of this response to the RFP, the undersigned certifies, for Vendor's entire organization and its employees or agents, that Vendor is not aware that any such gift has been offered, accepted, or promised by any employees of your organization.

By executing this proposal, Vendor certifies that it has read and agreed to the **INSTRUCTION TO VENDORS** and the **NORTH CAROLINA GENERAL TERMS AND CONDITIONS incorporated herein**. These documents can be accessed from the ATTACHMENTS page within this document.

Failure to execute/sign proposal prior to submittal may render proposal invalid and it MAY BE REJECTED. Late proposals shall not be accepted.

COMPLETE/FORMAL NAME OF VENDOR:		
STREET ADDRESS:	P.O. BOX:	ZIP:
CITY & STATE & ZIP:	TELEPHONE NUMBER:	TOLL FREE TEL. NO:
PRINCIPAL PLACE OF BUSINESS ADDRESS IF DIFFERENT FROM ABOVE (SEE INSTRUCTIONS TO VENDORS ITEM #21):		
PRINT NAME & TITLE OF PERSON SIGNING ON BEHALF OF VENDOR:		FAX NUMBER:

Proposal Number: 68-SOMB0923

Vendor: _____

VENDOR'S AUTHORIZED SIGNATURE*:	DATE:	EMAIL:
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VALIDITY PERIOD

Offer shall be valid for at least sixty 60 days from date of bid opening, unless otherwise stated here: _____ days, or if extended by mutual agreement of the parties in writing. Any withdrawal of this offer shall be made in writing, effective upon receipt by the agency issuing this RFP.

ACCEPTANCE OF PROPOSAL

If your proposal is accepted, all provisions of this RFP, along with the written results of any negotiations, shall constitute the written agreement between the parties ("Contract"). The NORTH CAROLINA GENERAL TERMS AND CONDITIONS are incorporated herein and shall apply. Depending upon the Goods or Services being offered, other terms and conditions may apply, as mutually agreed.

FOR STATE USE ONLY: Offer accepted and Contract awarded this _____ day of _____, 20____, as indicated on

The attached certification, by _____.

(Authorized Representative of the University of North Carolina)

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1.0 PURPOSE AND BACKGROUND

The University of North Carolina System is dedicated to serving the state of North Carolina and the more than 225,000 students enrolled in the UNC System's 16 university constituent institutions. In order to do so, the UNC System Office's Human Resources staff actively works with all the campuses, seeking out the best qualified candidates to fill vacancies at each constituent institution. Rather than advertising each posting on/in various methods (print, radio, internet), to create and edit separate postings we seek a vendor to consolidate this. With the use of one vendor, specialized in recruitment advertising for Academia, Healthcare and Public sectors, recruiters would have the capability of using a designated consultant with a database of over 4,000 recruitment resources, including more than 3,000 internet sites, providing insight and recommendations for the best methods to source for each position. This in turn would provide the hiring managers of University of North Carolina System with the best qualified and experienced candidates to fill positions within the UNC System's constituent institutions. The UNC System office is looking for an advertising agency to continue a streamlined approach to advertising positions on multiple platforms. Not only will this streamline the position posting process, but an advertising agency can recommend where to post and where not to post jobs on different job boards based on data.

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

The intent of this solicitation is to award a convenience contract for use by the constituent institutions and affiliates of the University of North Carolina. Work performed pursuant to this convenience contract will be assessed a fee of 2% of the entire billed cost of any work performed, payable by the vendor to the UNC System Office on an annual basis.

1.1 CONTRACT TERM

The Contract shall have an initial term of five (5) years, beginning on the date of final Contract execution (the “Effective Date”) or June 25, 2024, whichever is later.

At the end of the Contract’s initial term, the State shall have the option, in its sole discretion, to renew the Contract on the same terms and conditions for up to two (2) additional one-year terms. The State will give the Vendor written notice of its intent to exercise each option no later than ninety (90) days before the end of the Contract’s then-current term. In addition to any optional renewal terms, and with the Vendor’s concurrence, the State reserves the right to extend the Contract after the last active term.

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

2.0 GENERAL INFORMATION

2.1 REQUEST FOR PROPOSAL DOCUMENT

This RFP is comprised of the base RFP document, any attachments, and any addenda released before Contract award, which are incorporated herein by reference.

2.2 E-PROCUREMENT FEE

ATTENTION: The E-Procurement fee may apply to this solicitation. See the paragraph entitled ELECTRONIC PROCUREMENT of the North Carolina General Terms and Conditions.

General information on the E-Procurement Services can be found at: <http://eprocurement.nc.gov/>.

2.3 NOTICE TO VENDORS REGARDING RFP TERMS AND CONDITIONS

It shall be the Vendor’s responsibility to read the Instructions to Vendors, the North Carolina General Terms and Conditions, all relevant exhibits and attachments, and any other components made a part of this RFP and comply with all requirements and specifications herein. Vendors are also responsible for obtaining and complying with all Addenda and other changes that may be issued in connection with this RFP.

If Vendors have questions or issues regarding any component of this RFP, those must be submitted as questions in accordance with the instructions in the PROPOSAL QUESTIONS Section. If the State determines that any changes will be made as a result of the questions asked, then such decisions will be communicated in the form of an RFP addendum. The State may also elect to leave open the possibility for later negotiation of specific provisions of the Contract that have been addressed during the question-and-answer period, prior to contract award.

Other than through the process of negotiation under 01 NCAC 05B.0503, the State rejects and will not be required to evaluate or consider any additional or modified terms and conditions submitted with Vendor’s proposal or otherwise. This applies to any language appearing in or attached to the document as part of the Vendor’s proposal that purports to vary any terms and conditions or Vendors’ instructions herein or to render the proposal non-binding or subject to further negotiation. Vendor’s proposal shall constitute a firm offer that shall be held open for the period required herein (“Validity Period” above).

The State may exercise its discretion to consider Vendor proposed modifications. By execution and delivery of this RFP Response, the Vendor agrees that any additional or modified terms and conditions, whether submitted purposely or inadvertently, shall have no force or effect, and will be disregarded unless expressly agreed upon through negotiation and incorporated by way of a Best and Final Offer (BAFO). Noncompliance with, or any attempt to alter or delete, this paragraph shall constitute sufficient grounds to reject Vendor’s proposal as nonresponsive.

2.4 RFP SCHEDULE

The table below shows the *intended* schedule for this RFP. The State will make every effort to adhere to this schedule.

Event	Responsibility	Date and Time
Issue RFP	State	September 6, 2023
Submit Written Questions	Vendor	September 19, 2023, by noon EDT
Provide Response to Questions	State	September 21, 2023
Submit Proposals	Vendor	September 28, 2023, by noon EDT

2.5 PROPOSAL QUESTIONS

Upon review of the RFP documents, Vendors may have questions to clarify or interpret the RFP in order to submit the best proposal possible. To accommodate the Proposal Questions process, Vendors shall submit any such questions by the “Submit Written Questions” date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum.

Written questions shall be submitted via <https://forms.gle/NXcTTr9nha5VzrQ77> by the date and time specified above. Questions received prior to the submission deadline date, the State’s response, and any additional terms deemed necessary by the State will be posted in the form of an addendum to the electronic Vendor Portal (eVP), <https://evp.nc.gov>, and shall become an Addendum to this RFP. No information, instruction or advice provided orally or informally by any State personnel, whether made in response to a question or otherwise in connection with this RFP, shall be considered authoritative or binding. Vendors shall rely *only* on written material contained in the RFP and an addendum to this RFP.

2.6 PROPOSAL SUBMITTAL

IMPORTANT NOTE: This is an absolute requirement. Late bids, regardless of cause, will not be opened or considered, and will be automatically disqualified from further consideration. Vendor shall bear the sole risk of late submission due to unintended or unanticipated delay. It is the Vendor’s sole responsibility to ensure its proposal has been received as described in this RFP by the specified time and date of opening. The time and date of receipt will be marked on each proposal when received. Any proposal or portion thereof received after the proposal deadline will be rejected.

All proposal responses shall be submitted electronically via the electronic Vendor Portal (eVP). Additional information can be found at the eVP updates for Vendors link: <https://eprocurement.nc.gov/news-events/evp-updates-vendors>.

If confidential and proprietary information is included in the proposal, also submit one (1) signed, REDACTED copy of the proposal. Such information may include trade secrets defined by N.C. Gen. Stat. § 66-152 and other information exempted from the Public Records Act pursuant to N.C. Gen. Stat. §132- 1.2. Vendor may designate information, Products, Services or appropriate portions of its response as confidential, consistent with and to the extent permitted under the statutes and rules set forth above. By so redacting any page, or portion of a page, the Vendor warrants that it has formed a good faith opinion, having received such necessary or proper review by counsel and other knowledgeable advisors, that the portions determined to be confidential and proprietary and redacted as such, meet the requirements of the Rules and Statutes set forth above. However, under no circumstances shall price information be designated as confidential.

PUBLIC RECORDS: The University of North Carolina is a state agency of the State of North Carolina, accordingly, it receives public records requests for Vendor proposals and contracts. In order to respond to such requests as promptly as possible, Vendor is *strongly encouraged* to submit a redacted (Proprietary and Confidential Information Excluded) copy of Vendor’s proposal(s) along with its proposal(s). Please note: pursuant to 01 NCAC 05B .0103(d), COST INFORMATION SHALL NOT BE CONFIDENTIAL. The University of North Carolina will provide Vendor notice of any public records request it receives for Vendor’s redacted proposal. At all times Vendor shall be responsible for its redactions.

If the Vendor does not provide a redacted version of the proposal with its proposal submission, the University may release an unredacted version if a record request is received.

Failure to submit a proposal in strict accordance with these instructions shall constitute sufficient cause to reject a Vendor's proposal(s). Vendors are strongly encouraged to allow sufficient time to upload proposals.

Critical updated information may be included in Addenda to this RFP. It is important that all Vendors responding to this RFP periodically check the State's eVP website for any Addenda that may be issued prior to the bid opening date. All Vendors shall be deemed to have read and understood all information in this RFP and all Addenda thereto.

2.7 PROPOSAL CONTENTS

Vendors shall populate all attachments of this RFP that require the Vendor to provide information and include an authorized signature where requested. Failure to provide all required items, or Vendor's submission of incomplete items, may result in the State rejecting Vendor's proposal, in the State's sole discretion.

Vendor RFP responses shall include the following items and attachments, which shall be arranged in the following order:

- a) Cover Letter, which must contain the following: (i) a statement that confirms that the proposer has read the RFP in its entirety, including all links, and all Addenda released in conjunction with the RFP, (ii) a statement that the Vendor agrees to perform in accordance with the scope of work, requirements, and specifications contained herein; and (iii) Vendor's agreement to comply with all instructions, terms and conditions, and attachments.
- b) Title Page: Include the company name, address, phone number and authorized representative along with the Proposal Number.
- c) Completed and signed version of all EXECUTION PAGES, along with the body of the RFP.
- d) Signed receipt pages of any addenda released in conjunction with this RFP, if required to be returned.
- e) Vendor's Proposal addressing all Specifications of this RFP. *[Indicate relative section references as a guide to responding to sections requiring additional responses outside of the solicitation document. If not required, delete.]*
- f) Completed version of ATTACHMENT A: PRICING
- g) Completed version of ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION
- h) Completed version of ATTACHMENT E: CUSTOMER REFERENCE FORM
- i) Completed version of ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR
- j) Completed and signed version of ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION

2.8 ALTERNATE PROPOSALS

Unless provided otherwise in this RFP, Vendor may submit alternate proposals for comparable Goods, various methods or levels of Service(s), or that propose different options. Alternate proposals must specifically identify the RFP requirements and advantage(s) addressed by the alternate proposal. Any alternate proposal, in addition to the marking described above, must be clearly marked with the legend: "Alternate Proposal #___ [for 'name of Vendor']". Each proposal must be for a specific set of Goods and Services and must include specific pricing. If a Vendor chooses to respond with various offerings, each must be offered with a separate price and be contained in a separate proposal document. Each proposal must be complete and independent of other proposals offered.

2.10 DEFINITIONS, ACRONYMS, AND ABBREVIATIONS

Relevant definitions for this RFP are provided in 01 NCAC 05A .0112 and in the Instructions to Vendors found below which are incorporated herein by this reference.

The following definitions, acronyms, and abbreviations are also relevant to this RFP:

- a) **BAFO:** Best and Final Offer, submitted by a Vendor to alter its initial offer, made in response to a request by the issuing agency.
- b) **BUYER:** The employee of the State or Other Eligible Entity that places an order with the Vendor.
- c) **CONTRACT LEAD:** Representative of the University of North Carolina who corresponds with potential Vendors in

order to identify and contract with that Vendor providing the greatest benefit to the State and who will administer this contract for the State.

- d) **FOB-DESTINATION:** Title changes hand from Vendor to purchaser at the destination point of the shipment; Vendor owns commodity in transit and files any claims, and Vendor pays all freight and any related transportation charges. A solicitation may request Vendors to separately identify freight charges in their proposal, but no amount or charge not included as part of the total proposal price will be paid.
- e) **QUALIFIED PROPOSAL:** A responsive proposal submitted by a responsible Vendor.
- f) **RFP:** Request for Proposal
- g) **SERVICES or SERVICE DELIVERABLES:** The tasks and duties undertaken by the Vendor to fulfill the requirements and specifications of this solicitation.
- h) **STATE:** The State of North Carolina, including any of its sub-units recognized under North Carolina law.
- i) **STATE AGENCY:** Any of the more than 400 sub-units within the executive branch of the State, including its departments, boards, commissions, institutions of higher education and other institutions.
- j) **UNIVERSITY ("UNC"):** The University of North Carolina, a State Agency, including its constituent institutions and affiliates.
- k) **VENDOR:** Supplier, bidder, proposer, company, firm, corporation, partnership, individual or other entity submitting a response to a Request for Proposal.

3.0 METHOD OF AWARD AND PROPOSAL EVALUATION PROCESS

3.1 METHOD OF AWARD

North Carolina G.S. 143-52 provides a general list of criteria the State shall use to award contracts, as supplemented by the additional criteria herein. The Goods or Services being procured shall dictate the application and order of criteria; however, all award decisions shall be in the State's best interest. All qualified proposals will be evaluated, and awards will be made to the Vendor(s) meeting the specific RFP Specifications and achieving the highest and best final evaluation, based on the criteria described below.

While the intent of this RFP is to award a Contract(s) to a single Vendor, the State reserves the right to make separate awards to different Vendors for one or more line items, to not award one or more line items or to cancel this RFP in its entirety without awarding a Contract, if it is considered to be most advantageous to the State to do so.

The State reserves the right to waive any minor informality or technicality in proposals received.

3.2 CONFIDENTIALITY AND PROHIBITED COMMUNICATIONS DURING EVALUATION

While this RFP is under evaluation, the responding Vendor, including any subcontractors and suppliers, is prohibited from engaging in conversations intended to influence the outcome of the evaluation. See the Paragraph 29 of the Instructions to Vendors entitled COMMUNICATIONS BY VENDORS.

Each Vendor submitting a proposal to this RFP, including its employees, agents, subcontractors, suppliers, subsidiaries and affiliates, is prohibited from having any communications with any person inside or outside the using agency; issuing agency; other government agency office or body (including the purchaser named above, any department secretary, agency head, members of the General Assembly and Governor's office); or private entity, if the communication refers to the content of Vendor's proposal or qualifications, the content of another Vendor's proposal, another Vendor's qualifications or ability to perform a resulting contract, and/or the transmittal of any other communication of information that could be reasonably considered to have the effect of directly or indirectly influencing the evaluation of proposals, the award of a contract, or both.

Any Vendor not in compliance with this provision shall be disqualified from evaluation and award. A Vendor's proposal may be disqualified if its subcontractor and/or supplier engage in any of the foregoing communications during the time that the procurement is active (*i.e.*, the issuance date of the procurement until the date of contract award or cancellation of the

procurement). Only those discussions, communications or transmittals of information authorized or initiated by the issuing agency for this RFP or inquiries directed to the purchaser named in this RFP regarding requirements of the RFP (prior to proposal submission) or the status of the award (after submission) are excepted from this provision.

3.3 PROPOSAL EVALUATION PROCESS

Only responsive submissions will be evaluated.

The State will conduct a One-Step evaluation of Proposals:

Proposals will be received according to the method stated in the Proposal Submittal Section above.

All proposals must be received by the issuing agency not later than the date and time specified in the RFP SCHEDULE Section above, unless modified by Addendum. Vendors are cautioned that this is a request for offers, not an offer or request to contract, and the State reserves the unqualified right to reject any and all offers at any time if such rejection is deemed to be in the best interest of the State.

At the date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum, the proposal from each responding Vendor will be opened publicly and all offers (except those that have been previously withdrawn, or voided bids) will be tabulated. The tabulation shall be made public at the time it is created. When negotiations after receipt of bids is authorized pursuant to G.S. 143-49 and 01 NCAC 05B.0503, only the names of offerors and the Goods and Services offered shall be tabulated at the time of opening. If negotiation is anticipated, cost and price shall become available for public inspection at the time of the award. Interested parties are cautioned that these costs and their components are subject to further evaluation for completeness and correctness and therefore may not be an exact indicator of a Vendor's pricing position.

At their option, the evaluators may request oral presentations or discussions with any or all Vendors for clarification or to amplify the materials presented in any part of the proposal. Vendors are cautioned, however, that the evaluators are not required to request presentations or other clarification—and often do not. Therefore, all proposals should be complete and reflect the most favorable terms available from the Vendor.

Upon completion of the evaluation process, the State will make award(s) based on the evaluation and post the award(s) to the State's eVP website under the RFP number for this solicitation. Award of a Contract to one Vendor does not mean that the other proposals lacked merit, but that, all factors considered, the selected proposal was deemed most advantageous and represented the best value to the State.

The State reserves the right to negotiate with one or more vendors, or to reject all original offers and negotiate with one or more sources of supply that may be capable of satisfying the requirement, and in either case to require Vendor to submit a Best and Final Offer (BAFO) based on discussions and negotiations with the State.

3.4 EVALUATION CRITERIA

In addition to the general criteria in G.S. 143-52 which may or may not be relevant to this RFP, all qualified proposals will be evaluated, and award made based on considering the following criteria, to result in an award most advantageous to the State:

BEST VALUE: "Best Value" procurement methods are authorized by N.C.G.S. §§143-135.9 and 143B-1350(h). The award decision is made based on multiple factors, including: total cost of ownership, meaning the cost of acquiring, operating, maintaining, and supporting a product or service over its projected lifetime; the evaluated technical merit of the Vendor's offer; the Vendor's past performance; and the evaluated probability of performing the specifications stated in the solicitation on time, with high quality, and in a manner that accomplishes the stated business objectives and maintains industry standards compliance. The intent of "Best Value" procurement is to enable Vendors to offer and the Agency to select the most appropriate solution to meet the business objectives defined in the solicitation and to keep all parties focused on the desired outcome of a procurement.

A ranking method of source selection will be utilized in this procurement using evaluation criteria listed in order of importance in the Evaluation Criteria section below to allow the State to award this RFP to the Vendor(s) providing the Best Value and recognizing that Best Value may result in award other than the lowest price or highest technically qualified offer. By using this method, the overall ranking may be adjusted up or down when considered with, or traded-off against, other non-price factors.

EVALUTION METHOD: Narrative and by consensus of the evaluating committee, explaining the strengths and weaknesses of each proposal and why the recommended awardee(s) provide the best value to the State.

All qualified proposals will be evaluated, and award made based on considering the following criteria listed in descending order of importance, to result in an award most advantageous to the State:

1. Vendor Technical Approach (Sections 5.1- 5.3)
2. Vendor Qualifications and Experience (Sections 4.5-4.6)
3. Pricing (Section 4.1 and Attachment A)

3.5 PERFORMANCE OUTSIDE THE UNITED STATES

Vendor shall complete ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR. In addition to any other evaluation criteria identified in this RFP, the State may also consider, for purposes of evaluating proposed or actual contract performance outside of the United States, how that performance may affect the following factors to ensure that any award will be in the best interest of the State:

- a) Total cost to the State
- b) Level of quality provided by the Vendor
- c) Process and performance capability across multiple jurisdictions
- d) Protection of the State's information and intellectual property
- e) Availability of pertinent skills
- f) Ability to understand the State's business requirements and internal operational culture
- g) Particular risk factors such as the security of the State's information technology
- h) Relations with citizens and employees
- i) Contract enforcement jurisdictional issues

3.6 INTERPRETATION OF TERMS AND PHRASES

This RFP serves two functions: (1) to advise potential Vendors of the parameters of the solution being sought by the State; and (2) to provide (together with other specified documents) the terms of the Contract resulting from this procurement. The use of phrases such as "shall," "must," and "requirements" are intended to create enforceable contract conditions. In determining whether proposals should be evaluated or rejected, the State will take into consideration the degree to which Vendors have proposed or failed to propose solutions that will satisfy the State's needs as described in the RFP. Except as specifically stated in the RFP, no one requirement shall automatically disqualify a Vendor from consideration. However, failure to comply with any single requirement may result in the State exercising its discretion to reject a proposal in its entirety.

4.0 REQUIREMENTS

This Section lists the requirements related to this RFP. By submitting a proposal, the Vendor agrees to meet all stated requirements in this Section as well as any other specifications, requirements, and terms and conditions stated in this RFP. If a Vendor is unclear about a requirement or specification, or believes a change to a requirement would allow for the State to receive a better proposal, the Vendor is urged to submit these items in the form of a question during the question and answer period in accordance with the Proposal Questions Section above.

4.1 PRICING

Proposal price shall constitute the total cost to the State for complete performance in accordance with the requirements and specifications herein, including all applicable charges for handling, transportation, administrative and other similar fees.

Complete ATTACHMENT A: PRICING FORM and include in Vendor's proposal. The pricing provided in ATTACHMENT A, or resulting from any negotiations, is incorporated herein and shall become part of any resulting Contract.

4.2 INVOICES

Vendor shall invoice the Purchasing Agency. The standard format for invoicing shall be Single Invoices meaning that the Vendor shall provide the Purchasing Agency with an invoice for each order. Invoices shall include detailed information to allow Purchasing Agency to verify pricing at point of receipt matches the correct price from the original date of order. The following fields shall be included on all invoices, as relevant:

Vendor's Billing Address, Customer Account Number, NC Contract Number, Order Date, Buyer's Order Number, Manufacturer Part Numbers, Vendor Part Numbers, Item Descriptions, Price, Quantity, and Unit of Measure.

INVOICES MAY NOT BE PAID UNTIL AN INSPECTION HAS OCCURRED AND THE GOODS OR SERVICES ACCEPTED.

4.3 FINANCIAL STABILITY

As a condition of contract award, the Vendor must certify that it has the financial capacity to perform and to continue to perform its obligations under the Contract; that Vendor has no constructive or actual knowledge of an actual or potential legal proceeding being brought against Vendor that could materially adversely affect performance of this Contract; and that entering into this Contract is not prohibited by any contract, or order by any court of competent jurisdiction.

Each Vendor shall certify it is financially stable by completing ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION. The State is requiring this certification to minimize potential issues from contracting with a Vendor that is financially unstable. From the date of the Certification to the expiration of the Contract, the Vendor shall notify the State within thirty (30) days of any occurrence or condition that materially alters the truth of any statement made in this Certification. The Contract Manager may require annual recertification of the Vendor's financial stability.

4.4 HUB PARTICIPATION

Pursuant to North Carolina General Statute G.S. 143-48, it is State policy to encourage and promote the use of small, minority, physically handicapped, and women contractors in purchasing Goods and Services. As such, this RFP will serve to identify those Vendors that are minority owned or have a strategic plan to support the State's Historically Underutilized Business program by meeting or exceeding the goal of 10% utilization of diverse firms as 1st or 2nd tier subcontractors. Vendor shall complete ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION.

4.5 VENDOR EXPERIENCE

In its Proposal, Vendor shall demonstrate experience with public and/or private sector clients with similar or greater size and complexity to the State. Vendor shall provide information as to the qualifications and experience of all executive, managerial, legal, and professional personnel to be assigned to this project, including resumes citing experience with similar projects and the responsibilities to be assigned to each person.

4.6 REFERENCES

Vendor shall provide at least three (3) references, using ATTACHMENT E: CUSTOMER REFERENCE FORM, for which it has provided Services of similar size and scope to those proposed herein. The State may contact these users to determine whether the Services provided are substantially similar in scope to those proposed herein and whether Vendor's performance has been satisfactory. The information obtained may be considered in the evaluation of the Proposal.

4.7 BACKGROUND CHECKS

Any personnel or agent of Vendor performing Services under any Contract arising from this RFP may be required to undergo a background check at the expense of the Vendor, if so requested by the State.

4.8 PERSONNEL

Vendor warrants that qualified personnel shall provide Services under this Contract in a professional manner. “Professional manner” means that the personnel performing the Services will possess the skill and competence consistent with the prevailing business standards in the industry. Vendor will serve as the prime contractor under this Contract and shall be responsible for the performance and payment of all subcontractor(s) that may be approved by the State. Names of any third-party Vendors or subcontractors of Vendor may appear for purposes of convenience in Contract documents; and shall not limit Vendor’s obligations hereunder. Vendor will retain executive representation for functional and technical expertise as needed in order to incorporate any work by third party subcontractor(s).

Should the Vendor’s proposal result in an award, the Vendor shall be required to agree that it will not substitute key personnel assigned to the performance of the Contract without prior written approval by the Contract Lead. Vendor shall further agree that it will notify the Contract Lead of any desired substitution, including the name(s) and references of Vendor’s recommended substitute personnel. The State will approve or disapprove the requested substitution in a timely manner. The State may, in its sole discretion, terminate the Services of any person providing Services under this Contract. Upon such termination, the State may request acceptable substitute personnel or terminate the contract Services provided by such personnel.

4.9 VENDOR’S REPRESENTATIONS

If Vendor’s Proposal results in an award, Vendor agrees that it will not enter any agreement with a third party that may abridge any rights of the State under the Contract. If any Services, deliverables, functions, or responsibilities not specifically described in this solicitation are required for Vendor’s proper performance, provision and delivery of the Service and deliverables under a resulting Contract, or are an inherent part of or necessary sub-task included within such Service, they will be deemed to be implied by and included within the scope of the Contract to the same extent and in the same manner as if specifically described in the Contract. Unless otherwise expressly provided herein, Vendor will furnish all of its own necessary management, supervision, labor, facilities, furniture, computer and telecommunications equipment, software, supplies and materials necessary for the Vendor to provide and deliver the Services and/or other Deliverables.

5.0 SPECIFICATIONS AND SCOPE OF WORK

5.1 GENERAL

The University seeks to hire the most qualified individuals for every role. Talent acquisition strategies are created and implemented to sourcing and recruiting diverse and qualified candidates. This includes advertising and posting positions on multiple job boards. To facilitate this, recruiters contact multiple sources and vendors for advertising. Each vendor requires the same documentation, edited to the vendor’s specifications. Each vendor must be invoiced/paid separately. This process is repeated for each position and may require a substantial amount of time and effort to accomplish. As most recruiters handle multiple positions, this is an inefficient use of their time, budget funds, and may result in loss of top talent hired for those positions. In addition, we may take advantage of volume pricing that may be available with bundled purchasing of media. Our current process does not provide data and insight into the most effective sources for ad placement. New analytics and reporting metrics are available to help determine the best place to post particular jobs.

Use of a media firm will provide greater efficiency for the job posting process. In addition, we will have better data to analyze cost per hire and track effectiveness of candidate sources.

Work performed pursuant to this convenience contract will be assessed a fee of 2% of the entire billed cost of any work performed, payable by the vendor to the UNC System Office on an annual basis.

5.2 TASKS/DELIVERABLES

Position information would be provided to vendor, with specific requests: consultation on best media outlets for advertisement for the position, copy editing (if necessary), design assistance (use of logos for NC University Systems), time posting is to be

advertised (30 days/60 days), and costs for these services. Deadline would be 24 – 48 hours, with understanding that preference would be the shortest time frame possible. The University's evaluation of vendor responses will consider the quality of services offered, including the breadth and depth of Vendor's offerings and the ease of implementation to realize the University's efficiency goals.

The University of North Carolina System seeks pricing on advertising and posting services for the following sample positions. These services include: consultation on best media outlets for advertisement for the position, copy editing (if necessary), design assistance (use of logos for NC University Systems), time posting is to be advertised (30 days/60 days), and costs for these services. Deadline would be 24 – 48 hours, with understanding that preference would be the shortest time frame possible.

#1 – Executive Assistant

The Assistant to the Senior Vice President is the senior executive staff person in the Academic Affairs Division. The position is intended to relieve the Senior Vice President of the day-to-day operational functions and to enable the incumbent to focus on key academic issues. The Assistant to the Senior Vice President is responsible for a variety of tasks associated with managing the Academic Affairs Division. He or she will be expected to provide leadership and/or management for a range of assignments, and supervision of day-to-day activities.

Minimum Education, Experience, and Skills

High school diploma or equivalency and three years of progressively responsible administrative/office management experience; or Associate's degree in secretarial science, business administration, or a related discipline and one year of progressively responsible administrative/office management experience or Bachelor's degree, preferably in business administration or a related discipline; or equivalent combination of training and experience. All degrees must be received from appropriately accredited institutions.

Required Competencies

Proficiency in using Microsoft Office and database applications.

Preferred Education, Experience, and Skills

Bachelor's degree; experience using PeopleSoft; and at least 5 years of experience in a higher education/university and/or fast-paced private sector environment.

\$50,000 - \$60,000

#2 - Vice Chancellor for Strategic Communications

Position summary:

Working closely with the Chancellor, the Vice Chancellor for Strategic Communications is responsible for the planning, implementation and supervision of UNC'SA's overall communications and marketing strategy including supervision of the University communication and marketing team – covering a wide variety of areas including but not limited to media relations, public relations, advertising, branding, marketing strategy, executive and leadership communications, content and strategy for the University website and social media channels, reputational advancement and image building, issues management and crisis communications, and all print and digital collateral for University advancement, admissions, financial aid, and faculty activity and recruitment.

Serves as the University spokesperson with director.

This position reports directly to the Chancellor and is a member of the University's executive leadership team.

Minimum qualifications:

Master's degree and 6-8 years of progressively responsible experience in communication and marketing, or Bachelor's degree and 8-10 years of related and progressively responsible experience in communications and marketing.

Preferred skills:

- Master's degree in communications, public relations, marketing, business administration, journalism or related field and a minimum of 5 years of supervisory experience in communications and marketing, preferably in a higher education or academic setting.
- Demonstrated experience in writing and editing for a wide variety of publications, including speeches, executive and leadership messaging, and University-wide print, digital and web-based communications.
- An understanding and appreciation for an arts conservatory education in a residential college and high school environment with a commitment to access, equity, diversity, inclusion and belonging.
- Demonstrated experience developing enterprise-wide website concepts, implementing web site architecture, design, content management and UI/UX, as well as providing ongoing content/design oversight.
- Experience in strengthening institutional reputation and image with primary audiences on a local, national, and global level.
- A highly collaborative approach that supports key operational areas through data-driven, results- oriented efforts impacting strategic revenue drivers.

Knowledge, skills, and abilities:

- Proven ability to conceptualize, articulate, organize, and implement innovative communications and marketing in a university setting, especially as it related to promoting enrollment, arts, academics, and advancement functions.
- Experience in successfully managing media relations in a higher education setting.
- A demonstrated understanding of the principles of marketing including elements of brand, design, positioning, and advertising.
- Demonstrated knowledge and skill in digital and print media.
- Demonstrated skill to manage diverse professionals and departmental budgets.
- Demonstrated knowledge of the vital role played by the website and other digital communications in the University environment.
- A high degree of technical expertise in website development and experience managing projects and budget is highly desired.
- Professional skills and experience in creating and delivering presentations to the campus, Board of Trustees and the public.

Responsibilities and duties:

75% of Time:

Planning and implementing an integrated strategic communications and marketing program that refines and improves the image, perception and reputation of UNCSCA throughout the state, nation and world. This plan will be aligned with the goals and objectives of the University's strategic plan and will result in increased visibility for the University and a clear and focused understanding of the value of UNCSCA as a top-tier, arts conservatory. The effort will further define the University's brand promise, as well as its unique character, culture, achievements and aspirations through targeted media and public relations, publications, website and digital communications, advertising, and associated constituent communications. Develops and executes marketing strategies designed to promote UNCSCA and strengthen brand positioning both internally and externally. Directs the planning, development, editorial content, production, and evaluation of promotional campaigns and University collateral (print, website, social media and digital).

Provides leadership in the planning, development and direction of communication strategies and long-range public relations program. Works collaboratively with institutional leaders to develop and plan public relations/media relations activities that are designed to elevate public awareness and visibility of the University (locally, regionally, and nationally). Develops and maintains

effective working relationships with media representatives. Designs, executes, and manages strategic communications plans for students, employees, issues management and crisis and external communications. Oversees the ongoing development and maintenance of the University's social media strategy.

Serves as the University's Chief Public Information Officer. Acts as the official University spokesperson as required and/or requested by the Chancellor. Serves as a key member of the University's crisis management team. Provides strategic communications and media relations counsel, writing, and presentation support to the Chancellor, Vice Chancellors, and other faculty and staff at the University.

Develops guidelines and procedures governing the release of information by the University. Determines needs for new policies, procedures, and revision of existing guidelines related to all campus communications, internally/externally, and print/digital. Provides guidance to departmental staff and assists in solutions to unusual, sensitive or difficult challenges. Develops the marketing budget.

25% of Time:

Closely oversees staff members who develop publications to assist in institutional promotion and student recruitment, including but not limited to view-books, brochures, Chancellor's reports and messages, and annual magazine, along with fundraising and stewardship efforts.

Closely oversees staff members who write and disseminate news releases and pitch stories on the activities of the University, chancellor, faculty, staff and students, along with campus events. Oversees the development and implementation of strategic advertising for the University, including digital, print, display, outdoor and radio advertising.

Oversees the development and implementation of digital communication for the University, including social media, video and web. This includes oversight of the University web team responsible for ensuring high-quality content across the University website, as well as oversight of web information architecture and user experience.

Performs other related duties as required to support the mission of the University and as directed by the Chancellor.

#3 – Applications Developer

The Applications Developer will be part of the Data Warehousing & Online Services team responsible for designing and delivering high quality, custom applications to various internal customers across a variety of projects associated with the Data Modernization and Integration (DMI) program. The Applications Developer will be responsible for working closely with the Applications Analyst and the Business Analyst to understand the functional and technical requirements of the project. From these discussions and supplied specifications, the Applications Developer will proceed to efficiently implement the solution while adhering to internal development standards. In addition, this position is responsible for isolating and repairing bugs in existing applications as well as porting key legacy applications to newer platforms. In short, the Applications Developer is the hands-on team member responsible for implementing the code necessary to generate reliable, efficient, and high-quality applications to the customers. This position will have a heavy focus on the backend PHP development of ETL programming and data storage / cleansing with a secondary focus on front end user interfaces to support the data transmission, storage, and reporting of the warehouse. This position will support the additional duties required to perform all the projects both during implementation and ongoing for all of the data modernization projects.

Minimum Qualifications & Competencies:

Bachelor's degree in Computer Science, Information Systems, or related degree from an appropriately accredited institution and three years of progressive experience in the information technology field including experience in technology support related

work; or a Master's degree in Computer Science, Information Systems or related degree and two years of progressive experience in the information technology field including experience in technology support related work; or an equivalent combination of education and experience.

Thorough understanding of the following:

SQL Databases – Can design and implement normalized table structures for transactional systems as well as data repositories (Oracle experience preferred). Must have extremely strong SQL skills and ability to construct and decipher complex database queries.

Web Development – Can design and implement web based systems in a Linux/PHP environment. Web Services – Understands the concepts behind web services and how these services are designed in order to achieve specific project goals.

Client-Server Concepts – Understands the principles behind client-server interaction and can design web-based projects according to such principles.

Planning and Organizing – Knowledge of work standards, standard processes and references to regularly assist management in changes.

Technical Knowledge – High technical knowledge level of applications systems analysis and programming. Understanding of detailed technical issues to design architecture for stable technologies and provides direction for technicians and other analysts.

Technical Solution Development – Ability to investigate, research and implement new technologies in specialty or related area. Can devise or modify procedures to solve complex problems.

Technical Support – Ability to interact with and serve as a key resource in solving problems of high complexity to other analyst and technicians. Ability to recommend methods of resolving problems to lower level analysts or client representatives.

Consultancy Skills – Ability to consult with clients on issues and requests that require the implementation or creation of a custom solution.

NOTE: Applications Developer- salary based on experience.

5.3 TECHNICAL APPROACH

Vendor's proposal shall include, in narrative, outline, and/or graph form the Vendor's approach to accomplishing the tasks outlined in the Scope of Work section of this RFP. A description of each task and deliverable and the schedule for accomplishing each shall be included.

6.0 CONTRACT ADMINISTRATION

All Contract Administration requirements are conditioned on an award resulting from this solicitation. This information is provided for the Vendor's planning purposes.

6.1 CONTRACT MANAGER AND CUSTOMER SERVICE

The Vendor shall be required to designate and make available to the State a contract manager. The contract manager shall be the State's point of contact for Contract related issues and issues concerning performance, progress review, scheduling, and service.

Contract Manager Point of Contact	
Name:	
Office Phone #:	
Mobile Phone #:	
Email:	

The Vendor shall be required to designate and make available to the State for customer service. The customer service point of contact shall be the State's point of contact for customer service-related issues (define roles and responsibilities).

Customer Service Point of Contact	
Name:	
Office Phone #:	
Mobile Phone #:	
Email:	

6.2 CONTINUOUS IMPROVEMENT

The State encourages the Vendor to identify opportunities to reduce the total cost the State. A continuous improvement effort consists of various ways to enhance business efficiencies as performance progresses.

6.3 ACCEPTANCE OF WORK

Performance of the work and/or delivery of Goods shall be conducted and completed at least in accordance with the Contract requirements and recognized and customarily accepted industry practices. Performance shall be considered complete when the Services or Goods are approved as acceptable by the Contract Administrator.

Acceptance of Vendor's work product shall be based on the Vendor's performance of the work in accordance with the Contract requirements and recognized and customarily accepted industry practices.

The State shall have the obligation to notify Vendor, in writing ten (10) calendar days following completion of such work or delivery of a deliverable described in the Contract that it is not acceptable. The notice shall specify in reasonable detail the reason(s) it is unacceptable. Acceptance by the State shall not be unreasonably withheld; but may be conditioned or delayed as required for reasonable review, evaluation, installation, or testing, as applicable to the work or deliverable. Final acceptance is expressly conditioned upon completion of all applicable assessment procedures. Should the work or deliverables fail to meet any specifications, acceptance criteria or otherwise fail to conform to the Contract, the State may exercise any and all rights

hereunder, including, for Goods deliverables, such rights provided by the Uniform Commercial Code, as adopted in North Carolina.

6.4 TRANSITION ASSISTANCE

If a Contract results from this solicitation, and the Contract is not renewed at the end of the last active term, or is canceled prior to its expiration, for any reason, Vendor shall provide transition assistance to the State, at the option of the State, for up to six (6) months to allow for the expired or canceled portion of the Services to continue without interruption or adverse effect, and to facilitate the orderly transfer of such Services to the State or its designees. If the State exercises this option, the Parties agree that such transition assistance shall be governed by the terms and conditions of the Contract (notwithstanding this expiration or cancellation), except for those Contract terms or conditions that do not reasonably apply to such transition assistance. The State shall agree to pay Vendor for any resources utilized in performing such transition assistance at the most current rates provided by the Contract for performance of the Services or other resources utilized.

6.5 DISPUTE RESOLUTION

During the performance of the Contract, the parties agree that it is in their mutual interest to resolve disputes informally. Any claims by the Vendor shall be submitted in writing to the State's Contract Manager for resolution. Any claims by the State shall be submitted in writing to the Vendor's Project Manager for resolution. The Parties shall agree to negotiate in good faith and use all reasonable efforts to resolve such dispute(s).

During the time the Parties are attempting to resolve any dispute, each shall proceed diligently to perform their respective duties and responsibilities under this Contract. The Parties will agree on a reasonable amount of time to resolve a dispute. If a dispute cannot be resolved between the Parties within the agreed upon period, either Party may elect to exercise any other remedies available under the Contract, or at law. This provision, when agreed in the Contract, shall not constitute an agreement by either party to mediate or arbitrate any dispute.

6.6 CONTRACT CHANGES

Contract changes, if any, over the life of the Contract shall be implemented by contract amendments agreed to in writing by the State and Vendor. Amendments to the contract can only be through the contract administrator.

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7.0 ATTACHMENTS

****IMPORTANT NOTICE****

RETURN THE REQUIRED ATTACHMENTS WITH YOUR RESPONSE

FOLLOW THE LINKS TO ACCESS EACH ATTACHMENT

ATTACHMENT A: PRICING

Complete and return the Pricing associated for the following services:

The University of North Carolina System seeks pricing on advertising and posting services for the following sample positions. These services include: consultation on best media outlets for advertisement for the position, copy editing (if necessary), design assistance (use of logos for NC University Systems), time posting is to be advertised (30 days/60 days), and costs for these services. Deadline would be 24 – 48 hours, with understanding that preference would be the shortest time frame possible.

#1 – Executive Assistant

The Assistant to the Senior Vice President is the senior executive staff person in the Academic Affairs Division. The position is intended to relieve the Senior Vice President of the day-to-day operational functions and to enable the incumbent to focus on key academic issues. The Assistant to the Senior Vice President is responsible for a variety of tasks associated with managing the Academic Affairs Division. He or she will be expected to provide leadership and/or management for a range of assignments, and supervision of day-to-day activities.

Minimum Education, Experience, and Skills

High school diploma or equivalency and three years of progressively responsible administrative/office management experience; or Associate's degree in secretarial science, business administration, or a related discipline and one year of progressively responsible administrative/office management experience or Bachelor's degree, preferably in business administration or a related discipline; or equivalent combination of training and experience. All degrees must be received from appropriately accredited institutions.

Required Competencies

Proficiency in using Microsoft Office and database applications.

Preferred Education, Experience, and Skills

Bachelor's degree; experience using PeopleSoft; and at least 5 years of experience in a higher education/university and/or fast-paced private sector environment.

\$50,000 - \$60,000

#2 - Vice Chancellor for Strategic Communications

Position summary:

Working closely with the Chancellor, the Vice Chancellor for Strategic Communications is responsible for the planning, implementation and supervision of UNCSA's overall communications and marketing strategy including supervision of the University communication and marketing team – covering a wide variety of areas including but not limited to media relations, public relations, advertising, branding, marketing strategy, executive and leadership communications, content and strategy for the University website and social media channels, reputational advancement and image building, issues management and crisis communications, and all print and digital collateral for University advancement, admissions, financial aid, and faculty activity and recruitment.

Serves as the University spokesperson with director.

This position reports directly to the Chancellor and is a member of the University's executive leadership team.

Minimum qualifications:

Master's degree and 6-8 years of progressively responsible experience in communication and marketing, or Bachelor's degree and 8-10 years of related and progressively responsible experience in communications and marketing.

Preferred skills:

- Master's degree in communications, public relations, marketing, business administration, journalism or related field and a minimum of 5 years of supervisory experience in communications and marketing, preferably in a higher education or academic setting.
- Demonstrated experience in writing and editing for a wide variety of publications, including speeches, executive and leadership messaging, and University-wide print, digital and web-based communications.
- An understanding and appreciation for an arts conservatory education in a residential college and high school environment with a commitment to access, equity, diversity, inclusion and belonging.
- Demonstrated experience developing enterprise-wide website concepts, implementing web site architecture, design, content management and UI/UX, as well as providing ongoing content/design oversight.
- Experience in strengthening institutional reputation and image with primary audiences on a local, national, and global level.
- A highly collaborative approach that supports key operational areas through data-driven, results- oriented efforts impacting strategic revenue drivers.

Knowledge, skills, and abilities:

- Proven ability to conceptualize, articulate, organize, and implement innovative communications and marketing in a university setting, especially as it related to promoting enrollment, arts, academics, and advancement functions.
- Experience in successfully managing media relations in a higher education setting.
- A demonstrated understanding of the principles of marketing including elements of brand, design, positioning, and advertising.
- Demonstrated knowledge and skill in digital and print media.
- Demonstrated skill to manage diverse professionals and departmental budgets.
- Demonstrated knowledge of the vital role played by the website and other digital communications in the University environment.
- A high degree of technical expertise in website development and experience managing projects and budget is highly desired.
- Professional skills and experience in creating and delivering presentations to the campus, Board of Trustees and the public.

Responsibilities and duties:***75% of Time:***

Planning and implementing an integrated strategic communications and marketing program that refines and improves the image, perception and reputation of UNCSA throughout the state, nation and world. This plan will be aligned with the goals and objectives of the University's strategic plan and will result in increased visibility for the University and a clear and focused understanding of the value of UNCSA as a top-tier, arts conservatory. The effort will further define the University's brand promise, as well as its unique character, culture, achievements and aspirations through targeted media and public relations, publications, website and digital communications, advertising, and associated constituent

communications. Develops and executes marketing strategies designed to promote UNCSA and strengthen brand positioning both internally and externally. Directs the planning, development, editorial content, production, and evaluation of promotional campaigns and University collateral (print, website, social media and digital).

Provides leadership in the planning, development and direction of communication strategies and long-range public relations program. Works collaboratively with institutional leaders to develop and plan public relations/media relations activities that are designed to elevate public awareness and visibility of the University (locally, regionally, and nationally). Develops and maintains effective working relationships with media representatives. Designs, executes, and manages strategic communications plans for students, employees, issues management and crisis and external communications. Oversees the ongoing development and maintenance of the University's social media strategy.

Serves as the University's Chief Public Information Officer. Acts as the official University spokesperson as required and/or requested by the Chancellor. Serves as a key member of the University's crisis management team. Provides strategic communications and media relations counsel, writing, and presentation support to the Chancellor, Vice Chancellors, and other faculty and staff at the University.

Develops guidelines and procedures governing the release of information by the University. Determines needs for new policies, procedures, and revision of existing guidelines related to all campus communications, internally/externally, and print/digital. Provides guidance to departmental staff and assists in solutions to unusual, sensitive or difficult challenges. Develops the marketing budget.

25% of Time:

Closely oversees staff members who develop publications to assist in institutional promotion and student recruitment, including but not limited to view-books, brochures, Chancellor's reports and messages, and annual magazine, along with fundraising and stewardship efforts.

Closely oversees staff members who write and disseminate news releases and pitch stories on the activities of the University, chancellor, faculty, staff and students, along with campus events. Oversees the development and implementation of strategic advertising for the University, including digital, print, display, outdoor and radio advertising.

Oversees the development and implementation of digital communication for the University, including social media, video and web. This includes oversight of the University web team responsible for ensuring high-quality content across the University website, as well as oversight of web information architecture and user experience.

Performs other related duties as required to support the mission of the University and as directed by the Chancellor.

#3 – Applications Developer

The Applications Developer will be part of the Data Warehousing & Online Services team responsible for designing and delivering high quality, custom applications to various internal customers across a variety of projects associated with the Data Modernization and Integration (DMI) program. The Applications Developer will be responsible for working closely with the Applications Analyst and the Business Analyst to understand the functional and technical requirements of the project. From these discussions and supplied specifications, the Applications Developer will proceed to efficiently implement the solution while adhering to internal development standards. In addition, this position is responsible for isolating and repairing bugs in existing applications as well as porting key legacy applications to newer platforms. In short, the Applications Developer is the hands-on team member responsible for implementing the code necessary to generate reliable, efficient, and high-quality applications to the customers. This position will have a heavy focus on the backend PHP development of ETL programming and data storage / cleansing with a secondary focus on front end user interfaces to support the data transmission, storage, and reporting of the warehouse. This position will support the additional duties required to perform all the projects both during implementation and ongoing for all of the data modernization projects.

Minimum Qualifications & Competencies:

Bachelor's degree in Computer Science, Information Systems, or related degree from an appropriately accredited institution and three years of progressive experience in the information technology field including experience in technology support related work; or a Master's degree in Computer Science, Information Systems or related degree and two years of progressive experience in the information technology field including experience in technology support related work; or an equivalent combination of education and experience.

Thorough understanding of the following:

SQL Databases – Can design and implement normalized table structures for transactional systems as well as data repositories (Oracle experience preferred). Must have extremely strong SQL skills and ability to construct and decipher complex database queries.

Web Development – Can design and implement web based systems in a Linux/PHP environment. Web Services – Understands the concepts behind web services and how these services are designed in order to achieve specific project goals.

Client-Server Concepts – Understands the principles behind client-server interaction and can design web-based projects according to such principles.

Planning and Organizing – Knowledge of work standards, standard processes and references to regularly assist management in changes.

Technical Knowledge – High technical knowledge level of applications systems analysis and programming. Understanding of detailed technical issues to design architecture for stable technologies and provides direction for technicians and other analysts.

Technical Solution Development – Ability to investigate, research and implement new technologies in specialty or related area. Can devise or modify procedures to solve complex problems.

Technical Support – Ability to interact with and serve as a key resource in solving problems of high complexity to other analyst and technicians. Ability to recommend methods of resolving problems to lower level analysts or client representatives.

Consultancy Skills – Ability to consult with clients on issues and requests that require the implementation or creation of a custom solution.

NOTE: Applications Developer- salary based on experience.

Work performed pursuant to this convenience contract will be assessed a fee of 2% of the entire billed cost of any work performed, payable by the vendor to the UNC System Office on an annual basis.

ATTACHMENT B: INSTRUCTIONS TO VENDORS

The Instructions to Vendors, which are incorporated herein by this reference, may be found here:

<https://ncadmin.nc.gov/formnorth-carolina-instructions-vendors032023/download?attachment>

ATTACHMENT C: NORTH CAROLINA GENERAL TERMS & CONDITIONS

The North Carolina General Terms and Conditions, which are incorporated herein by this reference, may be found here:

https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_North-Carolina-General-Terms-and-Conditions_11.2021.pdf

ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION

Complete and return the Historically Underutilized Businesses (HUB) Vendor Information form, which can be found at the following link:

https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_HUB-Supplemental-Vendor-Information_9.2021.pdf

ATTACHMENT E: CUSTOMER REFERENCE FORM

Complete and return the Customer Reference Form, which can be found at the following link:

https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_Customer_Reference_Template_09.2021.pdf

ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR

Complete and return the Location of Workers Utilized by Vendor, which can be found at the following link:

https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_Location-of-Workers_09.2021.pdf

ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION

Complete, sign, and return the Certification of Financial Condition, which can be found at the following link:

https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_Certification-of-Financial-Condition_09.2021.pdf

***** Failure to Return the Required Attachments May Eliminate
Your Response from Further Consideration *****

APPENDIX

University of North Carolina Constituent Institutions and Affiliates

Appalachian State University
East Carolina University
Elizabeth City State University
Fayetteville State University
North Carolina A&T State University
North Carolina Central University
North Carolina School of Science and Mathematics
North Carolina State Approving Agency
North Carolina State Educational Assistance Authority
North Carolina State University
The North Carolina Arboretum
University of North Carolina at Asheville
University of North Carolina at Chapel Hill
University of North Carolina at Charlotte
University of North Carolina at Greensboro
University of North Carolina at Pembroke
University of North Carolina at Wilmington
University of North Carolina School of the Arts
University of North Carolina Center for Public Television
University of North Carolina Health Care System
University of North Carolina Press
University of North Carolina System Office
Western Carolina University
Winston-Salem State University