



# PACIFICA INCORPORATED

## Request for Proposals

Marketing and Communications Specialist

### SECTION A: COMMISSIONING REQUIREMENTS

<b>Project Overview</b>	<p>PACIFICA Inc (Pacific Allied (Women's) Council Inspires Faith in Ideals Concerning All) is a national organisation for Pacific women and girls (aged 12+) who are members of our 24 branches in Aotearoa New Zealand. The organisation is seeking a skilled, culturally grounded marketing communications and design partner for engagement to strengthen its public presence, refresh its brand, and support advocacy and engagement across digital and traditional channels.</p>
<b>Project Aims</b>	<ul style="list-style-type: none"> <li>• Strengthen PACIFICA's public profile and communications capability</li> <li>• Refresh brand identity to ensure cultural authenticity and contemporary relevance [subject to consultation findings]</li> <li>• Improve digital presence, including website and social media platforms</li> <li>• Deliver ongoing content, media relations, and campaign support</li> <li>• Build communications capacity across branches nationally.</li> </ul>
<b>Scope of Work</b>	<ul style="list-style-type: none"> <li>• Strategy &amp; Planning — annual comms plan, strategic counsel, performance reporting</li> <li>• Brand Refresh &amp; Identity — brand style guide, templates, design asset library [subject to findings of consultation with membership]</li> <li>• Digital Platform Renewal — website (new or refresh) and social media audit and refresh</li> <li>• Content Creation &amp; Editorial — newsletters review, social, media releases, key messaging</li> <li>• Digital &amp; Social Media Management — scheduling, analytics, paid advertising</li> <li>• Media Relations &amp; Public Affairs — media database, releases, spokesperson prep</li> <li>• Campaigns &amp; Events — conferences/annual general meeting communications, post-event reporting, social marketing activities.</li> <li>• Capacity Building — branch templates, guides, and training sessions</li> </ul>
<b>Key Deliverables</b>	<ul style="list-style-type: none"> <li>• Annual Communications &amp; Marketing Plan within 6 weeks of contract start</li> <li>• Refreshed Brand and Style Guide (includes consultation with membership and subject to findings) by end of September 2026</li> <li>• Branded Templates &amp; Asset Library (ongoing) deliver editable templates for web and print banners (all standard sizes), social posts, email headers, and collateral; provide source files (AI/PSD/Sketch/Figma) and style guide.</li> <li>• Website development (refreshed or new and integrated with Member Management System GECCO) by end of September 2026</li> <li>• Social media platform refresh</li> <li>• Newsletter/email templates</li> <li>• Weekly social media content &amp; monthly analytics reports</li> <li>• Fortnightly blog posts / articles (or as agreed)</li> <li>• Quarterly e-newsletter content and publication (incl interviewing)</li> <li>• Weekly media monitoring summary: media releases as required</li> <li>• Event promotion materials and post-event reports</li> <li>• Branch resources development and provision for branding awareness (e.g branded fans) of up to \$10,000 plus GST</li> </ul>

<b>Required Skills &amp; Experience</b>	<ul style="list-style-type: none"> <li>NZ-registered business (company, consultancy, sole trader, or agency)</li> <li>Proven, verifiable experience working with NZ Pacific communities (non-negotiable)</li> <li>Minimum 2 case studies showing outcomes for Pacific organisations/audiences</li> <li>Authentic understanding of Pacific worldviews, values, and cultural protocols</li> <li>Portfolio evidencing brand/visual identity, digital content, and written comms for Pacific or culturally diverse audiences</li> <li>Capability across graphic design, communications, marketing, and digital</li> </ul>										
<b>Application Requirements</b>  (See Section B)	<ul style="list-style-type: none"> <li>Company profile — legal name, registration, team size, history with Pacific communities</li> <li>Team bios — key personnel, cultural competency evidence</li> <li>Minimum 2 case studies (background, scope, approach, outcomes, client reference)</li> <li>A link to two clear and short examples of your work that you feel will strengthen your application.</li> <li>Proposed approach &amp; methodology — brand refresh, digital renewal, cultural safety</li> <li>High-level timeline for key deliverables in first 90 days (state which deliverables are doable)</li> <li>Detailed budget breakdown of all deliverables</li> <li>Minimum 2 referees (at least one from a Pacific organisation)</li> <li>Submit as single PDF to: <a href="mailto:pacificanationalexec@gmail.com">pacificanationalexec@gmail.com</a></li> </ul> <p>NOTE Section B excluding the budget breakdown, should not exceed 5 pages. The budget breakdown can be attached or placed within the PDF after Section B but must not in itself as a budget exceed 3 pages.</p>										
<b>Target Audience for RFP</b>	NZ-registered marketing communications agencies, consultancies, or sole traders with demonstrated experience serving Pacific communities in Aotearoa. Pacific-owned or Pacific-specialist providers are strongly encouraged to apply.										
<b>Budget &amp; Remuneration</b>	Total Budget is up to \$54,000 plus GST and an additional \$10,000 plus GST for brand resources development and delivery. Supplier must provide a detailed budget. This can be added separately to the PDF but must not exceed 3 pages.										
<b>Project Timeline</b>	<ul style="list-style-type: none"> <li>RFP Issued: 16 April 2026</li> <li>Clarification Questions Deadline 5pm: [20 April 2026]</li> <li>Q&amp;A Responses Issued as asked and before: [5pm 22 April 2026]</li> <li><b>Proposals Due: [27 April 2026] — 5:00pm</b></li> <li>Shortlisting Decision: [29 April 2026]</li> <li>Shortlisted Provider Presentations (if applicable): [Fri 1 May 2026]</li> <li>Final Decision &amp; Notification: [Tues 5 May 2026]</li> <li>Contract Commencement: [Mon 11 May 2026]</li> <li>Contract Cessation [To be negotiated]</li> </ul>										
<b>Selection Process</b>	Proposals will be evaluated by a panel comprising three (3) members of PACIFICA Inc and may include independent advisors, against the following weighted criteria: <table border="1" data-bbox="432 1760 1131 2056"> <tr> <td>Cultural Competency &amp; Comms/Marketing Experience</td> <td>40%</td> </tr> <tr> <td>Proposed Approach &amp; Creativity</td> <td>30%</td> </tr> <tr> <td>Team &amp; Capability</td> <td>20%</td> </tr> <tr> <td>Value for Money</td> <td>10%</td> </tr> <tr> <td><b>Total</b></td> <td><b>100%</b></td> </tr> </table>	Cultural Competency & Comms/Marketing Experience	40%	Proposed Approach & Creativity	30%	Team & Capability	20%	Value for Money	10%	<b>Total</b>	<b>100%</b>
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Value for Money	10%										
<b>Total</b>	<b>100%</b>										

	<p><i>Shortlisted applicants may be invited to an online presentation/interview. Cultural trust and relationship are considered equally important as technical skills.</i></p>
<p><b>Additional Context</b></p>	<p>PACIFICA Inc serves a diverse national membership of Pacific women and girls (aged 12+) spanning all Pacific ethnicities within 24 branches in Aotearoa, New Zealand. All communications must reflect the richness, diversity, and strength of Pacific communities. This is a trusted partnership — cultural alignment is as important as technical capability. Visit <a href="http://www.pacifica.org.nz">www.pacifica.org.nz</a> to view our 24 branches.</p>
<p><b>Questions and Answers</b></p>	<ul style="list-style-type: none"> <li>• If you would like to ask any questions please email <a href="mailto:pacificanationalexec@gmail.com">pacificanationalexec@gmail.com</a> within the following timeframes Clarification Questions Deadline 5pm: 20 April 2026</li> <li>• We will respond back to you before 5pm 22 April 2026.</li> </ul>
<p><b>Contact</b></p>	<p>If you need to contact someone regarding this EOI (but not related to application questions), please email <a href="mailto:pacificanationalexec@gmail.com">pacificanationalexec@gmail.com</a></p>

## SECTION B: APPLICANT RESPONSE

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<b>Applicant Full Name</b>		<b>Organisation (if applicable)</b>	
<b>Email</b>		<b>Phone / GST #</b>	

Please provide relevant commentary below. This information may be included in your application documentation.

Note that Section B and your responses must not exceed 4 pages, and the budget breakdown can be added to your PDF separately and must not exceed 3 pages.

<b>Cultural Competency &amp; Comms / Marketing Experience</b> 40%	Please also provide a link to your work that you think may strengthen your application. Please do not send a link that requires us to read a lot of information but maybe an example of what you have produced. Thank you.
<b>Proposed Approach &amp; Methodology</b> 30%	
<b>Team Capability &amp; Capacity</b> 20%	
<b>Budget Breakdown</b> 10%	You are able to submit this as a separate attachment but your budget sheet is not to exceed 4 pages.
<b>Case Studies Summary</b>	
<b>Referees</b>	
<b>Additional Comments</b>	

