

# Request for Qualifications

Writer and Copy Editor Consultant

RELEASE DATE » December 2018



## Table of Contents

Introduction .....	2
About PetroLMI .....	2
Project Background, Objectives and Scope .....	3
Consultant Selection Process .....	4
RFQ Requirements and Evaluation Criteria .....	4
Cancelling/Reissuing RFQ .....	5
Additional Information .....	5

## Introduction

**Petroleum Labour Market Information (PetroLMI)**, a division of Energy Safety Canada, is seeking the services of a **Writer and Copy Editor** to write, draft and/or copy-edit materials on career and labour market information during select periods between January 2019 and August 2020.

This Request for Qualifications (RFQ) is designed to provide detailed information that will enable your firm to respond specifically to the consulting requirements for the project, including: scope, objectives, project activities and key responsibilities. RFQ submissions will be accepted from single business entities or from a consortium of firms. However, if the successful proponent is a consortium of firms or consultants, the lead firm must be identified in the submission.

**RFQ responses/proposals are due by 11:59 a.m. MST on January 4, 2019.**

## About PetroLMI

The Petroleum Labour Market Information (PetroLMI) division of Energy Safety Canada (a merger of Enform and Oil Sands Safety Association) serves a unique role as a leading resource for labour market and occupational information and resources for Canada's oil and gas industry.

PetroLMI's mandate is to collaborate with industry, government, educators and training agencies to support and advance the development of a sustainable, skilled and productive workforce in the upstream and midstream sectors of the oil and gas industry. PetroLMI specializes in providing labour market data and insights, as well as occupational tools and other resources for workforce and career planning.

PetroLMI generates the following labour market and occupational tools and resources:

- **Labour Market Outlooks:** Using a proprietary labour market modelling system, these outlooks are produced annually and provide analysis and insight regarding longer-term employment requirements, hiring projections and labour supply for Canada's oil and gas industry.
- **Workforce Trends and Insights:** Using data collected from industry and other sources, these reports explore current or short-term workforce conditions and trends within the industry. These could include changing occupations due to new technologies, workforce demographics and potential supply pools, labour market statistics, etc.
- **Career profiling:** With the objective of reducing barriers to employment, PetroLMI develops profiles of current and future occupations within the oil and gas industry that include working environment, education, skills and training requirements, as well as specialized tools to map career paths and measure transferability of skills and qualifications.

With the support of industry, PetroLMI has developed the [Careers in Oil + Gas](#) website to provide its resources and key industry information to those in workforce or labour market program planning or for those who are planning and pursuing careers in the oil and gas industry. Informed decision-

making supports and advances the development of a sustainable, skilled and productive oil and gas workforce in Canada.

## Project Background, Objectives and Scope

PetroLMI is sourcing consultants in order to create a Standing Offer List of qualified Writers and Copy Editors to be contracted for one or more projects as required commencing January 2019 through August 2020. The Standing Offer List will be reviewed on an annual basis and updated if necessary with subsequent RFQ processes.

The following activities may be required:

- Updates and revisions to existing 100 occupational snapshots (example of a current snapshot: [https://careers-oil-gas.s3.amazonaws.com/career-pdfs/168/FINAL\\_Administrative\\_Assistant.pdf?1490636045](https://careers-oil-gas.s3.amazonaws.com/career-pdfs/168/FINAL_Administrative_Assistant.pdf?1490636045))
- Compose 35 new occupational snapshots (full profiles to be researched and written separately)
- Write and/or copy-edit blog posts, articles, editorials, reports and press releases

Key PetroLMI commitments between October 2018 and August 2020 include:

- Update existing occupational snapshots (100 occupations)
- Create 35 new occupational snapshots
- Copy edit two labour market outlook reports (each report typically includes the report, fact sheet and press release, see example: <https://blog.careersinoilandgas.com/2017-to-be-a-pivotal-year-as-canadas-oil-and-gas-industry-strives-for-recovery-and-growth/>)
- Copy edit three workforce trends reports (each report typically includes the report, fact sheet and press release, see example: <https://blog.careersinoilandgas.com/canadas-oil-and-gas-workforce-skills-and-occupations-are-shifting>)
- Compose blogs, editorials and articles as needed

*Note: Every PetroLMI product is available in English and French, however, the translation will be handled by an approved translator. PetroLMI maintains document standards and a branding guide that must be followed for all materials. Copies of these documents will be provided to all successful consultants.*

The estimated total value of work among these project(s), and among selected consultant(s), during the timeline outlined will be approximately \$50,000 plus GST. As other related project work is identified, this amount may be adjusted.

## Consultant Selection Process

Consultant Selection Process	Timeline for Completion
RFQ posted/issued	December 11, 2018
Questions from interested bidders submitted/received	December 17, 2018
Responses to submitted questions circulated and posted on PetroLMI's blog site	December 18, 2018
RFQ responses/proposals submitted/received	January 4, 2019
Consultants short-listed by selection committee	January 11, 2019
Short-listed consultants contacted for presentation/interview schedule	January 11, 2019
Presentations/interviews from short-listed consultants and final selection	January 14 - 18, 2019
Notify selected consultant(s) and advise next steps	January 21, 2019

The Selection Committee will assess each RFQ response against an agreed upon set of evaluation criteria. Firms selected to present to or be interviewed by the Selection Committee will be notified of the logistics by PetroLMI. Participation in the presentations/interviews will be the sole financial responsibility of the consultant(s) and will not be reimbursed from the project budget.

Qualified consultants will be sent a confirmation letter from PetroLMI. Consultants will be contacted as needed to discuss and agree on proposed project activities, work plans and budgets for specific projects. A contract will be negotiated for the work outlined in each project.

## RFQ Requirements and Evaluation Criteria

Responses submitted to PetroLMI should not exceed 15 pages in length. The following are elements required in the response:

- A summary of qualifications, ensuring that minimum requirements are met:
  - Relevant post-secondary education, preferably a university degree
  - Minimum 5-10 years' experience in communications, marketing, writing and/or copy editing
  - Experience working with teams and committees in a collaborative manner
  - Experience and understanding of the energy industry and its occupations
  - Experience in creative writing to reach a diverse audience and provide a clear understanding of complex information
  - Bilingualism (English and French) is an asset

- Identification of any potential risks that your team may foresee in carrying out these activities and ways to mitigate them.
- Identification of measures that will be taken by your team to ensure the highest level of quality in the production of reports, documents, correspondence and communication with PetroLMI.
- Key contact information:
  - One key contact name for all correspondence.
  - List of team members, work locations, area of expertise and specific role/tasks.

Each RFQ response will be measured against the following criteria:

Criteria	Weighting
1. Consulting Firm's Capacity to Carry Out Project During the Timelines Outlined	30%
2. Experience with Canada's Oil and Gas Industry	15%
3. Experience Undertaking Similar Projects	30%
4. Consultant Hourly Rate and High-Level Work Plan *	15%
5. Overall Cohesiveness and Presentation of Response to RFQ	10%
<b>TOTAL</b>	<b>100%</b>

\*Please detail hourly rates if these vary for each key role (e.g., writer, project manager, editor etc.).

RFQ responses are due by 11:59 a.m. MST on January 4, 2019. Please e-mail an electronic PDF copy of your proposal including company name and RFQ Writer and Copy Editor in the subject line to: [anna.kottsova@energysafetycanada.com](mailto:anna.kottsova@energysafetycanada.com)

## Cancelling/Reissuing RFQ

PetroLMI reserves the right to cancel, alter or reissue the RFQ. The RFQ is not a contract, or offer to enter into a contract, but an RFQ for the supply of service to PetroLMI/Energy Safety Canada. PetroLMI may reject any and all RFQ responses without further questions or redress from any respondents. PetroLMI reserves the right to accept or reject RFQ submissions in whole or in part, to discuss different or additional terms to those included in the RFQ or in any official submission, or to amend or modify any term in this RFQ.

## Additional Information

Contracts may be either fixed fee for accepted completed deliverables or an hourly rate. The type of contract required will be determined by PetroLMI. The successful bidder will be required to adhere to the following contractual requirements.

Note: This is a partial list only as it provides information to potential bidders regarding contracting expectations of PetroLMI and does not represent a contractual agreement in whole or in part.

#### ASSIGNMENT AND SUBCONTRACTING

- Proposals must be submitted under one lead Consultant if subcontractors are being included.
- Identification of the project lead: If the submission is from a consortium of firms or consultants, the submission must identify the lead firm and the project lead from that firm. It must also detail how the consortium will operate. In the case that the successful bidder is a consortium of firms or consultants, PetroLMI will enter into a contract with the lead firm/consultant only.
- Written request to, and permission from, PetroLMI are required for substitutions of key project team members.

#### INTELLECTUAL PROPERTY AND COPYRIGHTS

- Ownership of any work, information, records or materials developed or produced under the contract shall become the sole property of PetroLMI.

#### CANADIAN LABOUR AND MATERIALS

- The contractor shall use Canadian labour and materials in the performance of the work to the extent they are procurable.