

REQUEST FOR QUALIFICATIONS PROFESSIONAL WRITER SERVICES

**Deadline to submit:
Wednesday, May 4, 2022, 5 p.m.**

CITY OF WEST HOLLYWOOD

**Date Issued:
Wednesday, April 13, 2022**



PROFESSIONAL WRITER SERVICES — PROJECT DESCRIPTION

From time to time, the City of West Hollywood requires experienced and professional writer services for a wide array of City projects, initiatives, and programs. The City is currently gathering qualifications from interested writing professionals to establish a pool of individuals who can provide such services to the City on an as-needed basis.

This Request for Qualifications is open to experienced and professional writers with demonstrated training and experience in news writing, feature story development, interviewing, copy, content writing, editing, proofreading, and ongoing story development on City projects — some with quick turnaround times and some with extended timelines. The City of West Hollywood seeks writers with proven professional experience and the ability to translate sometimes-complex information into easy-to-comprehend written content for an array of audiences. The awarded contractor(s) will provide writing, copy-editing, and proofreading services that include creating written content for projects including campaigns, ads, articles, blogs, emails, electronic newsletters, and more. Writing tasks may include making structural changes to technical content to help the narrative flow and emphasize crucial points; checking that research is well-substantiated and clearly delineated; and crafting text that has the appropriate level of detail for audiences that may include elected officials, decision-makers, stakeholders, reporters, and specific audiences within the West Hollywood community, such as residents, businesses, and more.

Writing for the City of West Hollywood requires familiarity with the City of West Hollywood's community, history, and areas/topics of public policy. Contractors will be expected to review and adhere to principles and standards set forth in the City of West Hollywood's Communications and Community Engagement Strategic Plan.

Projects may include, but are not limited to:

- Creating, editing and proofreading copy for articles and short-and long-form blog posts intended for publication on City of West Hollywood digital properties, and other external websites, such as news outlets
- Creating copy for external stakeholder and internal communication campaigns, including broadcast emails
- Writing opinion/editorials
- Creating advertising copy

Other projects may include summaries of past and current topics of interest to the City of West Hollywood, such as reports, strategic plans, and other items to create compelling original articles.



ELIGIBILITY

This Request for Qualifications is open to experienced and professional writers with demonstrated training and sufficient expertise to interpret and translate complex ideas into accurate, yet easy-to-understand language, write for the intended audience, and process and apply feedback.

SELECTION PROCESS

City of West Hollywood Communications Department staff will convene a panel to review submissions through this Request for Qualifications.

The City's Communications Department serves as the office of primary responsibility for day-to-day hiring and management of professional writers.

SCHEDULE + BUDGET

Should prospective writing professionals be considered for project(s), the City will issue a contract for services. The issuance of a contract is not a guarantee of work. Rather, it is a necessary qualification. Following the establishment of a contract, project(s) may be assigned on an as-needed basis and each project will require an approved scope of work with estimated hours, rate/fee, not-to-exceed amount, and a purchase order issued by the City's Finance Department before work may begin. The consultant will be required to have and maintain general liability and auto insurance for the contract period to meet the minimum requirements established by the City. Prior to commencing work, the consultant must attend an orientation with Communications Department staff.

Request for Qualifications Release: 04/13/2022

Final Date for Submitting Questions: 04/29/2022

Final Date for Submitting Qualifications: 05/04/2022

Qualifications Evaluation by City: 05/05/2022 - 05/13/2022

Contracts Begin: 07/01/2022

CITY OF WEST HOLLYWOOD

The City of West Hollywood is like no other city in the world.

Located in the heart of metropolitan Los Angeles, the City was incorporated in 1984 by a unique collaboration of people including LGBTQ activists and advocates for affordable housing. At only 1.9 square miles, West Hollywood is a robust economic and cultural center instilled with idealism, creativity, and innovation. A spirit of community activism and civic pride thrives in West Hollywood for many of its approximately 35,000 residents.

The city has a strong progressive political voice and is filled with rich history. Tourists from all over the globe visit West Hollywood for its iconic destinations such as The Sunset Strip and historic Route 66. The city's thriving creative and entertainment communities set trends in design, dining, music, fashion, art, and architecture.

Check out more at **weho.org** and follow **@wehocity** on social media.

TO APPLY

Applications must be submitted online:

<https://wehocomms.typeform.com/to/xp1vtEqU>

*The application will require the following information.
Please read all of the information listed carefully.*

*This is a request for qualifications and NOT a solicitation for proposals.
Incomplete applications will be disqualified from consideration.*

1. GENERAL CONTACT INFORMATION
Name, Address, Phone, Email
Website, Instagram, Twitter (if applicable)
Type of consulting service (Professional Writer Services)
2. HOURLY RATE and/or FEE SCHEDULE
3. CV/RESUME (four-page maximum)
4. WORK SAMPLES (PDF with examples or Link/URL)
5. REFERENCES
Provide phone and email references for at least three (3) references who can speak to their experience working with you on projects completed within the past five (5) years.

QUESTIONS

For all questions related to this Request for Qualifications, please contact **Bobby Safikhani**, Administrative Analyst in the City of West Hollywood's Communications Department at **(323) 848-6435** or at **bsafikhani@weho.org**.

The City of West Hollywood reserves the right to cancel or postpone this Request for Qualifications at any time.



