



**Request for Proposals
Serve Philadelphia VISTA Program Recruitment Consultant**

I. Introduction

The Mayor's Fund for Philadelphia and the Mayor's Office of Civic Engagement and Volunteer Service seek applications for a Serve Philadelphia VISTA Program Recruitment Consultant to support the program's recruitment efforts to engage individuals in a year-long service term as AmeriCorps VISTAs serving within the City of Philadelphia, as outlined below. The role is grant-funded and offered as an individual contractor (1099 vendor) through the Mayor's Fund for Philadelphia. The consultant will work with and report to the Mayor's Office of Civic Engagement and Volunteer Service ("OCEVS").

II. Department Overview

The Mayor's Fund for Philadelphia (the "Fund") works in close partnership with the City of Philadelphia and private sector partners to develop and run initiatives that reflect City priorities and seek to improve the quality of life for all Philadelphians. The Fund will serve as the fiscal administrator for this contract opportunity. OCEVS will serve as the project manager for this effort on behalf of the Fund.

The Mayor's Office of Civic Engagement is positioned within the Office of Public Engagement in the City's Mayor's Office. OCEVS is committed to reducing barriers, increasing knowledge and expanding capacity to promote active participation among Philadelphians so that everyone is empowered to create lasting positive change. The work of OCEVS falls into three main buckets: National Service, Community Support and Internal City Support. OCEVS runs two AmeriCorps programs; the Serve Philadelphia VISTA Corps, the Foster Grandparent Program, and supports the network of National Service Programs throughout Philadelphia. OCEVS supports community members and nonprofits through our Civic Engagement Academy which hosts regular community organizing trainings and our Volunteer Engagement Program which provides training, support and infrastructure for both non-profits and individuals to connect to and increase volunteerism across the city. Finally, OCEVS provides internal support to City departments through training, consulting, and a city-wide engagement database to increase the efficiency and effectiveness of community engagement done by all departments and the City as a whole.

III. Program Background

The Serve Philadelphia VISTA Program is an initiative of the Mayor's Office of Civic Engagement and Volunteer Service for the City of Philadelphia. Serve Philadelphia VISTAs are full-time AmeriCorps VISTA members who serve in City Departments for one year working on sustainable and community-driven solutions to the effects and causes of poverty



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in Philadelphia. The Serve Philadelphia VISTA Program has grown significantly in the past few years and is now recruiting and supporting around 50 VISTA members.

IV. Consultant Scope:

The Recruitment Consultant will work collaboratively with the Serve Philadelphia VISTA program staff to expand, refine, and systematize recruitment efforts and processes and establish effective recruitment strategies for engaging and enrolling local, diverse residents.

A. Activities and deliverables:

- Review recruitment & application processes, timeline, materials, and strategies to create and support the implementation of practical, equity-centered improvements
- Improve upon existing /create contact templates & scripts (email, text, phone call) for use throughout the applicant process (eg phone screen framework, applicant follow up, outreach campaigns (text & email), post-acceptance engagement, etc)
- Train MOCEVS staff to complete successful phone screenings
- Evaluate current Applicant Tracking "system"; recommend effective and efficient adaptations or overhaul
- Recruit for 100 completed program applications
- Create and incorporate a feedback tool for applicants into the annual Serve VISTA application process
- Manage and track VISTA opportunity posts (eg idealist, city HR, etc) and internal & external [newsletter](#) listings (link is example outline of newsletters)
- Track effectiveness of recruitment efforts to inform final strategy recommendations and plan for sustaining established recruitment pipelines
- Create a sustainability plan including a step-by-step guide of recruitment efforts that can be replicated and scaled for future recruitment cycles

B. Requirements:

- Demonstrated experience in recruiting, community outreach, marketing, and/or workforce development
- Ability to establish and foster relationships with cross sector partners and to work as a part of a collaborative team
- Experience with database management, and recording and tracking of data
- Excellent self-direction and the ability to take ownership and drive responsibilities through to completion
- Familiarity with Philadelphia resources, institutions, neighborhoods, community norms, and nonprofit providers
- Demonstrated commitment to diversity and cross-cultural issues
- Experience with AmeriCorps programs is a plus



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C. Compensation, Hours, and Location

The VISTA Program Recruitment Consultant will be under contract with the Mayor's Fund for Philadelphia. As such, this opportunity does not include a benefit package, and the incumbent will be expected to file taxes as a 1099 contractor. It is anticipated that this role would be under contract for a 4-month period. The total contract amount will not exceed \$20,000.

- D. How to Apply:** To apply, please submit a resume and work plan that incorporates the above activities and deliverables to be accomplished within a timeframe of 4 months. All items should be sent to Arielle Greenwald at arielle.greenwald@phila.gov.

The deadline to apply is 1/27/23.