



Request for Qualifications for Communications Consultants, The Cloudburst Group

The Cloudburst Group develops an array of communications materials and tools for clients including the U.S. Agency for International Development (USAID), the Department of Housing and Urban Development (HUD), and the Department of Health of Human Services (HHS), and state and local governments. To support these projects, Cloudburst seeks qualified communications professionals to provide surge support to an in-house interdisciplinary team of graphic designers, copy editors, web developers, video editors, training developers, and social media specialists.

Cloudburst is looking for individuals and/or firms who can provide the following services:

- Need Area 1: Copyediting
- Need Area 2: Formatting, Branding, and Graphic Design
- Need Area 3: 508 Compliance
- Need Area 4: Video Production

Respondents should have a high attention to detail, good task management skills, the ability to work on multiple projects and meet tight deadlines, and the ability to revise deliverables based on client feedback. All work will be conducted remotely, in close collaboration with the in-house Cloudburst communications team.

Respondents are encouraged to respond to one or more of the need areas described below. Cloudburst anticipates entering into a time-and-materials/labor hours type agreement with the selected respondent(s) via a Master Agreement under which task orders with specified periods of performance, budgets, and scopes can be executed.

NEED AREA 1: COPY EDITING

Provide expert-level copy editing services to ensure production of error-free written text in line with prevailing client and/or industry-standard style guides.

- Review and make corrections to technical reports, PowerPoints, proposals, video closed captioning, and other documents in both Microsoft Office and Google Docs applications.
- Provide quality control for grammar, diction, and language; ensure accuracy in spelling and punctuation as well as smoothly composed syntax.
- Ensure document compliance with style guides (USAID, HUD, Chicago, Associated Press, American Psychological Association, etc.)
- Verify that proposals meet technical requirements.
- Convert complicated sentences into plain language where appropriate.
- Create acronym lists and manage acronym use and other consistency in documents.
- Track changes effectively and maintain accurate versioning records.
- Conduct a final review of documents.
- Other activities depending on organization needs and skills.

NEED AREA 2: FORMATTING, BRANDING AND GRAPHIC DESIGN

Design and format documents in collaboration with researchers, communications specialists, and subject matter experts in client specific formats. Support development of production-ready tools, products, and deliverables. Activities may range from basic formatting and branding to sophisticated graphic design projects depending on specific project needs and specific designing/formatting skills.

- Create or contribute to designed documents using software appropriate to purpose, whether a Microsoft Office solution (Word, PowerPoint, or Excel); an Adobe Suite solution (InDesign, Illustrator, or Photoshop); or a Google Docs solution (Docs, Slides, or Sheets).
- Apply client-specific branding guidelines and standards to the creation of written and online tools, products, and reports.
- Create graphics, illustrations, infographics, data visualizations, or other visual presentation of content for online and print dissemination, especially those intended for external online dissemination.
- Design graphics with accessibility and 508 compliance in mind.
- Revise final deliverables based on client feedback.
- Other related activities depending on organization needs and skills.

NEED AREA 3: 508 COMPLIANCE

Apply current Section 508 compliance standards to documents and deliverables prior to posting on government and publicly available websites. This includes performing Section 508 compliance mediation and screening.

- **Document 508 Review:** Perform 508 compliance review of PDF outputs of documents developed in Word, inDesign, Powerpoint, etc., to ensure they are accessible and compliant with Section 508.
- **Video 508 Compliance:** Assist team in ensuring 508 compliance and proper closed captioning of videos.
- Other related activities depending on organization needs and skills.

NEED AREA 4: Video Production

Activities may range from basic video editing to complex editing or animation depending on specific project needs and specific designing/formatting skills.

- **Audio/Video Editing of Original Videos:** Translate concepts and client/internal video clips into visually compelling narratives using Premiere Pro.
- **Audio/Video Editing of Online Resource Videos:** Edit videos in line with creative standards to remove filler words, pauses, background noises, and other anomalies to produce polished, professional, and high-quality audio and video.
- **Audio Editing:** Advise upon and digitally optimize audio for use in audio presentations, videos, and other applications.
- **Motion graphics and animation:** Develop motion graphics and animation for use in videos, social media, and other applications, using After Effects or similar available tools.
- **Video Formats and Encoding:** Provide understanding of various video formats, codecs, and encoding methods and deliver video to YouTube and/or websites.

How to respond?

If you wish to be considered for consulting work, please email the following information to communicationsRFP@cloudburstgroup.com no later than Friday November 1, 2024.

Cloudburst will also receive future responses on a rolling basis following this initial deadline.

Respondents should send the following information:

1. Description of qualifications and interest speaking to capabilities in response to one or more of the identified need areas, including details on preferred areas of work. Please do not provide more than 1 page of qualifications per need area.
2. Resume or CV
3. Portfolio of work examples
4. Proposed hourly rate
5. List of three references (name, organization, phone, email)

Questions about this opportunity can also be emailed to **communicationsRFP@cloudburstgroup.com**.

About the Organization

COMPANY INFORMATION

The Cloudburst Group (Cloudburst) is a mission-driven Women-Owned Small Business whose staff work at the intersection of domestic and international development to strengthen community and government capacity to address vulnerability, build resilience, and create lasting impact when responding to development challenges.

Many of the populations and communities we work with focus on addressing structural and institutional racism that disproportionately impacts Black, Indigenous, and other people of color. Cloudburst believes that effective services and solutions are created with communities historically impacted by the systems we are attempting to transform. We strongly encourage responses from those who are representative of the culturally and ethnically diverse communities we work with.