



Request for Proposal - Digital Marketing and Communications Agency

About the City Cancer Challenge Foundation

City Cancer Challenge Foundation (C/Can) supports cities around the world as they work to improve access to equitable, quality cancer care.

The approach is built on the core principle that cities can drive impact at national level by crafting data-driven solutions with the support of a network of global, regional, and local partners that reflect an understanding of the unique local context.

C/Can was launched by the Union for International Cancer Control (UICC) at the 2017 World Economic Forum Annual Meeting in Davos. It was established as a standalone Swiss Foundation in January 2019, and is now active in 15 cities around the world.

Request for Proposal

The City Cancer Challenge Foundation is seeking proposals for a Digital Marketing and Communications Agency to provide comprehensive digital marketing services to support a small team of communication professionals. As a Foundation with an ambitious new direction, we aim to enhance our online presence, generate impactful content that reflects our locally-led impact and maximise our fundraising efforts to our target audiences. We are also looking for support with a positioning campaign across our channels.

We are looking to work with an experienced agency with NfP clients and an understanding of the global health space.

Objectives

1. Support the positioning of C/Can as a global health leader with increased brand visibility and awareness across digital channels.
2. Enhance engagement and interaction with our target audience, including donors, city stakeholders, and the global health community.



3. Support with the generation of creative content which demonstrates C/Can's value and impact.
4. Raise awareness about the urgent need to improve cancer care in LMICs in line with the organisation's fundraising efforts.
5. Design and execute a positioning campaign in 2024 to reinforce our expertise as knowledge leaders in improving cancer care and locally-led development.

Scope of work

The project scope includes, but will not be limited to:

- Strategic guidance
 - Support in developing and implementing a new digital strategy that reaches target audiences and elevates fundraising efforts.
 - Support in developing and implementing a positioning campaign that boosts the reputation of C/Can once a new narrative is in place.
- Content planning
 - Support with the generation of engaging content that also drives high quality leads.
 - Strategic recommendations in terms of formats, frequency, social housekeeping.
 - Advise on best practices and the latest trends.
- Creation and management of digital advertising campaigns
 - Social media: promotion of always-on content and ad-hoc campaigns, including audience set up, monitoring, optimisation and reporting
 - Google grants: support in the management, monitoring, optimisation and reporting.
- Organic content reporting
 - Key metrics per platform: impressions, engagement, clicks, ER, CTR
 - Community growth



- Top content per platform

- SEO optimisation strategies to improve organic search visibility and website rankings.
- Support with video editing and production of social media clips on an ad-hoc basis.

Proposal submission guidelines

Interested agencies are invited to submit their proposals addressing the following:

- Business overview, including relevant experience in success stories in the non-profit sector, or global health sector.
- Detailed breakdown of services offered and pricing structure, with consideration for non-profit budgets.
- Case studies or examples showcasing successful digital campaigns and impact achieved.
- Team expertise and qualifications, including experience related to global health.

Proposal timeline

- Deadline for submission: 30 April 2024
- Evaluation and selection period: May 2024
- Contract award: May/June 2024

All inquiries concerning this solicitation shall be addressed to the following contacts:

- Vanessa Tracey, Communications Manager, tracey@citycancerchallenge.org