

Request for Proposals – Consultant- ENW Program

World Skills Employment Centre, a not-for-profit agency providing employment services for new Canadians, is seeking a seasoned consultant with extensive expertise in employing cold calling, networking, and LinkedIn strategies for professional advancement. The consultant will be responsible for developing and delivering a comprehensive workshop aimed at helping participants understand the significance of these strategies in the Canadian job market and how to effectively utilize them to expand their professional network and enhance their career prospects.

Background Information:

The Empowering Racialized Newcomer Women (ENW) Program by World Skills is a pioneering initiative aimed at supporting racialized newcomer racialized women in their integration into the Canadian labour market. Stemming from a successful pilot project conducted from 2019 to 2022, with an extension to 2025, the ENW Program targets a significant number of racialized women participants, with the goal of empowering them through a multifaceted approach.

This transformative program is tailored for racialized women who are permanent residents or convention refugees, hold a high school diploma or post-secondary degree, and have a Canadian Language Benchmark (CLB) score of 5 or higher. The ENW program aims to address the significant barriers faced by racialized newcomer racialized women and provide them with tailored support to successfully navigate the Canadian job market. The program creates a supportive environment for growth and development, equipping participants with the tools and resources necessary to overcome integration challenges and enhance their prospects in the Canadian workforce.

Purpose of the Workshop:

The **Leveraging Cold Calling, Networking, and LinkedIn for Professional Growth** equips participants with strategies for enhancing professional growth, emphasizing the importance of these methods in navigating the job market, particularly for visible minority individuals. It provides tailored guidance on leveraging these tools to overcome barriers and seize opportunities, enabling participants to develop personalized plans for achieving their career aspirations.

Expected Outcomes:

- Acquire effective strategies for leveraging cold calling, networking, and LinkedIn to enhance professional growth.
- Gain insight into navigating the job market and advancing careers, especially for racialized individuals.
- Receive tailored guidance on overcoming barriers and capitalizing on opportunities using these methods.
- Understand the pivotal role of cold calling, networking, and LinkedIn in establishing credibility, broadening visibility, and accessing career prospects.
- Develop personalized plans for leveraging these tools to pursue career aspirations effectively.

Roles and Deliverables of Consultant:

- Deliver a 3-hours workshop monthly for a duration of 11 months.
- Conduct research and develop workshop content focusing on effective strategies for leveraging cold calling, networking, and LinkedIn for professional growth.
- Design engaging activities customized to the participants' backgrounds and experiences, encouraging active participation and empowerment.
- Deliver culturally sensitive workshop sessions, offering personalized feedback to enhance participants' understanding and application of the cold calling, networking, and LinkedIn strategies.
- Collaborate with the organizing team to tailor the workshop to the specific needs and challenges faced by participants.
- Evaluate the workshop's impact by collecting participant feedback and making necessary adjustments for continuous improvement.

NOTE: World Skills will retain ownership of any material created as part of the contract.

Experience and Qualifications:

- Proven expertise in utilizing cold calling, networking, and LinkedIn for professional growth, particularly for racialized women, demonstrated through successful outcomes and achievements.
- Extensive experience in conducting workshops or training sessions tailored to racialized women, focusing on leveraging cold calling, networking, and LinkedIn for career advancement.
- In-depth understanding of the challenges and opportunities associated with cold calling, networking, and LinkedIn usage in the job market, particularly for racialized women.
- Exceptional communication skills, both verbal and written, to effectively convey strategies and insights related to cold calling, networking, and LinkedIn to workshop participants.
- Ability to tailor workshop content and delivery to the diverse backgrounds and experiences of participants, ensuring inclusivity and relevance.
- Up-to-date knowledge of current trends and best practices in cold calling, networking, and LinkedIn usage for professional development.
- Relevant academic qualifications or certifications in career coaching, sales, marketing, or related fields.

Timeline: Materials must be ready by **April 1st (or earlier)**

How to Apply: Proposals should not exceed 1 page and must include:

- Information outlining qualifications and experience, as detailed above.
- A brief description on how you would meet the deliverables, as detailed above.
- Please also provide us with your resume and your LinkedIn profile.

Compensation will be negotiated.

Your proposal must be submitted by **Wednesday, March 13, 2024, via email to fatima@ottawa-worldskills.org**