

## 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 personal branding for professionals. The consultant will be responsible for developing and delivering a workshop aimed at helping participants understand the importance of personal branding in the Canadian job market and how to effectively develop and promote their professional brand.

### **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 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 purpose of the **Personal Branding for Racialized women Professionals'** workshop is to:

- Equip participants with the knowledge, skills, and strategies to develop their personal brand in a professional context.
- Help participants identify their unique strengths, values, and attributes.
- Provide guidance on leveraging personal branding to distinguish oneself in the competitive job market, particularly for racialized women.
- Emphasize the importance of personal branding in building credibility, visibility, and career opportunities, tailored to the experiences of racialized women.
- Enable participants to create a compelling personal brand aligned with their career goals and aspirations.

### **As a result of this workshop, participants should:**

- Understand any gaps in their personal and professional branding transitioning from their home countries to Canada.
- Identify core elements of branding to establish or re-establish their careers in Canada with a focus on the experiences of racialized women.
- Gain insights into leveraging LinkedIn to build and maintain a strong personal and professional brand online, considering the unique challenges faced by racialized women.
- Effectively define their personal/professional branding statement to enhance their professional image and opportunities for success.

**Roles and Deliverables of Consultant:**

- Deliver a 3-hours workshop monthly for a duration of 11 months.
- Research and develop workshop content addressing personal branding challenges specific to racialized women in Canada.
- Design engaging activities tailored to the experiences and backgrounds of racialized women, fostering participation and empowerment.
- Deliver culturally sensitive workshop sessions, providing personalized feedback to enhance participants' personal branding.
- Collaborate with the organizing team to ensure the workshop meets the unique needs of racialized women.
- Evaluate workshop impact through participant feedback and make adjustments for continuous improvement.

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

**Experience and Qualifications:**

- Extensive expertise in personal branding strategies tailored for racialized women in the Canadian job market.
- Proven track record of delivering workshops to enhance personal branding skills, specifically for racialized women.
- In-depth understanding of the unique challenges faced by racialized women in the Canadian labour market.
- Excellent communication skills to engage participants from diverse backgrounds sensitively.
- Proficiency in personal branding methodologies, including online platforms like LinkedIn.
- Strong commitment to diversity, equity, and inclusion, particularly for racialized women's advancement.
- Practical experience and understanding of the target demographic are essential.
- Academic qualifications or certifications in branding, marketing, or related fields.

**Timeline:** Materials must be ready by **April 1<sup>st</sup> (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](mailto:fatima@ottawa-worldskills.org)**