

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 (ERNW) Program by World Skills is an innovative initiative designed to support racialized newcomer women as they integrate into the Canadian labor market. This transformative program is specifically tailored for permanent residents or convention refugees who have a high school diploma or post-secondary degree and a Canadian Language Benchmark (CLB) score of 5 or higher.

The ERNW Program addresses the unique barriers faced by racialized newcomer women by offering customized support to help them navigate the Canadian job market with confidence. Through a comprehensive, multifaceted approach, the program provides a nurturing environment for personal and professional growth, equipping participants with the skills, resources, and knowledge they need to overcome challenges and improve their prospects within 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 8 workshops, each 3 hours long, between May 2025 and March 2026 as part of the program.
- Research and develop workshop content addressing personal branding challenges specific to racialized women in Canada, integrating AI-driven insights on branding trends and the evolving digital landscape.
- Design engaging, AI-enhanced activities tailored to the experiences and backgrounds of racialized women, using AI tools to personalize content based on participant profiles and needs.
- 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 **May 1st, 2025 (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 \$400 CAD per 3-hour workshop, with a total of 8 workshops to be delivered between May 2025 and March 2026.

Your proposal must be submitted by **Monday, April 14, 2025, via email to fatima@ottawa-worldskills.org**