

Canadian Evaluation Society
Request for Applications

Manager e-Institute (Part-Time)

Aug 24, 2021

1.0 Background

The Canadian Evaluation Society (CES) is a non-profit bilingual professional association dedicated to the advancement of evaluation theory and practice (www.evaluationcanada.ca). In support of professional development, on May 1, 2017, CES launched the *CES e-Institute*, an online, bilingual, professional development platform designed by and for evaluators (<http://einsteinute.evaluationcanada.ca>). All CES e-Institute courses are endorsed by the CES's Board of Directors and align with the organization's professional evaluation [standards](#) and competencies.

e-Institute courses are designed in response to members' articulated needs and have achieved the standard of quality for which the CES is known. The courses are informed by evidence-based practices in online adult learning and accessibility. They are available to both CES members, at a reduced fee, and non-members.

e-Institute courses are offered as independent/self-directed courses and blended or facilitated courses (in-person or virtual sessions) which are led by CES or Chapter approved facilitators and educators.

2.0 Purpose

This Request for Applications provides the terms of reference for a part-time e-Institute Manager (contracted position) who will be expected to work remotely under the supervision of the CES Director e-Institute (volunteer board position). The term for this work is 12 months with an expectation of up to one day per week (8 hours per week). The value of this contract is up to \$16,000 per year.

2.1 Scope of the Work

The contracted e-Institute Manager will support the operations and marketing of the e-Institute and will undertake the following tasks:

- Operations management:
 - Upload courses to Velsoft, the online learning platform.
 - Set up facilitated cohorts.
 - Conduct orientations for facilitators.
 - Review course links on an annual basis and revise as needed.
 - Monitor end-of-course surveys and produce annual report.
 - Verify course translations.
 - Support course development processes as required.
 - Monitor e-learning landscape and produce annual report on online evaluation providers, courses, and pricing.
 - Revise operations manual as required.
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- Marketing and promotion:
 - Develop and implement marketing plan in consultation with Director, Business Development Contractor, Communications and Marketing Committee, Chapters, and others as required.
 - Prepare marketing materials with support from a graphic designer or other design professional.
 - Maintain e-Institute website.
 - Manage course marketing campaigns across multiple channels (website, YouTube, twitter, LinkedIn, etc.) in collaboration with the Communications and Marketing Committee.
 - Maintain and monitor a marketing calendar and ensure materials are distributed as required.

3.0 Submission of Proposals

An electronic copy of your application (cover letter and resume) must be submitted to Scott Kettles operations@evaluationcanada.ca by 5 pm EDT on September 24, 2021. Acceptable formats for the electronic version are *.pdf, *.doc or *.docx.

3.1 Eligibility of Bidders

This request for applications is open to all persons who meet the requirements indicated in this document with the following exception affecting a company or individual in which a CES Board member or Board member's spouse, child, or grandchild is an employee, has an ownership interest, or is related to. In this case, an employee of the company or individual is eligible to respond to contracting opportunities provided that the Board member is not involved in any phase of the contracting process, does not use her/ his position to influence a decision in the awarding of the contract, and declares the conflict of interest to the Board prior to the submission of a response.

3.2 Qualifications and Experience:

Education:

Graduate degree or equivalent experience in education, adult learning, communications, marketing, or related area required. CES recognizes a wide range of diverse experiences, those with equivalencies are encouraged to apply. Credentialed evaluator designation is considered an asset.

Skills and Experience:

- Minimum of five years of experience in developing and implementing marketing plans.
- Demonstrated management skills.
- Ability to learn new software, edit websites, and create social media postings.
- Ability to work remotely under minimum supervision.
- Knowledge of evaluation, Canadian evaluation landscape, online learning, and professional development are considered assets.
- Ability to work in both official languages is considered an asset.
- Persons from Indigenous, racialized, and other diverse groups are encouraged to apply.

3.3 Application Content

Each applicant must demonstrate:

- Training and experience in marketing, preferably in the not-for-profit sector or education sectors.
- Approach to project management and operations management.
- Experience with using online learning platforms like Velsoft (www.velsoft.com) or equivalents or ability to learn new software, edit websites, and create social media postings.
- Ability to work remotely under minimal supervision.
- Ability to work with boards and other stakeholders.
- Knowledge of evaluation, the Canadian evaluation landscape, online learning, and professional development, if applicable.
- Language of choice.
- Ability to dedicate up to one day per week to this work.

In addition, each applicant is asked to include the names and contact information for three references.

4.0 Selection Criteria

4.1 Mandatory Requirements

Each application will be assessed based on the criteria indicated in Table 1 (see section 4.3, below) provided that the following criteria are met:

- Application received by 5 pm EDT September 24, 2021.
- Evidence that the contractor can dedicate up to one day per week (8 hours per week) to this work over a one-year period.

- The submission of contact information for three references.

4.2 Evaluation of Responses

A minimum of three members of the CES Board, (including the Director, e-Institute and Chair PLC) will form an applicant review committee to evaluate all complete applications. The applications will be scored and ranked. The CES reserves the right to make an award based directly on the responses submitted or to negotiate further with one or more applicants.

4.3 Scoring

Each applicant will be assessed based on the criteria indicated in Table 1 below, provided that the mandatory requirements (section 4.1) are met:

Table 1. Proposal Scoring

Criteria	Points
Evidence of training and experience in marketing	25
Approach to project management and operations management	25
Experience with using online learning platforms like Velsoft (www.velsoft.com) or equivalents or ability to learn new software, edit websites, and create social media postings.	15
Ability to work with boards and other stakeholders	15
Ability to work remotely under minimal supervision	5
Evidence of experience in the field of evaluation, online learning, or professional development	5
Clarity, organization, completeness and professional appearance of the written response and any appendices	5
Capacity to provide services in both official languages	5
Total Possible Points	100

5.0 General Conditions

5.1 Right to Amend Request for Applications

The CES reserves the right to amend or supplement the Request for Applications, giving equal information and cooperation by way of issued addendum to all potential applicants through the CES website (www.evaluationcanada.ca).

5.2 Applicant Incurred Costs

All costs incurred in the preparation and presentation of applications in any way whatsoever shall be wholly absorbed by the applicant(s).

5.3 Indemnity

The applicant will indemnify and save harmless the CES from and against all claims, demands, losses, damages, costs, and expenses made against or incurred, suffered, sustained, done, or omitted by the CES at any time before or following termination of the agreement.

5.4 Acceptance of Responses

The CES is not bound to accept the any response of those submitted. Applicants will be assessed on the basis of the criteria specified in Section 4.0 above.

5.5 Ownership

All materials created through this contract shall be the property of the CES and shall not be published or released without the written consent of the CES.

5.6 Termination of Contract

A contract awarded on the basis of a response to this Request for Applications may be terminated by either party with a 30-day notice, with outstanding payments to be negotiated between the contractor and the CES.

6.0 Questions and Inquiries

Should prospective applicants have any questions regarding this Request for Applications, they may contact Scott Kettles in writing prior to 12 Noon EDT on September 17, 2021 using the following email address: operations@evaluationcanada.ca. In the interest of equality of access to information, questions received prior to this deadline will be published with written responses on the CES website (www.evaluationcanada.ca) by 5 pm EDT on September 22, 2021.