

Expression of Interest (EOI) for Preferred Vendors

Graphic Design, Digital Media and Website Services

The Town of Morinville is seeking expressions of interest from experienced graphic designers, digital media professionals, and website specialists who would like to join our Preferred Vendors List.

This is an opportunity to collaborate with our Communications Team on innovative projects that support engaging and impactful communications for the Morinville community.

Scope of Work:

Preferred Vendors will support the communications team with:

- Digital and Print Graphics: Develop creative, visually appealing materials for print and digital use, including advertisements, brochures, infographics and more. Designed to industry standards.
- Video Production and Editing: Produce high-quality video content for promotional, informational and storytelling purposes.
- Website Design and Content Updates: Enhancing user experience (UX) and visual design for existing web pages, ensuring responsiveness across devices, and optimizing content for search engines (SEO).

While work can be completed at your convenience, some weekday availability (Monday through Friday, 9 a.m. to 5 p.m.) is required for project briefings, discussions, or revision calls. Timely communication and the ability to meet project deadlines are essential.

What We're Looking For:

We are seeking experienced professionals who are skilled in some or all of the following:

- Advanced proficiency with Adobe Creative Suite and Canva.
- A strong understanding of branding principles and the ability to translate ideas into visually compelling designs.
- In-depth understanding of website best practices, SEO, UI/UX principles and responsive design for web and mobile platforms. Experience with iCreate, GovStack or similar platforms is an asset.
- Expertise in digital media production, including video editing, animation and engaging social media content.
- Strong knowledge of print production processes.
- Strong communication and collaborative skills.

Expression of Interest Requirements:

Interested professionals are invited to submit the following:

1. Availability: Specify your weekday availability for briefings and revisions (days and times).
2. Experience: Highlight relevant expertise, software proficiency and project types you specialize in.
3. Fee Structure: Provide your rates (per hour or per project).
4. Digital Portfolio: Share examples of recent work, including social media campaigns, website designs, video projects and other creative materials.

Evaluation Criteria:

Submissions will be evaluated based on:

- Demonstrated experience and creativity in graphic design, digital media and website services.
- Alignment with Morinville’s communication needs.
- Cost-effectiveness and flexibility.

How to Submit:

Please send your proposal to communications@morinville.ca by Friday, February 7, 2025, with the subject line “EOI—Graphic Design, Digital Media, and Website Services.”

We look forward to receiving your submission and collaborating with talented professionals to enhance Morinville’s digital, visual, and online communications initiatives. Please note that only qualified submissions will be contacted.