

Request for Proposal (RFP): Podcast Production & Growth Vendor

EDUP Canada Podcast

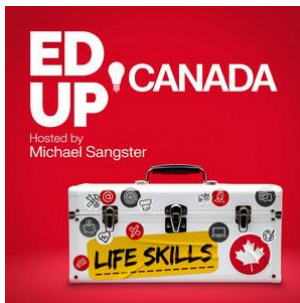
National Association of Career Colleges (NACC)

<https://www.edupcanada.ca/>

Submission Deadline: May 1, 2026

Send proposals to: podcast@nacc.ca

About the EdUp Canada Podcast



Building the right skills is fundamental to achieving success. But what are the right skills, and how can you use them to succeed? Join host Michael Sangster on the EdUp Canada Podcast as we explore how the right skills can transform careers and open doors to opportunity. From students and educators to business leaders, veterans, policymakers, and blue-collar workers, we uncover the experiences and strategies that lead to lasting success.

The Opportunity

NACC is seeking a qualified vendor to deliver end-to-end podcast strategy, production, distribution, and audience growth services, including content development, guest acquisition, publishing, promotion, performance reporting, and ongoing optimization.

What Success Looks Like

Within the first 6, 12 months, we expect:

- Consistent, high, quality weekly podcast production
- A recognizable and professional content presence across platforms
- Measurable audience growth (downloads, engagement, reach)
- A strong and relevant pipeline of podcast guests aligned with NACC priorities
- Increased visibility in education, workforce, and public policy conversations
- Ongoing external podcast placements for NACC representatives

Scope of Work

1. Weekly Guest Acquisition & Coordination

The Vendor will play an active role in shaping the voice and relevance of the podcast through strategic guest sourcing.

Responsibilities include:

- Proactively identifying and sourcing high, quality guests aligned with:
 - Education
 - Workforce development
 - Skills training
 - Public policy
- Reaching out to potential guests and managing outreach pipelines
- Collaborating with NACC to assess strategic content needs and guest fit
- Maintaining a consistent **guest pipeline**
- Coordinating scheduling and logistics for all recordings
- Collecting guest materials, including:
 - Biographies
 - Headshots
- Managing pre, and post, recording communication
- Working with the EdUp Canada podcast and NACC internal team, aligning responsibilities, and ensuring positive outcomes
- Following up with guest's post, release to:
 - Thank them for participation
 - Share episode links and promotional materials for easy distribution

2. Weekly Production & Delivery (End, to, End)

Own the full production cycle to ensure a seamless experience for hosts and guests.

Responsibilities include:

- Managing weekly recording sessions (remote, first, with flexibility)
- Providing technical direction and live recording support
- Ensuring high, quality audio (and video where applicable)
- Editing episodes for clarity, pacing, and engagement
- Integrating intros, outros, music, and transitions

- Hosting and storing recordings securely
- Providing:
 - Final episode files
 - Recording links
 - Transcripts for each episode
- Uploading and publishing episodes to:
 - Podcast platforms (Spotify, Apple, etc.)
 - The EdUp Canada website via Squarespace
- Maintaining a consistent weekly release schedule
- Ensuring streamlined, repeatable production processes

3. Weekly Publishing & Packaging

Ensure every episode is positioned for discoverability and impact.

Responsibilities include:

- Writing compelling, optimized episode titles and descriptions
- Developing clear, engaging show notes (aligned with NACC tone)
- Managing metadata and platform distribution
- Ensuring consistency in branding and presentation across platforms

4. Weekly Social Media & Content Support

Operate as a content engine that extends the reach of each episode.

For every episode, provide:

- Platform, ready sample posts
- Branded graphics aligned with NACC visual identity
- Short, form promotional content, including:
 - Audio clips
 - Video clips
 - Shorts/Reels
- Quote cards and visual assets
- Captions written in NACC's tone and style

This function should support internal teams with **ready, to, use, high, quality content**, not require additional development.

5. Growth & Optimization

We expect proactive thinking, not just execution.

Responsibilities include:

- Recommending strategies to grow audience and engagement
- Advising on:
 - Episode topics
 - Guest mix
 - Format improvements
- Tracking performance and iterating based on data
- Providing clear, concise monthly insights focused on:
 - What's working
 - What to adjust

6. External Podcast Placement (Core Deliverable)

A key component of this engagement is expanding NACC's voice beyond its own platform.

The Vendor will:

- Identify and target relevant external podcasts
- Secure guest appearances for:
 - Podcast hosts
 - NACC leadership and subject matter experts
- Manage outreach, pitching, and booking
- Provide briefing notes and positioning support for each appearance

This is a **required and ongoing deliverable**, not optional.

7. Communication and Reporting

The selected Vendor is expected to maintain consistent and proactive communication with NACC to ensure alignment, efficiency, and continuous improvement.

This includes:

- **Bi-weekly check-ins**
 - Regular touchpoints to review upcoming episodes, guest pipeline, production status, and any immediate needs
 - Opportunity to flag risks, delays, or support required
- **Monthly strategic planning sessions**
 - Review of podcast performance, including key metrics and trends
 - Discussion of content direction, guest strategy, and growth opportunities
 - Recommendations for optimization based on performance data
- **Ongoing communication**
 - Timely responses and updates between scheduled meetings
 - Clear visibility into production timelines and deliverables

The Vendor should take a proactive role in these discussions, bringing forward insights, recommendations, and opportunities for improvement rather than relying solely on direction from NACC.

What to Include in Your Proposal

- Production workflow
- Guest sourcing strategy
- Content repurposing model
- Growth strategy
- External podcast placement approach
- 2–4 podcast examples
- Social/content samples
- Any demonstrated growth or placement results
- Key contacts and roles
- Monthly or per-episode pricing
- Clear breakdown of deliverables
- Optional add-ons
- Specific reasons you are the right Vendor (not generic positioning)

Content Ownership and Access

All content produced under this engagement will be the sole property of the National Association of Career Colleges (NACC).

This includes, but is not limited to:

- Full podcast episodes (audio and video)
- Raw recordings and source files
- Edited files and final masters
- Transcripts and written content
- Social media assets, graphics, and clips
- Show notes, titles, and metadata

The selected Vendor must ensure:

- NACC retains full ownership and usage rights to all content
- All files are accessible to NACC at any time upon request
- No content is withheld, restricted, or tied to proprietary systems
- All platform accounts created or used for distribution are owned by or fully accessible to NACC

Upon termination of the agreement, the Vendor will:

- Transfer all files, assets, and access credentials in a timely manner
- Support a smooth transition to a new vendor if required