

Request for Proposal

Labour Market Information Council Website Redesign, Development, and CMS Implementation

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Proposal Submission Deadline: May 14, 2026

RFP Contact:

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This RFP does not constitute a commitment by LMIC to award a contract.

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Overview

The Labour Market Information Council (LMIC) is seeking proposals from qualified vendors to design, develop, and implement a modern, scalable website and Content Management System (CMS) that serves as a centralized knowledge hub for labour market information (LMI) in Canada.

This Request for Proposal (RFP) outlines LMIC's organizational context, project goals, scope of work, submission requirements, and evaluation criteria. Vendors are invited to submit detailed proposals demonstrating their qualifications, approach and ability to deliver the project within scope and budget.

About LMIC

LMIC is a pan-Canadian, non-profit organization established to improve the timeliness, reliability, and accessibility of labour market information. LMIC works with governments, researchers, and stakeholders across Canada to support evidence-based decision-making and strengthen the labour market information ecosystem.

Vision

Canadians have the necessary information and insights to succeed in a changing, dynamic world of work.

Mission

To empower Canadians to make informed decisions by enabling access to quality, relevant, and comprehensive data and insights across the pan-Canadian LMI ecosystem.

Mandate

To improve the timeliness, reliability and accessibility of labour market information to facilitate decision-making by employers, workers, job seekers, academics, policy makers, educators, career practitioners, students, parents and under-represented populations.



Target audiences:

- Policymakers
- Employers
- Researchers
- Job seekers & educators
- Post-secondary education organizations
- Underrepresented and underserved groups
- Labour market information partners and stakeholders

LMIC content and product ecosystem

LMIC produces a wide range of content types and tools that are regularly updated and expanded. The future website must support this ecosystem and enable continued growth.

Content and product types include:

Editorial and research content:

- **Blogs:** In-website text articles with visuals, graphs, and callout elements.
- **Future of Work:** In-website text recaps of curated monthly research from external sources.
- **Reports & Guides:** Gated, in-depth research publications in downloadable PDF format.
- **Snapshots:** Summaries of the highlights of our larger reports in ungated PDF format.

Interactive tools and dashboards:

- **Canadian Job Trends Dashboard (CJTD):** An interactive tool using online job posting data, allowing users to explore trends by region, occupation, skill and education level
- **Labour Market Imbalances Dashboard:** A Tableau-based dashboard analyzing labour supply and demand dynamics across Canada
- **High Demand Labour Market Information (HDLMI) Dashboards:** A series of Tableau dashboards focused on in-demand labour market insights



***Note:** Some dashboards are currently hosted on a separate microsite and embedded into the main website.

Other resources:

- **Webinars:** Delivered via Zoom with HubSpot integration for promotion and registration tracking
- **Understanding Pages:** Educational pages combining video, visuals and explanatory content
- **Work Words:** A glossary of labour market terminology

LMIC continues to develop new content types and tools. The new website and CMS must be flexible and scalable to support ongoing product development and innovation.



Project context

LMIC is seeking a qualified vendor to design and develop a modern, scalable website and CMS that supports our role as a trusted source of LMI in Canada.

The website will function as a centralized platform for LMIC's research, tools, and insights. It must integrate various content types, including research publications, interactive dashboards, and educational resources, while supporting clear user pathways for different audience groups.

The solution must also enable efficient internal content management through a flexible, scalable CMS that supports ongoing product development and evolving content needs.

Current website background

LMIC's current website has evolved organically without a defined content governance strategy or long-term architectural planning. As new content types and products were introduced, they were layered onto an existing framework that was not designed to support them.

This has resulted in a fragmented user experience, inconsistent content organization, and limitations in how effectively information can be presented and discovered. The current platform no longer supports LMIC's content ecosystem or its users' needs.

Key challenges

Content architecture

The current website lacks a clear and scalable content structure. Filtering, search functionality and tagging are limited, making it difficult for users to find relevant information. Internal linking and content relationships are also underdeveloped.

CMS limitations

The existing CMS setup does not support LMIC's evolving content needs. It is difficult to manage, limits flexibility and does not support structured, reusable content. As a result, the site functions as a static repository rather than a dynamic knowledge hub.



Dashboard integration

Several dashboards are hosted in separate environments and embedded into the site using basic methods. This limits functionality, creates a disconnected user experience and restricts the ability to track user engagement and analytics.

User experience

The website lacks clear navigation, user pathways and audience-based structure. Users have difficulty finding relevant content, reducing engagement and usability.

Visual design

The current design is outdated and does not reflect LMIC's role or the quality of its content. It lacks modern design patterns, visual hierarchy and interactive elements.



Project goals

The successful vendor will be expected to achieve the following outcomes:

- 1. Establish a centralized knowledge hub**
Transform the website into a structured, user-friendly platform that enables users to easily find, understand, and use LMI.
- 2. Implement a scalable CMS**
Design and implement a CMS that supports structured content, flexible content models, and future product development. The CMS should encourage ease-of-use for internal team members at different technical levels to make updates and build pages post-launch.
- 3. Enable integrations**
Ensure seamless integration with key tools, including Tableau for dashboards, and HubSpot for content gating, user engagement, and CRM tracking.
- 4. Improve user experience and navigation**
Develop clear information architecture and user pathways tailored to key audiences.
- 5. Modernize visual design**
Deliver a modern, accessible, and visually engaging interface that reflects LMIC's brand and improves usability.



Scope of work

The successful vendor will be responsible for delivering a complete website redesign, CMS implementation, and content migration. The scope includes the following components:

Discovery and planning

- Conduct 1–2 stakeholder group interviews to validate project goals, use needs and success criteria
- Perform a comprehensive content audit, including the identification of outdated, redundant, or low-value content
- Review existing analytics to identify user behaviour patterns, high-value content, and performance gaps
- Develop a recommended information architecture, including a sitemap and content structure
- Define user journeys and key audience pathways

CMS strategy and architecture

- Recommend and implement a CMS that supports structured, scalable content models
- Design a content model that supports all existing and planned content types
- Develop a tagging and taxonomy framework to support filtering, search, and content relationships
- Configure content governance, including roles, permissions, and approval workflows
- Ensure the CMS supports bilingual content management (English and French), using LMIC translations and not a plug-in translation tool
- Ensure the CMS is user-friendly, flexible, and maintainable by non-technical staff

Expected deliverables

- CMS recommendation and rationale
- Content model and taxonomy documentation



- Configured CMS environment

Website design and development

- Develop a fully responsive website optimized for desktop and mobile
- Deliver a modern, accessible, and user-focused interface aligned with LMIC's brand
- Create reusable, modular components to support flexible page creation
- Ensure compliance with accessibility standards
- Implement clear navigation, search functionality, and filtering capabilities
- Support content types including long-form research, dashboards, landing pages, glossary entries, etc.

Expected deliverables

- Approved design concepts
- Fully developed website (front-end and back-end)

Integrations and functionality

- Integrate HubSpot to support content gating, form capture, and user tracking
- Configure CRM integration to support user segmentation and engagement tracking
- Integrate external dashboards as core site components, ensuring a seamless user experience
- Enable tracking of dashboard interactions (views, engagement, interactions)
 - Support additional functionality such as restricted content or member-only areas

Expected deliverables

- Fully integrated CRM and dashboard functionality
- Configured tracking for key user interactions

Analytics and tracking

- Implement Google Analytics and Google Tag Manager



- Define and configure event tracking (downloads, form submissions, dashboard interactions, etc.)

Expected deliverables

- Analytics and tracking configuration

Content migration

- Develop and execute a content migration plan from the existing site
- Migrate content while maintaining accuracy, structure, and metadata
- Improve content organization and structure during migration

Expected deliverables

- Content migration plan
- Migrated and validated content

SEO and redirect strategy

- Develop and implement an SEO strategy to maintain and improve search visibility
- Create and implement a redirect strategy to preserve existing URLs and rankings

Expected deliverables

- SEO recommendations and implementation
- Redirect map

Quality assurance and deployment

- Conduct full QA testing across devices and browsers
- Provide a staging environment for reviews and approvals
- Address defects and ensure site readiness prior to launch
- Manage final deployment and launch

Expected deliverables

- QA testing documentation



- Live website deployment

Training and documentation

- Deliver at least one live training session for LMIC staff (recorded for future use)
- Provide clear written documentation for CMS use, content management, and workflows

Expected deliverables

- Training session recording
- CMS and user documentation

Post-launch support and maintenance

- Provide a defined post-launch support period (minimum of 60-90 days)
- Outline options for ongoing maintenance, including hosting, updates, monitoring and backups
- Ensure appropriate security practices and uptime monitoring

Expected deliverables

- Support plan and service options

Additional requirements

- Support development of a secure, restricted-access (member-only) section, if required
- Deliver a fully bilingual site (English and French, with structured translation support (not plugin-based))



Budget

LMiC has allocated a budget of up to \$120,000 CAD (inclusive of all fees and applicable taxes) for this project.

Proposals must include a detailed cost breakdown aligned to the proposed approach, including:

- Costs by project phase
- Costs by major deliverables
- Any optional components or enhancements

Vendors may propose additional features or phased and/or prioritized approaches within this budget. Proposals that exceed the stated budget may not be considered.



Evaluation criteria

Step 1: Mandatory requirements screening

All proposals will be reviewed for completeness. Proposals that do not meet all mandatory submission requirements will not be considered.

Step 2: Proposal evaluation

Proposals will be evaluated based on the following criteria:

Evaluation Criteria	Points
Meets Submission Requirements	(Y/N)
Ability to deliver full scope of work	20 Points
CMS strategy and technical approach	20 Points
Project approach and organization	15 Points
Relevant experience and past work	15 Points
Team experience & qualifications	10 Points
Pricing and value for money	10 Points
Overall proposal quality and clarity	10 Points
Total	100 Points

Evaluation notes:

- Strong proposals will demonstrate a clear, structured approach aligned with LMIC's goals and scope
- Preference will be given to Canadian vendors with experience delivering content-heavy, data-driven platforms
- Proposals must clearly articulate CMS rationale, content structure, and scalability



Step 3: Interviews

Shortlisted vendors may be invited to participate in an interview and/or presentation to further demonstrate their approach, team, and understanding of the project.

Step 4: Final selection

Following interviews, LMIC will select the preferred vendor and notify all participants of the outcome.

Proposal submission requirements

Proposals must include the following:

- ❑ Company overview
 - Company background, size, and areas of expertise
- ❑ Project approach and methodology
 - Detailed approach to delivering the scope of work
- ❑ Description of discovery, design, development, and deployment phases
- ❑ Risk identification and mitigation approach
- ❑ CMS recommendation
 - Proposed CMS rationale
 - Explanation of how the CMS supports the structured content, scalability, and usability
- ❑ Team Structure
 - Roles and responsibilities of all proposed team members
 - Relevant experience and qualifications
- ❑ Timeline
 - Proposed project timeline with key milestones
- ❑ Pricing
 - Detailed pricing breakdown aligned with scope and deliverables

Required experience

- Bilingual website development
- CRM integration (HubSpot or similar)
- CMS implementation for complex content environments



RFP schedule

Milestone	
Proposal Submission Deadline	May 14, 2026
Vendors Contacted for Interview	May 22, 2026
Selected Vendor Notified	June 8, 2026
Project Start Date	June 15, 2026
Target Website Launch	End of May, 2027

Contact and additional information

Submission Deadline: May 14, 2026

Submission Method: Email

Submission Address: communications@lmic-cimt.ca

Point of Contact: lauren.hamilton@lmic-cimt.ca

LMIC reserves the right to:

- Reject any or all proposals
- Request additional information or clarification from vendors
- Modify the scope of work prior to final agreement

