

## **Request for Proposals (RFP)**

### **TOWN MANAGER/CHIEF ADMINISTRATIVE OFFICER RECRUITMENT SERVICES**

#### **Purpose**

The Town of Berwyn Heights is seeking proposals for services from a qualified executive search firm ("Consultant") to assist the Town Council in the selection of a new Town Manager/Chief Administrative Officer (CAO).

#### **Background**

Located in Prince George's County, Maryland, the Town of Berwyn Heights is a small municipality consisting of beautiful, tree-lined neighborhoods and an active commercial district. Adjacent to the larger cities of Greenbelt and College Park, Berwyn Heights is home to approximately 3,345 residents (per 2020 census data), living within an area of 0.69 square miles. Berwyn Heights' residents reflect a wide range of backgrounds, interests and ethnicities, with the Town committed to improving the quality of life of all residents. On the municipality's western edge is the picturesque Lake Artemesia, a man-made lake/park which provides both solitude and a multitude of outdoor recreation needs (managed by the Maryland-National Capital Area Park & Planning Commission).

#### **Organizational Structure**

Berwyn Heights' governing body consists of a five-member Town Council, which includes a Mayor and a Mayor Pro Tem. The Town Council appoints a Town Manager to serve as the Chief Administrative Officer, who is responsible for its day-to-day operations. Police protection and accompanying services are delivered by the Berwyn Heights Police Department (with back-up provided by Prince George's County police). The Berwyn Heights Volunteer Fire & Rescue Squad provides fire suppression and emergency medical services. Additional Town services include a Department of Public Works, Code Compliance, a senior center and a volunteer Parks and Recreation Council. General administration includes the Town Manager's office, Town Clerk, and a Town Treasurer who oversees administrative services (finance, human resources and information technology). In total, the Town has 29 authorized full-and part-time equivalent personnel, including a Town Attorney.

#### **Hiring Schedule (for the Town Manager/CAO)**

The following is a proposed hiring schedule for the Town Manager/CAO which, with the exception of the proposal due date, may be adjusted as needed:

[Deadline for receiving Executive Search Firm/Consultant Bids: March 3, 2023 (by 11:59 p.m.) ]  
[Town Council Decision on Search Firm/Consultant: March 6 - 15, 2023]

Award/Start of Search Firm's/Consultant's Work for Berwyn Heights: NLT March 15, 2023  
Consultant's Recommendations for Town Manager Forwarded to Council: by May 1, 2023  
Council Review of Recommendations: May 1 – 10, 2023  
Council Interview of Candidates: May 10 – June 2, 2023  
Final Selection by Council: No later than June 15, 2023

NOTE: Town Manager/CAO candidates should be asked to submit:

Cover Letter

Resume

List of Professional References (at least 3)

### **Scope of Services**

Berwyn Heights seeks a Search Firm/Consultant to recruit and advise on the hiring of a new Town Manager/CAO. The successful Search Firm/Consultant will be minimally expected to:

- Meet with the Town Council to facilitate the development of an appropriate candidate profile and list of priorities for the new Town Manager.
- Develop a position profile and advertisement.
- Develop and execute a comprehensive recruitment plan (print, web, social media, targeted calls, etc.); minimum internet sites to include the Maryland Municipal League, ICMA, Indeed, etc.
- Identify specific strategies to encourage highly qualified applicants from diverse backgrounds to apply.
- Acknowledge receipt of candidates' materials and maintain communication with all candidates throughout the recruitment process.
- Answer questions from candidates during the recruitment period.
- Review the applications received, comparing them to the desired candidate profile.
- Conduct an initial screening with the most qualified candidates. Screening shall include background, criminal and credit checks, references, and media checks to ensure the candidates have backgrounds of high integrity.
- Advise the Town Council on the qualifications of the candidates, develop a list of recommended candidates for interviews, provide a written report summarizing the overall candidate pool and the qualifications of those selected to be interviewed, as well as information about why some were not chosen to be interviewed.
- Assist in scheduling interviews of recommended candidates. Advise the Town Council on interview strategies, appropriate questions and evaluation tools, and attend the interview sessions for semi-finalist candidates, as requested by Town Council.
- Assist the Town Council in selection of finalist(s) from those interviewed.
- Provide progress reports at least biweekly to the Town Council. Note: Periodic meetings may be required to discuss progress.
- If asked, assist the Town Council with employment contract negotiations.
- Maintain all correspondence and record keeping throughout the process.
- Compile search documentation and prepare a final written summary of all work performed and outreach taken related to developing, conducting and completing the search.

### **Selection Process of Consultant**

The Town Council will review, at a minimum, the following criteria for each bidder:

- Prior successful recruitments, especially for the position of chief administrative officer
- Qualifications and experience of the individuals assigned to the project
- Experience with recruitment in the Maryland - District of Columbia - Virginia region
- Schedule and availability
- Cost for services (to include advertisement budget)

- Reference contact results

The Town Council shall select potential search firms/consultants to be interviewed.

**Please ensure your response covers all of the above areas.**

The Town of Berwyn Heights reserves the right to reject any and all proposals submitted, to request clarification of services submitted, to request additional information and to waive any irregularity in the proposal. Finalist candidates may be asked to present their qualifications to the Town Council. Following proposal evaluations, interviews and reference calls, the award of a contract to the successful Consultant will be at the sole discretion of the Town Council.

### **Point of Contact for Future Correspondence**

Questions and inquiries may be directed to Berwyn Heights' Interim Town Manager, Peter Jones, at [pjones@berwynheightsmd.gov](mailto:pjones@berwynheightsmd.gov).

### **Term of Contract (Consultant)**

The Town intends to execute a contract with the most qualified bidder. The contract will be awarded at the discretion of the Town Council. Berwyn Heights reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any qualified source, or to cancel in part or in its entirety this RFP. Proposals and materials submitted will become the property of the Town of Berwyn Heights and will not be deemed confidential or proprietary.

### **Payments**

Payment for services shall be made upon satisfactory completion of services and the submission of an invoice. It is anticipated that following the receipt of the invoice, within 30 days the Town Council will review the invoice and, if approved, will direct processing for payment.

### **Contractual Terms and Conditions**

The winning consultant may be required to sign an agreement for services.

All work including data, documents, and other work products performed or prepared by the Consultant and all subcontractors shall be considered the property of the Town. All proposals, once submitted to the Town, become public record and may be released upon request.

ATTACHMENT: Town Manager/Chief Administrative Officer Job Description