



RFP + Scope of Services | Marketing and Communications Manager Leave Coverage

Statement of Need

River Network requests proposals from qualified individuals and consultants to support our marketing and communications needs while staff is out on leave. Services are estimated to run from February to May 2021, with additional hours in January 2021 for training, onboarding, and overlap.

We are specifically seeking proposals from those with expertise in nonprofit marketing and communications, social media, Wordpress website management, copy editing, writing, and graphic design.

The selected consultant(s) will work with River Network staff to execute tasks and deliverables relevant to the Marketing and Communications Manager role, in accordance with the below proposed Scope of Services. The consultant(s) will report directly to River Network's Executive Director and work in close coordination and alignment with our Philanthropy Manager, Membership Associate, Leadership Team, and other relevant staff as applicable.

About River Network

River Network's mission is to empower and unite people and communities to protect and restore rivers and other waters that sustain all life. Visit www.rivernetwork.org to learn more about our current priorities. Our headquarters are in Boulder, Colorado, and we have staff located in communities across the US. We are committed to embracing diversity, equity and inclusion in all areas to achieve our mission.

Through our programs, we seek to connect with all communities and increase the impact of their efforts to secure clean and ample water. We provide opportunities for people working across the United States at the local level to national level to learn from each other and access solutions, technical support, and financial assistance through our staff, [website](#), and monthly newsletter [River Voices](#), our annual [River Rally](#) conference, and our distance learning programs.

Proposed Scope of Services

- I. **Internal Marketing Support**
 - A. Contractor will provide rivernetwork.org support to staff at all levels, including proofreading, editing, and publishing general website updates, new website pages as needed, adding/changing photos, making timely updates to the home page, and other website elements as requested, exclusive of publishing completed webinar resource pages.
 - B. Contractor will support publication of River Network's Equitable Infrastructure toolkit in conjunction with Rudd Resources and relevant River Network staff; including integration with website, social, etc.
 - C. Contractor will manage River Network's Shutterstock subscription, downloading new imagery each month as is relevant and needed.
 - D. Contractor will respond to day-to-day graphics needs as requested by staff including but not limited to Photoshop graphics for River Voices in coordination with Membership Associate, YouTube thumbnails, and other graphics using Photoshop, Indesign, and/or Canva.

II. **External Communications**

- A. Contractor will manage all aspects of River Network's social media channels (Facebook, Twitter, Instagram, and LinkedIn) through Hootsuite, Linktree, Bitly, and each platform directly. This will entail, but not be limited to, the following bullets:
 - i. Create and post 120 social media posts monthly (1-2 posts per channel per weekday) following industry and River Network best practices to optimize engagement.
 - ii. Create unique graphics using existing River Network photo and video libraries, new imagery from Shutterstock, existing and new Canva and Indesign templates.
 - iii. Cross promote member events and posts as requested by staff or outlined in social media calendar/plan.
 - iv. Respond to follower messages and comments across all platforms within 36 hours, raising questions to/directing followers to relevant staff as needed.
- B. Contractor will promote all new resources, assets, services, and upcoming events to the Network, coordinating with Membership Associate and other staff to stay up to date on events page, webinars page, jobs page, and other assets, publications, and website pages that require external promotion.
- C. Contractor will preview, edit, provide guidance, and when necessary, schedule Mailchimp campaigns for staff.
- D. Contractor will publicly/externally represent the River Network brand in all elements above in accordance with our Core Values and in keeping with considerations for equity, diversity, and inclusion.

III. **River Rally**

- A. Contractor will execute social media campaigns promoting River Rally registration in accordance with pre-established River Rally communications calendar.
- B. Contractor will steward all accepted sponsorship benefits as selected by sponsor including naming opportunities, virtual event site recognition, custom video welcome, shoutouts during events, social media recognition, program ads, and River Network website recognition.
- C. Contractor will execute PR/media plan, including storytelling deliverables (blogs, photography, videography), pending funding and as is applicable.
- D. Contractor will, in collaboration with Membership Associate, announce 2021 Emerging Leader Award recipient.
- E. Contractor will, in collaboration with Membership Associate and other relevant staff, announce 2021 Urban Waters Learning Network Award recipients.

IV. **Corporate Event Campaigns**

- A. Contractor will develop a branded marketing campaign for the life of 5 litter cleanup events (pre-, during-, post-event), hosted within the Litterati app, supported by one of River Network's corporate partners, and in collaboration with Community Engagement Manager. Campaign will promote picking up litter individually within the context of COVID-19.
 - i. Campaign elements will include but are not limited to:
 - o Campaign title and tagline
 - o One to three hashtags to inspire virality across social platforms
 - o Challenge ideas within the Litterati app to inspire participation and competition (e.g. show us your weirdest piece of trash, humblebrags)
 - o Other creative engagement tactics relevant to the campaign
 - o Post-event plan
 - ii. Contractor will ensure campaign considers personal safety and responds to and will uphold state, federal and city-level mandates and recommendations for safe distancing, solo walking, and time spent outdoors.

- iii. Contractor will ensure campaign highlights the following:
 - Promote public awareness of corporate partner’s environmental sustainability goals
 - Provide healthful and permitted outdoor activities at a time when people are seeking outdoor time and an opportunity to give back to their communities
 - Physical distancing guidelines and other safety considerations
 - Listing/inclusion of corporate partner on all marketing materials, ads, campaign mentions, and more for each of the local campaigns.
 - Aluminum as the focus, but don't need to call out so much/many times
 - Incentives (prizes) are often available for folks who pick up the most trash. Specific prize details to be provided by NGO partners.
 - Tone: somewhere between “[Get Trashed](#)” and this “[Extreme Cleanup](#)” which does not appear to be extreme at all. Please avoid direct discussion of masks.
- iv. Contractor will conduct outreach / promote virtual event attendance through targeted Facebook ads, developing internal communications for corporate partner, and similar activities as applicable.
- v. Contractor will utilize the “[Litteratti](#)” mobile app as a means to create a social network around this campaign, to track metrics, and to incentivize participation using its leaderboard and “challenges” functionality.
- vi. Contractor will develop an outreach calendar with specific target dates for social media posts, e-mails, and more, as well as communications templates that can be shared with the NGO partner to ensure campaign is properly promoted.
- vii. Contractor will execute campaign outlined above during the 1-2-week periods of each event (the events may overlap).
- viii. Contractor will compile post-event reporting to inform compelling storytelling for sharing with River Network’s broader audience.
- F. Contractor will, in coordination with Community Engagement Manager, develop and write Event Toolkit for disseminating for corporate partner audience.
- G. Contractor will support additional communications and marketing needs around similar events with other corporate partners as needed.

Proposal Requirements

1. Consultant/individual resume, background, and experience as applies to proposed Scope of Services. Please address experience working with nonprofit and community organizations.
2. Cost estimate and proposed payment schedule for all services associated with delivering on proposed Scope of Services. Costs are not to exceed **\$13,000**.
3. Examples of past work products.
4. Two client references.
5. Any additional information relevant to the proposed Scope of Services.

Proposal Submission

Please submit your proposal, of **no more than 5 pages (excluding work product examples)**, via email to Amy Boal (aboal@rivernetnetwork.org) with “Marketing and Communications Support” in the subject line. A member of our team can answer specific questions via email. The deadline for submitting a proposal is **Friday, December 4, 2020, at 5p MT**. Qualified candidates will be asked follow up questions and to join a 30-minute video interview with members of our team. Final candidate selection will be made and communicated by **Friday, December 18, 2020**.