

Request for Proposals: Communications Consultant

Communications needs

Laws and policies shape the environments, systems, and social and economic conditions that create and maintain health inequities. For two decades, ChangeLab Solutions has worked with neighborhoods, cities, and states to transform communities through laws and policies that create lasting change.

This is a pivotal time for ChangeLab Solutions. Our programmatic work (funded by leading philanthropies, health systems, and public agencies such as the Robert Wood Johnson Foundation, The Kresge Foundation, The California Endowment, the W.K. Kellogg Foundation, Kaiser Permanente, the Centers for Disease Control and Prevention, and the California Tobacco Control Program) is moving deeper into addressing the social determinants of health and health equity on a national scale.

In addition, ChangeLab Solutions' founder and CEO, Marice Ashe, will be retiring within the next year. We have engaged an executive search firm, Nonprofit Professionals Advisory Group, to lead the recruitment process for the next CEO.

We have two goals for our communications work:

- Raise ChangeLab Solutions' profile by capitalizing on opportunities to showcase our programmatic work
- Leverage the CEO transition to promote ChangeLab Solutions' accomplishments to date and future potential

ChangeLab Solutions seeks an experienced communications firm that can serve as a thought partner on our communications strategy and implement creative methods to increase our impact, national presence, and growth.

We seek a consultant that can advise us on how best to leverage the opportunities in our programmatic work and organizational development. Specific tasks may include the following:

- Develop and support the execution of a communications plan for the CEO transition
- Design social media campaigns, developing appropriate messages and targeting specific audiences
- Develop traditional and digital strategies to expand dissemination of our resources to target audiences
- Develop stories to illustrate our impact
- Develop core messages
- Handle media relations

Qualifications

- Experience with communications strategies and message framing that influence change in public policy at all levels of government
- Experience with communications in our core issue areas, including public health, food, housing, child care, schools, transportation, public safety, jobs, and the environment
- Experience with communications about health equity
- Experience in working on a national scale
- Experience in working with nonprofits and leveraging opportunities on a tight budget

ChangeLab Solutions is a nonprofit organization that provides legal information on matters relating to public health. The legal information in this document does not constitute legal advice or legal representation. For legal advice, readers should consult a lawyer in their state.

ChangeLab Solutions

- Orientation toward communication as a tool for organizational learning and strategy
- Strong communication and project management skills
- Ability to work with a fast-paced team
- Strong virtual collaboration skills, especially if located outside the Bay Area

Project deliverables

Project deliverables will vary depending on the consultant we hire and the budget. Deliverables might include the following:

- Communication plan for CEO transition
- Plans for social media campaigns and messaging
- Research on target audiences
- Dissemination plans for major publications or other products
- Tools for media relations

Project timeline and budget

Our project timeline is May 1, 2018–June 30, 2019. The project timeline will carry us through major milestones in our current work, planning for significant grant renewals (with the possibility of expanding communications consultant services), and the expected timeline for the CEO transition.

Our available budget for the work is \$150,000–\$200,000 over the project period. We expect to work in close partnership with the chosen consultant to determine the activities that maximize our limited resources.

Selection process

Please send a proposal to Kristen Hanlon, Staff Assistant, at khanlon@changelabsolutions.org by 5pm Pacific Time on April 16, 2018. The proposal should include the following:

- Discussion of how you would approach working with us
- Description of relevant communications strategies and activities
- Description of your experience and qualifications for this work
- Rate sheet and estimates for deliverables listed above
- Work sample or case study from a similar project
- Contact information for three references

After reviewing applications, we will contact qualified candidates for interviews. We hope to have a contract in place by the end of April. Questions about the RFP can be directed to Kristen Hanlon, khanlon@changelabsolutions.org.

About ChangeLab Solutions

ChangeLab Solutions creates innovative laws and policies to ensure everyday health for all, whether that's providing access to affordable, healthy food and beverages, creating safe opportunities for physical activity, or ensuring the freedom to enjoy smokefree air and clean water. Our solutions address all aspects of a just, vital, and thriving community, like food, housing, child care, schools, transportation, public safety, jobs, and the environment. For more information about how we create healthier communities for all through better laws and policies, see www.changelabsolutions.org.