

# Marketing & Communication Consultant

## Scope of Work

The Lawrence and Douglas County Sustainability Office is seeking a Marketing and Communications Consultant to perform a wide range of basic communications activities to support the development of a Climate Action and Adaptation Plan.

The timeline of this contract is through the end of 2020, with the possibility of further extensions. We estimate this contract will require 5-10 hours per week. The consultant will be expected to work remotely. Subject matter familiarity (sustainability and climate change) is preferred but not required for this contract. Black, Indigenous, and people of color are strongly encouraged to apply.

### **Specific Duties Include:**

#### Design:

- Create a visual identity for the Climate Plan campaign that is consistent with the campaign's values (authentic, collaborative, transparent, relevant, accessible) and the county and city branding.
- Work with staff to develop website design and content (site will be hosted and managed by County).
- Design media to support the Climate Plan campaign, including visual content (photographs, short videos, graphic design, infographics) for web and social media, event promotion, and presentation templates.

#### Messaging:

- Work to ensure that core messages are consistent throughout all communication.

#### Writing/Editing:

- Break down complex information into smaller pieces that are understandable.
- Develop content for social media ([facebook](#) and Instagram).
- Draft communication pieces for emails, talking points, e-newsletters and/or articles, and social media.
- Develop promotional materials that document and tell the story of the Climate Plan process.
- Make revisions, enhancements, updates as needed.

#### Outreach

- Coordinate partnerships with high visibility social media partners for takeovers and other collaborations to promote content and engagement.
- Work with the Sustainable Office and partners to support creative and innovative communications strategies.

#### Sustainability Planning

- Work with the Sustainability Office to develop a plan to maintain social media presence beyond 2020.

#### **Skills & Abilities:**

- Excellent writing and editing skills.
- Ability to write and design content for a variety of different formats and for different intended audiences.
- Track-record of success working with online media
- Expertise with standard software/cloud products: Excel, Word, PowerPoint; Google Suite; MailChimp; Adobe Design Suite
- Basic graphic design and page layout skills.

#### **Submission:**

To be considered please submit the following to Connie Fitzpatrick at [cfitzpatrick@douglascountyks.org](mailto:cfitzpatrick@douglascountyks.org) by October 9, 2020:

- Your resume and/or portfolio (a link to online version is fine)
- A narrative, that does not exceed two pages, that highlights:
  - Experience in performing the required activities
  - What interests you about this consulting project in particular
  - Confirmation of your available start date, your bid for the work, and any other important considerations we should be aware of. **All bids should be given as an hourly rate, assuming 5-10 hours of work each week through the end of 2020.**
- At least one example each of:
  - Writing: website content
  - Writing: social media posts/ campaign
  - Writing: an e-newsletter
  - Design: event program, poster, website, report, infographic, etc.

NOTE: Attachments over 10MB are too large to be delivered through the Douglas County email system. Please send links to specific items from an online portfolio.