



Request for Qualifications (RFQ) Marketing and Communications Consultant

Introduction

Catalyst Domestic Violence Services is looking to develop marketing and communications plans that measurably move our mission forward and expand our visibility of services. We are seeking support developing mission-focused branding and clear messaging to drive trust and build partnerships.

Scope

Through this RFQ, Catalyst seeks proposals from qualified consultants/consulting firms to assist our agency in building a marketing plan to achieve our goals—from raising awareness of our available services to social service providers and the community at large, to attracting future volunteers, participants, and advocates. We envision this happening through a combination of strategies, including but not limited to: billboards, bus stops, email marketing, social media content, media relations, online advertising, etc. Once the plan is developed, the consultant will work closely with Catalyst's Prevention and Outreach Program Manager to guide them throughout the implementation process.

Catalyst

The mission of Catalyst is to reduce the incidence of intimate partner violence through crisis intervention services, community education, and the promotion of healthy relationships. We are committed survivor-driven, equitable services using anti-racism and anti-oppression frameworks.

Catalyst serves Butte County, a primarily rural area of Northern California. Our primary programs and services include a 24-hour hotline, safe housing, drop-in centers, counseling, education and outreach, and volunteer program.

Bids in response to this RFQ will be accepted until March 16th, 2020

Compensation

Under this contract, Catalyst will compensate the successful bidder up to \$20,000. There will be an additional budget available for cost of materials associated with implementation.

Qualifications

- Experience producing effective strategies and high-quality advertising materials
- Experience developing clear and engaging messaging and targeted communications strategies that can be executed across all marketing platforms.
- Experience tracking meaningful data/metrics across all tactics to monitor frequently and make shifts as needed based on results.
- Experience working with nonprofit organizations.
- Strong written and oral communication skills.
- Strong analytical skills and tools.
- Demonstrated ability to work collaboratively with a diverse group of stakeholders.
- Demonstrated ability to organize complex tasks and complete them in a timely manner.

Proposal Submission Requirements

Responses and related questions should be submitted by March 16th, 2020 via email to:

Sarah Sullivan
Prevention & Outreach Program Manager
sarah@catalystdvservices.org
(530) 343-7711 x 204

Catalyst does not intend for the proposal to be labor intensive. Written proposals should include the following:

- Cover letter/statement of interest
- Related qualifications/resume

Review and consideration of proposals will begin as received and through the deadline and will include phone interviews with qualified respondents, at the discretion of Catalyst.