



Request for Proposals Newsletter Writing and Digital Communications Support

ABOUT THE RHODE ISLAND FOOD POLICY COUNCIL

The Rhode Island Food Policy Council (RIFPC) is a statewide network established in 2011 with a mission to promote a more equitable, accessible, economically vibrant, and environmentally sustainable food system. We cultivate partnerships, develop and implement high-impact projects, and advocate for good food policy. We center equity in our work, which touches all parts of the food chain – production, harvesting, processing, distribution, consumption, and waste management. We operate with a small, all-hands-on-deck, collaborative professional staff, a broad network of engaged and diverse council members, and hundreds of stakeholders from across the Ocean State. More information about RIFPC can be found at www.rifoodcouncil.org.

RIFPC seeks a contractor to produce monthly newsletters and support web-based communications and updates. This contractor reports to the Engagement Manager. The deliverables for this contract are to:

- Produce high-quality monthly e-newsletters
- Produce a schedule of social media postings across multiple platforms that fit the vision of the RIFPC Engagement Manager in regard to content and frequency
- Regularly update website content and ensure efficient website functioning
- Provide monthly data and trend reports of all newsletter, social, and web activity to the Engagement Manager
- Produce e-blasts on special topics as requested by the Engagement Manager
- Support Engagement Manager with monthly Communications & Outreach work group meetings

Contractors applying to this RFP should have demonstrated professional experience in e-newsletter writing, social media communications, and website maintenance. RIFPC currently leverages Instagram, Facebook, LinkedIn, Mailchimp, Twitter (X), Wordpress, and YouTube. Additional experience in Google Analytics, DiviBuilder, and other website editing platforms is a plus.

Bids should be made for a trial period of 6 months. We anticipate the maximum total amount available for this contract will be \$12,000. Bids will be reviewed on a rolling basis and must be received by October 24, 2023. They should be sent directly to allison@rifoodcouncil.org with "Newsletter Writing and Digital Communications Support Contractor" in the subject line.