



SHARE OUR STRENGTH'S COOKING MATTERS COLORADO

No child should grow up hungry in America but 1 in 6 struggles with food insecurity. Share Our Strength's Cooking Matters Colorado (CMCO) is helping end childhood hunger by inspiring families to make healthy, affordable food choices.

COMMUNICATIONS CONTRACTOR – REQUEST FOR SUBMISSION

To assist us in our mission, we are seeking a Communications Contractor to develop strategy and spearhead content generation for digital and print media. The goal is to elevate the Cooking Matters brand, increase volunteer and donor engagement, promote our campaign and programming, share impact stories and data, and increase awareness and advocacy around food skills education.

The contractor will work closely with the Community Engagement Manager, and collaborate with the Senior Development Manager and State Director.

Contract will last until June 30, 2019.

DELIVERABLES

- Develop and execute 1-year communications plan appropriate for the Cooking Matters campaign and Colorado communications budget, in collaboration with Community Engagement and Senior Development Managers – should include Colorado website, social media, e-newsletters, fundraising efforts, and promotional materials with the primary purpose to engage those who pay for or offer food skills education (partners, volunteers, funders, and donors).
- Generate and post content to Facebook, Instagram, and Twitter on average 4 times per week. Respond to likes, comments, messages, and shares. Suggest to Community Engagement Manager when/which posts to leverage financial boosts, pursuant to budget, and execute paid ads/posts.
- Audit and manage content for Colorado website at least monthly. Submit web issues to Community Engagement Manager.
- Coordinate media and marketing efforts for fundraising events and corporate engagement, including content generation and press releases, in collaboration with Senior Development Manager.
- Produce annual impact report of Cooking Matters' campaign work in Colorado (if contract extends beyond our June 30th fiscal year).

- Review digital and print collateral and templates quarterly to keep content and design up-to-date and effective. Develop new collateral and streamline messaging on a quarterly basis as needed.
- Track and leverage metrics and digital data on a monthly basis.
- Suggest and administer 1 enhancement each month for systems such as: social media, website, e-newsletter, storytelling, and other marketing efforts.
- Provide e-newsletter operational management and team support/strategy monthly.
- Provide branding support and advice at least once per quarter.
- Review and update 1-year and 3-year plans for Social Media Ambassador Program in collaboration with Senior Development Manager.
- Develop plan and support video production, if internal timeline aligns with contract.
- Complete 25th anniversary origin story, if internal timeline aligns with contract.
- Ensure processes are up to date and systems are sustainable and self-sufficient prior to end of contract.
- Meet deadlines for deliverables.

EXPERIENCE IN:

- Digital and print marketing strategy, content generation, and design for organizations with social value.
- Social media strategy and platforms.
- Website management and e-newsletter platforms.
- Press releases and fundraising promotions.
- Working with non-profits of similar mission.
- Passion for Share Our Strength mission.
- Oral and written Spanish proficiency a plus.
- Video production a plus.

TO APPLY:

As a reminder, Contractor is not employee of Share Our Strength, and is responsible for their own equipment, email address, and transportation. Schedule is determined by the contractor, as long as deliverables are completed in a timely, professional manner and hours are maintained according to contract.

*Send statement of interest including qualifications, sample work, and proposed cost with hourly rate to Becky Mares at bmares@strength.org by close of business on **Tuesday, January 22nd, 2019.***