



**REQUEST FOR QUALIFICATIONS**  
**Marketing and Communications Contractor**  
**for Montana Aquatic Resources Services**

**About Montana Aquatic Resources Services**

MARS is a 501(c)(3) nonprofit organization founded in 2011 in response to the rapid loss of aquatic resources across the state. Originally formed for the purpose of sponsoring the Statewide In-Lieu Fee Mitigation Program, MARS has and continues to develop other programs that pursue innovative solutions to aquatic resource challenges and fit within our mission. ***Our mission is to restore, enhance and preserve Montana's aquatic resources to maximize their ecological function into the future.***

**Scope of Services**

MARS is looking for a Marketing and Communication Contractor that strongly believes in and shares our vision to raise the bar in protecting and conserving Montana's precious stream, river and wetland resources. The role of the marketing and communication director will primarily be to assist with the brand rollout, fundraising campaign events and lead regular and consistent marketing and communications for the organization for 2021. This will be a contractor position with the potential to turn into staff position in the future. The chosen contractor will provide the following services to Montana Aquatic Resources Services and be responsible for:

**General Responsibilities**

1. Regular Communications and Development (March – December) (approximately 100 hours)
  - Development of an organizational communications strategy and calendar on either google calendars or joint system by which staff and board can reference in real time.
  - Social media management that fits overarching content calendar and scheduled communications with a goal of daily engagement, weekly statistic tracking
  - Regular email communications designed to fit new branding guides and also fit into content calendar
  - Development of a marketing and communications budget for collateral (branded materials such as stickers, brochures, presentation table, swag, etc.) as well as annual advertising and fundraising plan to meet goals
  - Manage graphic designers for printed collateral or mailers, typically around giving events, end of the year giving and campaigns
  - Assist with grant narratives, proposals and reports as needed
  - Regularly update contact and donor databases (Little Green Light)

**Project Specific Activities**

2. Assist with new brand roll out (February - April) (approximately 40 hours)
  - Work as liaison between branding consultant and Executive Director to keep to task on rebranding rollout schedule
  - Deliver collateral, written materials and feedback as necessary
  - Rejuvenate social media platforms to prep followers for rollout
  - Change social media pages (FB and IG) and plan a FB live event
  - Newsletter and communications creation and distribution for the official rollout
  - Help establish new emails, domains, other transitional components
3. Predict the Peak coordination (March – May) (approximately 40 hours):
  - Create and develop weekly social media content, including video for Facebook and Instagram
  - Website updates and event page development utilizing donor box
  - Local business coordination and partnership development
  - Engagement plan and communications with board members and partners to engage

- Create newsletter and electronic communications via Mailchimp, event flyers, etc.
  - Organize and coordinate Peak Party, June
4. Help organize and coordinate other community events, i.e. Predict the Low Flow event, Noxious Weed Pulling (approximately 60 hours)
  5. Strategic Outreach and Communications (March – December) (approximately 60 hours)
    - Assist in strategic outreach and communications as described in MARS Strategic Plan which will help build relationships, grow supporter base, solicit sponsorships and forge business partnerships
    - With MARS team, develop and implement CME branded outreach strategies
    - Help plan and coordinate MARS 10-year anniversary celebration
    - Other activities as arise

## Qualifications

### Required Skills and Experience:

- Bachelor's degree required, with Master's degree preferred in environmental studies, natural resources, communications or related field
- At least three years of relevant experience working on conservation campaigns
- Strong written and verbal communication skills with experience giving public presentations
- Some experience working with the media (print, TV and radio)
- Proficient at managing websites and social media (e.g., Facebook, Instagram, Twitter and Pinterest)
- Strong time management skills, including the capacity to engage on several projects simultaneously and meet deadlines
- Team player with excellent social skills and a good sense of humor
- High energy level and self-motivated with a willingness to be flexible and work irregular hours including weekends and evenings
- Ability to represent MARS in the public arena in a professional manner
- High attention to detail, responsive and organized

## Statement of Qualifications

Interested contractor shall provide a written Statement of Qualifications that is no more than four (4) pages that includes:

- A cover letter that describes 1) your interest in this opportunity, 2) marketing and communications experience, 3) creative approaches to above tasks
- Resume or CV
- Three professional references

Contract will be awarded on a qualifications and organizational fit for scope of work. The initial term is 10 months, beginning in March 1, 2021. The hourly rate is \$50 per hour. Selected contractors will be required to provide proof of an Independent Contractor Exemption or Worker's Compensation and comply with all Montana and federal nondiscrimination laws.

Statement of Qualifications are due February 15<sup>th</sup>, 2021. Submissions shall be emailed to Wendy Weaver, [wweaver@montanaaquaticresources.org](mailto:wweaver@montanaaquaticresources.org). MARS reserves the right to accept or reject any and all submissions at any time.

Questions regarding this RFQ should be addressed to:

**Wendy Weaver, [wweaver@montanaaquaticresources.org](mailto:wweaver@montanaaquaticresources.org)**