



REQUEST FOR QUALIFICATIONS

MARKETING COORDINATOR

Friends of Harriman State Park (FHSP) is a citizen support group that serves as a fundraising and volunteer partner for Harriman State Park of Idaho. The organization works in cooperation with Harriman State Park management to preserve and enhance the park's natural and cultural resources and the visitor experience. Established in 2010, FHSP has raised more than \$1 million for park improvements, including replacement of the historic Harriman Cattle Bridge over the Henry's Fork of the Snake River. After 12 years of operating solely with volunteers, FHSP seeks to contract with a communications professional to increase public awareness of its work.

SUMMARY: Friends of Harriman State Park is seeking to contract for professional marketing and event promotion services to increase the effectiveness of its organizational communications and to expand its donor base. The contractor should demonstrate s/he has the creative talent and practical skill to handle internal/external communications, maintain an effective online presence, and promote an annual fundraising event for FHSP.

Task	Deliverable	Due Date	Estimated Hours
1	<i>Event Promotion:</i> Coordinate advance publicity of the 2022 and 2023 “Wine in the Woods” outdoor wine-tasting fundraisers	Second Saturday of September	
2	<i>Strategic Communications Plan:</i> Develop a communications plan and outreach calendar that includes marketing, donor relations, events management, website content management, and a social media presence. Include projected outcomes and annual evaluation metrics.	Present first draft at Sept. 22nd annual meeting. Finalize by October 20, 2022	
3	<i>Online Newsletter:</i> Publish a monthly online newsletter for FHSP using Mail Chimp software and distribute it to 600+ FHSP donors	13 newsletters starting Sept. 1, 2022	
4	<i>Database Management:</i> Convert 600+ donor and volunteer records into a new CRM database and keep current as constituencies expand/change.	Ongoing	
5	<i>Website Content Management:</i> Keep website information current and relevant to project work	Ongoing	
6	<i>Social Media:</i> Implement an appropriate level of social media exposure and engagement	Ongoing	
7	<i>Reporting:</i> Present monthly progress reports on implementing the strategic communications plan at FHSP Board/Exec Committee meetings.	Attend in person or virtually	
	Total Hours over 14 months		

Qualifications

- Contractor should have a bachelor's degree or equivalent in marketing or nonprofit communications with at least three years of relevant work experience.
- Previous experience in developing and implementing strategic communications plans
- Demonstrated ability in written and oral communications; standard computer competencies
- Willingness to travel across Eastern Idaho for program implementation and FHSP oversight meetings
- Knowledge of Harriman State Park and the area's scenic and historic attractions would be advantageous.

Contract Terms and Conditions

The initial contract will be for 14 months (August 2022 through September 2023), payable upon successful completion of mutually approved deliverables and performance goals. Contract terms are negotiable and travel funds, if needed, should be included in the bid. Consultant must provide own office space and equipment. The contractor will likely work more intensely May through October and less intensely November through April.

More information on FHSP is available on its website at www.friendsofharriman.org

How to Respond

Please submit a resume, three work references and a cover letter explaining the individual or firm's qualifications. Include estimated hours for each deliverable, a proposed hourly rate, and general availability during the 14-month contract period. Please combine in one pdf file and submit by August 15, 2022, to friendsofharriman@gmail.org