



Request for Proposals

Organizational Background

Founded in 1892, the Sierra Club is known as a premier international grassroots environmental conservation and advocacy organization. With over 2.4 million members and supporters, the Sierra Club has positioned itself as a leader in Enjoying, Exploring and Protecting the Planet.

For more information on the Sierra Club visit: www.sierraclub.org

Project Overview

The Sierra Club seeks proposals from experienced non-profit advocacy communications professionals to provide temporary leadership of our key priority campaign during an extended family leave. The desired contract starts May 1 and runs through January 30th of 2015, which includes time on both the front and back end for knowledge sharing. The exact roles and responsibilities for this position will depend on several variables with the successful candidate or small team participating at a high level in the day to day strategic planning and execution of communications for the Sierra Club's highly successful, history-making Beyond Coal campaign, including:

- Crafting & executing upon framing and messaging for the campaign, while working within existing strategy.
- Advises on and implements changes and/or updates to strategy, framing and messaging based on current events, including crises, or other shifts in campaign priorities.
- Internal and external communications, including the coordination of priorities across stakeholders.
- Cultivating and maintaining media relationships
- Potential management & oversight of up to 3 full-time "direct reports" and a total Sierra Club staff of 14 working in support of the Sierra Club's Beyond Coal communications activities

More information about Sierra Club's Beyond Coal campaign can be found at <http://www.beyondcoal.org>

Desired Start Date & Length of Service

The Sierra Club intends to enter into a contract beginning as early as May 1, 2014 in order to ensure overlap with existing leadership. The contract would end between January 15 and January 31, 2015.

Proposal Format and Due Date

The Sierra Club requests that written proposals be submitted via email to:

Gary Reinecke
Associate Communications Director
Communications.RFP@sierraclub.org

Proposals should be received no later than April 13, 2014. Proposals should address all of the requirements listed in the Overview and Details areas, including examples of previous communications leadership in these areas. Proposals should also include at least three references for similar work.

Basis for Award of Contract

Experience in:

- Top-notch non-profit advocacy communications
- Short and long term campaign planning and execution
- Crisis Communications or similar risk assessment and execution of sensitive media relations
- Overall value for proposed contract expense

Project Details

This is a “full-time,” six- to eight- month contract requiring an experienced, senior level communications professional to assume a significant portion of the duties of a deputy communications director who will be taking an extended family leave. The position works with the Communications Director, Executive Director, Senior Beyond Coal campaign staff, internal and external stakeholders, as well as outside vendors and allies to conceive and implement national communications strategy for the Sierra Club's Beyond Coal campaign. This individual or small team will provide strategic leadership for the Beyond Coal Communications team for framing, messaging, and campaign priorities and monitor accountability by defining and shepherding metrics-based outcomes. Develops, coordinates and implements media plans, including paid media endeavors along with other communication strategies to promote compelling Beyond Coal stories to our most important audiences.

The specific duties of this position will depend on other staffing developments over the period of the permanent deputy director's leave, but will likely include, but not be limited to:

- Oversight of all messaging and framing for the campaign.
- Work with existing strategic communications plan and budget, adapting as necessary, to define communications goals for the campaign.
- Alignment of internal staff around the team's vision for communicating our transition from coal to clean energy.
- Lead development of messages and materials.
- Oversee program to improve and expand both field and national media outreach.
- Delegate and assign work and manage key communications projects for the campaign.