



BRUSHWOOD CENTER
AT RYERSON WOODS

Request for Proposals: Communications Manager Consultant
Location: Lake County, IL and Chicagoland Area, Remote and In-Person
Reports to: Executive Director and Director of Development of Brushwood Center
Duration: One year with potential for renewal
Budget: \$4,000-5,000 monthly retainer OBO
Deadline: May 12, 2024

Scope of Work

Purpose:

Brushwood Center at Ryerson Woods seeks a Communications Management Consultant to support Brushwood Center's strategic storytelling, digital, and print communications.

Organization Overview:

Our Vision

We work toward a future of resilient and connected communities, both human and ecological, where all lead healthy and thriving lives.

Our Mission

Brushwood Center at Ryerson Woods works collaboratively with community partners, artists, health care providers, and scientists to improve health equity and access to nature in Lake County, Illinois, and the Chicago region. We engage people with the outdoors through the arts, environmental education, and community action. Brushwood Center's programs focus on youth, families, Military Veterans, and those facing racial and economic injustices.

Objectives:

The consultant or agency must be able to provide strong project management and communications foresight. The Communications Manager plans, executes, monitors and closes out projects, while keeping all stakeholders informed. The Communications Manager oversees all of Brushwood Center's marketing and communications needs. This role provides valuable insight and assistance to Brushwood Center's marketing and storytelling, related but not limited to:

- Brushwood's expanding programs, initiatives, partnerships, and brand
- Events and program marketing to our audience and community
- Key calendar events, strategic campaigns, and special donor and fundraising projects

Specific Tasks and Deliverables:

- Works with the Brushwood team to identify strong opportunities for storytelling and Communications support.
- Works with the Brushwood Staff and the Communications Team, including Executive Director, Director of Development, Part-time Communications Coordinator, and In House Designer, to determine project objectives.
- Leads and supervises weekly Communications Team meetings, monitoring progress and making timely adjustments as needed.
- Weekly, monthly, and annual maintenance of the Communications calendar, style guide, storytelling goals, and assets.
- Content Creation and Management of all digital marketing, including social media, e-blasts, and website maintenance.
- Content Creation and Management of print projects, strategic campaigns, development fundraising, editorial storytelling, and key or signature event marketing.
- Creates and maintains event registration digital funnel, donor fundraising forms, surveys, and other communications through Brushwood's CRM.
- Collaborates and maintains positive relationships with Brushwood's other media and Communications contractors, including videography, photography, website, language translators, and PR.
- Participates in communication-related meetings including weekly Brushwood staff meetings, bi-weekly PR meetings, weekly Development meetings, and project-specific meetings as they arise.
- Builds engagement, trust, and advocacy through strategic communications with our audiences.
- Drives brand consistency and voice through all communication and storytelling.
- Special Projects: *Thrive* Seasonal Newsletter, Annual Report, Key Events, and Fundraising Appeals.

Skills and Experience:

- Proficient in digital content creation and marketing, SEO, trends, hashtag and caption writing.
- Strong video, photography, and editing background to plan, capture, and share event footage.
- Strong copywriting and copyediting skills.
- Keen eye for design and excellent storytelling skills.
- Proficiency in Google Suite, Adobe, Flickr, Meta (Facebook/IG), Youtube, Content Management Platforms (Later, Hootsuite, or alike), Video Editing Software, Canva.
- Knowledge of Wordpress, Weebly, Bitly, Linktree, Salsa CRM, Bloomerang CRM, Kindful, and QGiv preferred, but not necessary.
- Excellent verbal communication and creative problem solving skills.

- Ability to work with diverse creative feedback, teams, and approaches.
- Highly organized, intuitive, with a strong understanding of project management.
- Strong interpersonal skills and extremely resourceful in finding ways to complete tasks on time and with high quality.
- Proven ability to complete projects according to outlined scope, budget, and timeline.
- Experience with event coordination, and marketing and fundraising campaigns.
- Experience in racial equity, diversity and inclusion initiatives preferred.
- Experience in Non-profit marketing preferred.
- Understanding of environmental justice issues is preferred.
- Fluency in Spanish is preferred, but not necessary.

To Apply:

Please submit proposals to Angela Ramirez, aramirez@brushwoodcenter.org, and include the following:

- Examples of:
 - Previous Communications Materials
 - Writing samples, brochures, digital and print collateral, etc
 - Previous project management experience
 - Previous fundraising campaign experience
- Three client references
- Describe what makes you uniquely suited for this project
- Describe your DEIJ commitment