



Date: February 3rd, 2021
From: Mark Welther, RFFI President/CEO
To: All Qualified Applicants
Announcement: Request for Proposals – Communications & Development Contractor
Six month position, approximately 20 hours per week with potential contract extension or conversion to a staff position. Hourly rate to be negotiated depending on experience.

The 501(c)(3) nonprofit Redwood Forest Foundation, Inc. (RFFI) seeks a consultant to assist with communications and development responsibilities during a staffing transition period. This contractor will report directly to the RFFI President/CEO.

RFFI Background

RFFI is a private 501(c)(3) non-profit organization located in Fort Bragg, CA. RFFI's **mission** is to acquire, protect, restore and manage forestlands and other related resources in the Redwood Region for the long-term benefit of the communities located there. Our **vision** is to establish community-based forests that provide both critical habitat for increased biodiversity and improved regional economic vitality. See www.rffi.org for more information.

The Communications and Development Contractor will provide RFFI with ongoing communications and development programming and play a key role in the transition from our prior contractor with as little interruption as possible, to ensure that both RFFI's mission and financial support are maintained and advanced. The ideal candidate will take the lead in telling the story of RFFI in a compelling way and attract the attention, interest and support of individual donors and foundations aligned with our mission.

Responsibilities:

- I. Communications & Public Information
 - a. Communication Plan – Develop a 2021 communication strategy that will successfully promote RFFI's mission, events, and activities, driving long-term goals
 - b. Execute the communication strategy and take the lead to plan, design and create compelling content for social media, e-newsletters, website, fundraising appeals, print materials and outreach to local and national press (both print and digital)
 - c. Use data and testing to increase the efficacy of communications and track and measure engagement on our website and social media
- II. Development
 - a. Research and planning for capacity and/or programmatic grants

- b. Conduct donor research, both individual and foundational. Assist the CEO in organizing and preparing for donor meetings
- c. Work with Administrative Assistant to generate development reports using donor management database
- d. Manage the Plant a Redwood Program (PARN). Serve as point-of-contact for PARN business partners and coordinating the promotion of their businesses on RFFI's electronic sites
- e. Support the planning, staging and promotion of virtual events, including RFFI's Virtual Annual Meeting

Qualifications

- I. Education, Experience and Required Skills
 - a. Bachelor's degree or a combination of education and experience
 - b. Three to five years of professional experience in communications and/or development
 - c. Proficiency in commonly used computer programs, e.g., Microsoft Office products (Word, Outlook, Excel) and Google Drive
 - d. Experience with social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn, Alignable, and Pinterest)
 - e. Ability to work remotely, independently, and as part of a diverse team
 - f. Strong writing, editing, and verbal communication skills
- II. Additional Desirable Qualifications
 - a. Residence in the Redwood Region
 - b. Experience working with and interest in the communities of the Redwood Region
 - c. Experience working with a nonprofit
 - d. Experience working with donor management software
 - e. Ability to create digital, video, audio, and print content
 - f. Familiarity with MailChimp, Adobe Suite and Dropbox

How to Submit a Proposal

Please submit a letter of interest, an outline of qualifications, and references to: mark@rffi.org. Applications will be accepted until the position is filled, with review of applications beginning on **Monday, February 15.**

Refer questions to Mark Welther, RFFI President/CEO at or mark@rffi.org or (510) 459-1131. For additional information on RFFI or URFC, please visit www.rffi.org.

Equal Contracting Opportunity: RFFI values diversity in the workplace and is committed to the principles of equal opportunity in employment and in contracting.