



FOOD FOR THE SPIRIT

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RFP for Communications and Marketing Consultant

EXTENDED DEADLINE: MAY 21, 2021

**Note that this is a short-term contractual position that could lead to potential long-term employment.*

Introduction to Food for the Spirit

Food for the Spirit (F4tS) is an organization based in Buffalo, the Finger Lakes, and Western New York that uses the arts and creative facilitation to support racial healing, ecological justice, and equitable food systems. It does this by encouraging dialogue around racism in the food system; facilitating the creation of place-based networks, coalitions, and collaborative projects; and supporting storytelling to shift public narrative and understanding. F4tS functions as a hub for those who share a commitment to addressing racism in the food system and those who want to be part of making collective change from their particular social, economic, and geographic positions. Learn more about F4tS at foodforthespirit.org.

F4tS has the support of the Cooperative Development Institute (CDI) for this project “Cooperative Marketing for Black Farmers in the Genesee Valley”. CDI is a nonprofit organization with a mission to work with people in the Northeast to create cooperative businesses and networks that grow a prosperous, equitable economy. Learn more about CDI at cdi.coop.

RFP Overview

This Request for Proposals (RFP) is calling for bids from communications and marketing professionals to provide support on the project “Cooperative Marketing for Black Farmers in the Genesee Valley”. This project seeks to increase the visibility and viability of Black farmers in the Genesee Valley Region of New York State. Through the support of a Communications and Marketing Consultant, F4tS and CDI will recruit and engage five Black farmers from the Genesee Valley Region and celebrate their farms and agricultural products through a collective marketing campaign.

This project builds on a collaborative effort F4tS is leading to support the development of a NYS Black farmers marketing co-op. The effort to start this marketing co-op is young, and at this stage F4tS is focusing outreach in regions of NYS where it has less farmer partners participating.

Your work on this project will help us outreach to and develop new relationships with Black farmers in the Genesee Valley in the Finger Lakes Region of NYS, and proving the value of collective business strategies by connecting those farmers to new customers and markets they want to reach. Learn more about the Genesee Valley Region at gflrpc.org/the-region.html.

Scope of Work

The Communications and Marketing Consultant will work closely with several co-op developers from F4tS and CDI from May 2021 - February 2022.

There is a \$9,000 budget available for the Communications and Marketing Consultant to lead the F4tS and CDI teams in fulfilling the following deliverables during that time period:

- Develop an outreach and recruitment plan to connect F4tS with new farmer partners in this region.
- Organize and host four virtual meetings for farmer partners with the goal of building relationships amongst the group and synthesizing a common direction, narrative, and themes to share in a marketing campaign.
- Develop and launch a marketing campaign for participating farmers using social media channels (Facebook, Instagram, Twitter, YouTube) and print materials including flyers and posters.
- Plan an in-person event showcasing marketing materials and match-making participating farmers with consumers and market representatives.

Experience

Ideal candidates will have expertise developing marketing material, including marketing value-added products. Candidates must also have excellent communication skills, both verbal and written, and be a strong team player. Ability to facilitate and synthesize group processes is a plus. Experience working with farmers, food systems, and/or cooperatives is also a plus.

Work Environment

Remote work is required, New York-area residents preferred. Pending COVID restrictions, you will be expected to attend one in-person gathering with farmers in the Genesee Valley Region. A travel stipend will be made available once a reimbursement request and travel expense receipts are submitted.

Budget Totals

In addition to the \$9,000 available to retain the Communications and Marketing Consultant, the project budget also includes:

- Project leadership by co-op developers from F4tS and CDI
- \$1000 for advertising and promotion
- \$1265 for travel reimbursement for co-op developers, farmers, and communications and marketing consultant to attend in-person event
- \$1500 for venue rental, food, and refreshments for the in-person event

- \$1875 for stipends for five participating farmers @ \$375 each

To Apply

To apply, submit the following items to Emilie Miyauchi at emiliemiyauchi@gmail.com with the subject line “F4tS Comms and Marketing Consultant Bid”:

1. One page cover letter letting us know your requested hourly consultant pay rate and why you are interested in the position.
2. Your two page resume/CV.
3. Five examples of your design work. We’re looking for your skills to create visual work across a range of digital platforms including web and social media as well as print materials. Please describe the context your projects were completed in and your role. Your portfolio will be reviewed on screen.
4. A list of three references with their preferred contact information.

The deadline to apply is **Friday, May 21st**.

Applications will be reviewed on a rolling basis and applicants should expect interviews to be conducted via Zoom. F4tS hopes to fill this contractual position by **June 14, 2021**.

Food for the Spirit is a fiscally-sponsored project of Open Buffalo, and as such is an equal opportunity employer committed to fair and inclusive employment practices. F4tS strongly encourages people of color, women, LGBTQ individuals, differently abled people, and others who may contribute to the diversification of ideas to apply.