



PURPOSE

The purpose of this RFP is to solicit proposals for a contract with Wild Virginia to implement our communications and marketing strategy from November 1 to December 31, 2025 for a maximum of 40 hours a month. This will include regular social media posts, website edits, blog creation, graphic design of organization materials, and evaluation of analytics. The position is remote, reports directly to the Support and Communications Coordinator, and works across the organization. It is preferred that the contractor be located in the Commonwealth of Virginia, but this is not required.

At Wild Virginia, we are committed to inclusiveness. We are actively seeking candidates who bring ethnic, cultural, racial and/or gender diversity, as well as a range of thought, backgrounds, skills, experiences and expertise.

BACKGROUND

Wild Virginia is an environmental statewide nonprofit that protects and connects Virginia's wild places. We focus on protecting water quality and improving habitat connectivity through education and advocacy with communities, decision-makers, and regulators.

Wild Virginia currently maintains a social media presence on Facebook, Instagram, and LinkedIn. With a listserv of over 10,000, we communicate regularly via email updates and announcements with our audience. Materials requiring graphic design include two fundraising appeal letters, an annual report, and additional needs through the year. Wild Virginia's website (www.wildvirginia.org) is a WordPress site that we would like to update and reorganize.

SCOPE OF SERVICES

1. Assist Wild Virginia in building the organization's influence, brand awareness, and reach.
 - Track and share metrics on engagement (social, emails, website).
 - Help increase engagement through consultation and implementation with the Support and Communications Coordinator.
2. Content creation
 - Graphic design of appeals, reports, logos, brochures, and other materials.
 - Work with staff and volunteers to prepare monthly blog content.
 - Help prepare media advisories for press, as needed, for events.
3. Coordination and Planning
 - Support the monthly Communications Team Meetings and engage with volunteers.
 - Attend bi-weekly staff meetings (60mins) and weekly check-in meetings.
 - Publicize outreach and education events each month.

4. Online & Digital Communication

- Manage social media platforms Facebook, Instagram, and LinkedIn.
- Manage and update website as needed
- Improve website useability and traffic
- Maintain website speed (at least B)
- Optimize SEO
- Build and improve best practices for website/e-blasts/social

PROPOSAL SUBMISSION REQUIREMENTS

Proposals will be accepted until October 22, 2025 and can be submitted as a pdf to info@wildvirginia.org. Proposals should include:

- Experience in:
 - managing social media accounts for organizations
 - graphic design
 - web design and management
 - marketing and communication
- Proposed hourly rate between \$25 - \$35
- Portfolio or examples of design work