

## **Request for Proposals for Communications Consultant**

The Massachusetts Public Health Association (MPHA) is seeking an experienced communications professional to support our programmatic and development work. The time commitment can vary week to week depending upon the projects underway, but is generally between 5-10 hours per week.

### **Background on the Massachusetts Public Health Association**

The Massachusetts Public Health Association (MPHA) is a champion for public health in the Commonwealth. We are a catalyst for change, eliminating health inequities and promoting healthy communities for all. As a statewide organization, MPHA engages local leaders, state organizations, public officials, and others to improve the health of all the Commonwealth's residents. MPHA uses an effective combination of advocacy, education, community organizing, policy development, and coalition leadership to secure investments in public health, promote health equity, and bolster our public health infrastructure. In all our work, we seek to improve the social conditions in neighborhoods, schools, and workplaces that have an impact on health and to listen to the voices and priorities of communities most impacted by health inequities.

Promoting racial justice is a core component of MPHA's work and identity. As MPHA pursues policy changes to promote health equity, we strive to confront the history of systemic racism and other forms of oppression that have been embedded in public policy. MPHA's [Health Equity Policy Framework](#) guides our external work and internal practices in addressing all forms of health inequities. The framework places special emphasis on racial inequities because we believe that this injustice needs explicit attention.

### **Scope of Work**

MPHA is seeking an experienced communications professional who has worked in the nonprofit space. The consultant will support MPHA staff working on the Policy & Campaign Team as well as in Development on the production of a range of written products including: a monthly newsletter, occasional press releases and op-eds, an annual appeal and other pieces for donor engagement, outreach for two annual events (an Annual Conference & Meeting in the fall and a Spring Awards Breakfast), MPHA's annual report, and content for the MPHA website. The selected consultant will work with the MPHA team and contribute to identifying new and creative ways to enhance visibility and positioning for MPHA. In general, the work requested will require between 5-10 hours per week.

### **Required Commitments, Skills, and Experience at Hire**

- Commitment to racial justice and health equity.
- Experience providing communications support in a not-for-profit setting.
- Demonstrated experience in framing social justice issues for public engagement.
- Excellent writing skills.
- Desire to work collaboratively with colleagues at MPHA to identify messages and stories that are engaging and communicate MPHA's impact.
- Experience working with the press and knowledge of Massachusetts media outlets.

### **Desired Commitments, Skills, and Experience**

- Experience with non-profit fundraising highly desirable.
- Experience with website design, particularly with the use of WordPress.
- Familiarity with Constant Contact software.
- Experience monitoring media coverage and analysis of metrics.
  - Access to clipping service a plus.
- Knowledge of the Massachusetts political landscape and of public health framing (including social determinants of health) a plus.

### **To Apply:**

Please submit a resume and cover letter indicating your interest in the consultant role. The cover letter should include:

- Description of how you meet the *required* commitments, skills, and experience identified above.
- Description of whether and how you meet any of the *desired* commitments, skills, and experience identified above.
- Attachments or links to content that you have developed (e.g., newsletters, op-eds, or an annual report) and a statement confirming that you were the primary author of the content.<sup>1</sup>
- Your hourly rate for consultant work.
- References (at least two) with whom we can speak about your work (phone number and email).

### **Questions and Deadline for Proposals**

Any questions regarding this request for proposals should be directed to MPHA Executive Director, Carlene Pavlos at [cpavlos@mapublichealth.org](mailto:cpavlos@mapublichealth.org). Proposals should be submitted electronically to that same email address with a cc to [vcanas@mapublichealth.org](mailto:vcanas@mapublichealth.org). This RFP will remain open until the position is filled.

Thank you and we look forward to reading your proposal!

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<sup>1</sup> We understand that a great deal of content is developed as part of a team. At the same time, we want to review materials that demonstrate your skill and experience.