

**Request for Proposals**  
**Communications and Media Consultant**  
**Proposals due November 15, 2021, 5pm EST**

**ORGANIZATIONAL SUMMARY**

Design Impact (DI) is a nonprofit social innovation firm that collaborates with community groups, social service agencies, schools, foundations, and other changemakers to apply creative and inclusive approaches to complex social challenges. To date, DI has led hundreds of projects across multiple sectors, including education, community health, employment, housing, and food access. All of DI's work is rooted in our theory of change which outlines that sustainable social change lies at the intersection of creativity, equity, and leadership practices. Our theory of change is highly effective in empowering individuals and teams to develop community-centered innovative, collaborative, and inclusive practices in their work.

**Our Theory of Change**

**Think and solve differently**  
We apply a wide variety of innovation methods that are strategic and human-centered.



**Prioritize the perspective and lived experience of those most impacted by inequity**  
We co-create from an intersectional and racial justice lens.

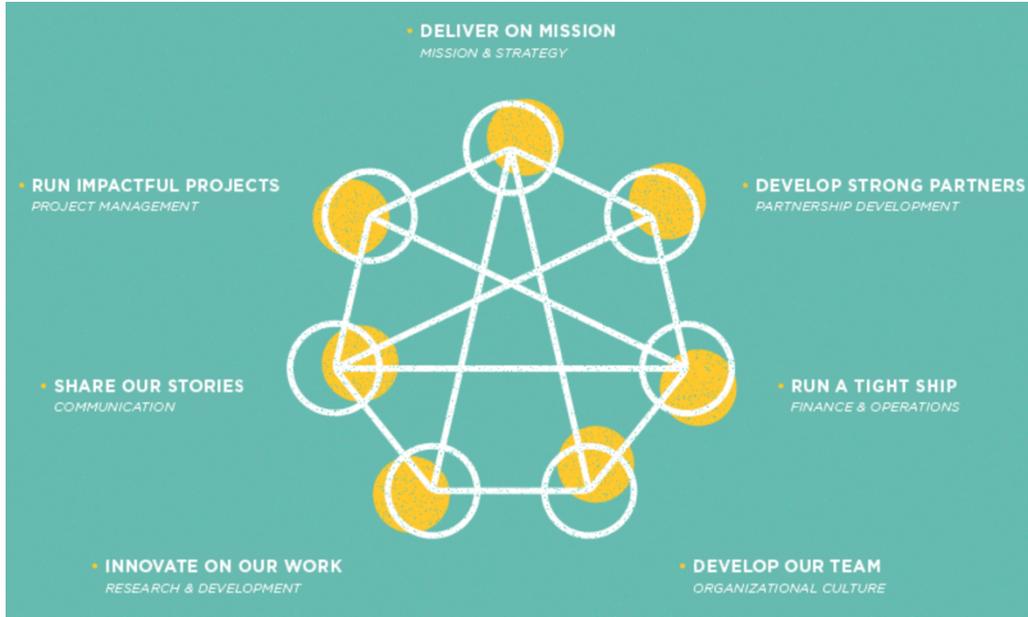
**Build leaders who value creativity and inclusion**  
We develop leaders that embrace a learning mindset, share ownership, and drive connection.

Our theory of change also drives our organizational culture, as reflected in our [cultural statements](#). We believe our ability to affect mindsets, actions, and societal conditions through our community-facing work is directly related to our own self-awareness and ability to foster restorative relationships, address racism and implicit bias, analyze privilege and oppression, and inspire commitment to our collective humanity.

We operate in a shared leadership model called the Squad System. This model of decentralized power allows each squad to determine its own way of working, its own strategy, and adapt to organizational and project needs as they

arise. In DI's squad system, team members hold roles within each squad that change and evolve as the work requires. The organization's strategy and work is run entirely through these seven squads. This shared leadership model is inspired by other decentralized decision-making organizational structures including holacracy and matrix models.

### Our Squad Structure



### Consultant Description

Design Impact seeks a Communications and Media consultant for up to 40 hours per month. The consultant will support the DI team and perform tasks related to external communications, partnership development, sharing our stories, all media relations and website management. They will work in collaboration with our staff and partners.

### Requirements and Objectives

Design Impact is in the midst of an organizational renewal phase in the next year. The communications and media consultant will help the team redevelop and publish our practice domains rooted in our theory of change and human centered design process, articulating our racial equity framework to diverse stakeholders and audiences. The consultant will inform and operationalize our communications strategy and be responsible for content development and periodic updates on our website, social media platforms and other communication platforms and networks.

### Roles and Responsibilities

- Create and implement a communications plan
- Develop, manage, and monitor media and communication strategies
- Promote projects through our platforms, media outlets, blogs, networks and venues
- Lead outreach efforts to existing and potential community partners and institutions
- Maintain branding on all publications; promote brand on all external communications
- Develop and publish content for social media, including Instagram, LinkedIn, Facebook, and Twitter
- Develop and publish content for our website and other organizational communication platforms
- Assist with the development of annual and other organizational reports

### Qualifications

Design Impact is looking for someone to fill this position who is collaborative, resourceful, and who will thrive in a highly adaptive, nontraditional environment. This person demonstrates a learning mindset and is comfortable with self-reflection, learning, teamwork, creativity, challenge and ambiguity. Finally, their work is focused toward equitable systems change, building community power, and developing relationships with people across differences.

**The consultant should possess the following experience and skills:**

- A minimum of 6+ years of communications, media and/or public relations experience
- A bachelor's degree in a related field, or equivalent in relevant work experience
- A deep working knowledge of systemic inequity and/or social change practices
- An understanding and desire to co-create and innovate with community as leadership
- Experience working with nonprofits, philanthropy, and affected BIPOC communities
- Excellent written communication skills; knowledge of any other language is a plus
- A positive attitude with the desire to work with people from various backgrounds
- Strong verbal communication skills, both with large groups and interpersonally
- A demonstrable interest in interdisciplinary and intercultural collaborations
- Ability to work independently; self-motivated with minimal supervision
- Ability to be a part of diverse project and squad teams
- Ability to work through conflict honestly and openly
- Ability to provide and accept clear and direct feedback

**Proposal must include the following materials**

1. Letter of Interest
2. Biography or Agency Profile
3. Two Professional References
4. Rate and Availability
5. Two Samples of Work Product

**Location**

We are currently working remotely but with plans to return to the office using a hybrid model by late 2022. A significant portion of our work is in the Cincinnati region, but much of our work is nationally focused and will remain virtual or will require occasional travel for project staff. We are open to candidates who live outside of Cincinnati.

**Proposal Submission Instructions**

Proposal Deadline: **November 15, 2021 at 5pm Eastern Standard Time**

Submit proposal via email to: [join@d-impact.org](mailto:join@d-impact.org)

Subject line should read: **2021 Comms Proposal + [Your Initials]**

Expected start date: **January 10, 2021**