**Request for Proposal for Communications Consultant**

PennFuture is a statewide environmental advocacy organization with offices in Philadelphia, Pittsburgh, Harrisburg, and Mt. Pocono, though we are active throughout Pennsylvania.

We are leading the transition to a clean energy economy in Pennsylvania, fighting big polluters with legal muscle, enforcing environmental laws, and supporting legislative policy that protects public health. PennFuture is engaging and educating citizens about the realities of climate change, and giving them the tools needed to influence lawmakers on the issues.

**Statement of Purpose**

PennFuture currently has a Director of Media Relations who handles all forms of internal and external communications for PennFuture. This includes, but is not limited to: media outreach, crafting press releases, updating the website and social media accounts, assisting in all communications activities associated with PennFuture's various campaigns, writing Letters to the Editor and Op-Ed and placing them in publications, creating a monthly newsletter, and much more.

Since the Director of Media Relations is based in our Pittsburgh office, PennFuture is currently seeking to contract with a communications professional located in the eastern third of Pennsylvania who can assist with our work there.

While this position will support a broad scope of communications work within PennFuture, the contractor’s top priority will involve water quality issues in Pennsylvania’s portion of the Delaware River watershed, and assisting in PennFuture’s various campaigns in the basin.

**Scope of Work**

PennFuture is seeking to contract up to a 12-month term for this position.

As previously mentioned, the contractor will be expected to assist in a wide array of communications activities within PennFuture, at the direction of the Director of Media Relations. Despite that, the contractor will largely and purposefully focus on water quality and other issues facing the Delaware River watershed.

The work includes, but is not limited to:

• Supporting PennFuture’s water quality campaign activities in eastern Pennsylvania by leveraging communications tools like social media, engaging with traditional and online media, crafting press releases, and writing and placing Letters to the Editor and Op-Eds.

• Supporting PennFuture’s efforts to educate the public about Pennsylvania’s water quality policies through targeted communications activities, with a heavy focus on the Delaware River watershed.

• In general, supporting PennFuture’s Director of Media Relations with other communications activities, as needed.

• Specifically, assisting in communications efforts for PennFuture’s “Our Pocono Waters” campaign in northeast Pennsylvania, which will include a communications and advertising campaign. Prior experience with advertising or public relations campaigns is preferred.

• Conducting media relations work related to the “Our Pocono Waters” campaign, which includes writing and placing communications pieces in local media outlets, as well as providing rapid response news releases and other work, as needed.

• Provide communications support for ongoing PennFuture work in Philadelphia, including the “Keep Philly Green and Water Clean” green stormwater infrastructure campaign, and other work related to water quality in the Delaware River watershed.

• Provide other targeted communications activities at the request of the Director of Media Relations. This includes, but is not limited to, social media work, website updates, blog updates, and other internal communications activities.

**Next Steps**

Any interested parties should apply for this communications consultant position by e-mailing Jared Stonesifer, the Director of Media Relations for PennFuture: [stonesifer@pennfuture.org](mailto:stonesifer@pennfuture.org).

Prospective contractors should send a resume, two writing samples, examples of any advertising or public relations campaign work, and two professional references.