



10/14/2021

**Request for Proposals:
Strategic Marketing Consultant for Common Grain Alliance**

Position: Strategic Marketing Consultant for Common Grain Alliance (CGA)

Location: Remote, within the Mid-Atlantic region

Status: Contractual, approximately 200 hours between December 2021 through May 2022 (at \$40.55/hr)

Reports to: Libby Lyon, FMPP Project Manager, and Onawa Dufresne-Barger, FMPP PI and Director of CGA

About: [Common Grain Alliance](#) is a network of grain farmers and producers who work together to build a robust, sustainable, and equitable grain economy in the Mid-Atlantic. We recently received a Farmers Market Promotion Program (FMPP) grant through the USDA to increase the presence of and demand for regional grains at Mid-Atlantic farmers markets. Through this proposed project, we will: develop marketing and branding tools to expand consumer awareness and buy-in of regional grains (Objective 1); increase revenue for grain farmers and processors through new direct-to-consumer market opportunities, training and technical assistance, and farmer/processor connections (Objective 2); and promote an equitable marketplace for regional grains within the regional food system for consumers, farmers, and processors (Objective 3). **We are seeking proposals for a Strategic Marketing Consultant who will support the planning, writing, and implementation of a Strategic Marketing Plan** that will help us achieve this proposed project.

CGA's Strategic Marketing Consultant will:

1. Guide CGA and our partners through the development of a Strategic Marketing Plan and subsequent branding tools;
2. Write CGA's Strategic Marketing Plan around our FMPP objectives and beyond; and
3. Collaborate with CGA's Equity Consultant and CGA's Director to promote an equity framework throughout all activity.

Responsibilities and Tasks (Draft Scope of Work):

1. Guide CGA and our partners through the development of a Strategic Marketing Plan (SMP) and subsequent branding tools by:
 - a. Providing a list of data needed from CGA and project partners in order to inform the SMP, develop benchmarks, and create metrics tracking and evaluation plans
 - b. Co-leading 3-4 meetings with CGA and project partners, during which we will discuss:
 - i. Cohesive messaging and consumer signals to build awareness of grains as a regional staple food
 - ii. The promotion of our upcoming Grain Stand Pilot Program
 - iii. How to best leverage social media and email marketing channels for the purposes of this grant project and beyond
 - iv. The creation of a standardized “certification” logo that indicates to consumers that grain products contain regionally grown grain
2. Write CGA's Strategic Marketing Plan around our FMPP objectives, following the meetings and work outlined above, including (at least) the following sections:
 - a. Data Summary: our current status and reach at the time of SMP publication and our high level goals for what we can achieve with the SMP
 - b. Marketing Plan: detailed steps for how we will achieve our marketing goals around consumer awareness of grains, including the marketing tools and channels currently utilized and opportunities for the incorporation of further tools
 - c. Branding Development Plan: related to the Marketing Plan, with details regarding the branding and marketing assets to be developed by a graphic designer and how those assets will be used
 - d. Equity: strategies for intentionally reaching audiences across income level and race to support and increase awareness of our equitable grain access programming
 - e. Evaluation: the metrics, benchmarks, and tools we will use to evaluate our progress, success, and work to be done
 - f. Dissemination: steps we will take to disseminate our marketing plan and branding tools with appropriate partners
3. Collaborate with CGA's Equity Consultant and CGA's Director to promote an equity framework throughout all activity, including:
 - a. Incorporating an Equity section into the SMP (discussed above)
 - b. Advising CGA and partners on feedback strategies in order to understand what types of grains are of interest to, and what are appropriate price points for, LI/LA shoppers and how to support BIPOC farmers and producers in entering the regional grain market

Desired Experience, Knowledge, Education, and Skills:

- College degree (or experience equivalent)
- Experience writing detailed, metrics-driven marketing plans (plans written for non-profits, a plus)
- Able to authentically center equity in marketing and communications efforts
- Experience with and knowledge of food systems, sustainable food systems reform, regional food systems, and farmers markets
- Adaptable, able to take initiative as well as to collaborate well with others to achieve goals
- Strong writing, verbal communication, interpersonal, and strategic skills

Common Grain Alliance is an equal opportunity employer and does not discriminate on the basis of race, ethnicity, age, religion, gender, marital status, sexual orientation, disability, veteran status, political orientation, or any other characteristic protected by federal, state, or local law. We strongly encourage applications from members of the BIPOC community, LGBTQ+ people, people from working class backgrounds, and women. **Interested candidates are encouraged to apply even if they don't possess all of the above qualifications. If you feel drawn to our efforts and think you would be a good fit with our organization, we would love to hear from you!**

To Apply:

Please send an email to libby@commonrainalliance.org with the subject line "Strategic Marketing Consultant" that contains the following attachments:

1. Your resume
2. A cover letter that summarizes 1) your ability to accomplish the responsibilities specifically outlined in this RFP, and 2) the approach you would take to do so
3. Two references (names and email addresses)

We will be collecting proposals through Friday, November 5th at 11:59PM EST. Interviews for selected candidates will take place November 9th-17th.