



**Request for Proposals
1,000 Days Initiative**

Posted Date:	September 1, 2023
Title:	Communications Consultant
Anticipated Period of Performance:	September through December 31
Proposals Due:	September 12, 2023

I. INTRODUCTION & BACKGROUND

The first 1,000 days are a time of tremendous potential and enormous vulnerability. How well or how poorly mothers and children are nourished and cared for during this time has a profound impact on a child's ability to grow, learn and thrive.

An Initiative of FHI Solutions, we are leading the work in the U.S. and around the world to ensure women and children have the healthiest first 1,000 days. Our mission is to make the well-being of women and children in the first 1,000 days a policy and funding priority.

We are passionate about turning evidence into action and we use our deep understanding of the science and the issues to help shape policies that improve the lives of moms and babies in the U.S. and throughout the world. In Washington D.C. and in global capitals the world over, we make the case to policymakers, leaders and those who influence them that brighter futures begin with ensuring mothers and children everywhere have a thriving first 1,000 days. We create a sense of urgency for policymakers to act during a child's first 1,000 days because we know that failure to do so can have lasting, irreversible consequences for children, their families and society.

II. SCOPE OF WORK AND TASK DESCRIPTION

The consultant will assist the Associate Director of Communications in the following activities:

1. Social Media and Website

- Develop content for and manage the 1,000 Days' Twitter, Facebook, and LinkedIn channels under the oversight of the Initiative Director. With an average of at least one post on Twitter and Facebook daily but depending on activity, some weeks may be more, some less. LinkedIn engagement is less frequent with an average of 4 posts a month.
 - This includes drafting copy and designing graphics in Canva or another design software.
- Coordinate and support 1,000 Days' Initiative Director to manage updates to the 1,000 Days website and the CEO Nutrition Council website that is managed by 1,000 Days.

2. Collateral design and digital campaigns

- Working with 1,000 Days' Initiative Director, manage design needs for existing projects and work creatively on new and upcoming campaigns.
- Work with 1,000 Days' Initiative Director, 1,000 Days staff, and key partners to develop and execute digital campaigns in support of key objectives.
- Develop key communications collateral or oversee the execution of collateral from external firms.

3. **Communications and Marketing counsel**

- Join meetings with advocacy and program colleagues related to key projects and provide counsel on how to maximize the project through potential communications and marketing strategies.
- Attend communications coalition meetings on behalf of 1,000 Days.

Education:

- Bachelor's Degree in Communications, Public Relations, Journalism or related field.

Qualifications:

- Minimum of 5 years' experience in communications and marketing for Public Health, Global Health, Nutrition, International Development or other related fields.
- Proven success with social media and scheduling software.
- Excellent customer service skills and ability to work fluidly across teams and assignments.
- A strong knowledge of global nutrition programs, ranging from malnutrition interventions to climate change adaptation, is preferred.

III. Anticipated Timeline

The consultant will report to the Initiative Director at 1,000 Days. This is a part time opportunity that is anticipated to last from September to December 31, 2023.

IV. ANTICIPATED CONTRACTUAL MECHANISM

FHI Solutions anticipates issuing a Daily/Hourly Rate/not-to-exceed contract to the offeror(s) whose proposal is most advantageous. The agreement will be issued to the responsive offer that is selected as the highest scorer on a best value basis. Payments will be based on actual hours worked on approved activities. Certified invoices will be submitted on a routine basis and payments will be contingent on timely submission and approval of deliverables. The total budget for the consultant agreement will take into account an estimated 15 hours of effort a week at the negotiated hourly rate.

V. PROPOSAL INSTRUCTIONS AND DEADLINES

Responses to this RFP should be submitted by email to the attention of Lina Constien, Project Manager, LConstien@fhi360.org and cc: Allyson Garner-Spencer, agarner@fhisolutions.org, no later than **September 12, 2023 at 5 p.m. ET**. Proposals received after this date and time may not be accepted for consideration. FHI Solutions will acknowledge receipt of your proposal by email. Proposals must be submitted in electronic format.

Any questions or requests for clarification need to be submitted in writing to the same email addresses noted above by **September 12, 2023 at 5 p.m. ET**. Answers will be shared with all parties that have expressed interest. No telephone inquiries will be answered.

All email correspondence should reference “Communications Consultant” in the subject line.

VI. SUBMISSION REQUIREMENTS

To be considered, bidders must provide via email:

1. An updated CV (maximum 3 pages)
2. An expression of interest letter or cover letter
3. A proposed **hourly** rate, along with a completed and signed Biodata Form*

4. At least two references from clients for which you have performed similar work and/or examples of that work.
5. Email address where confirmation of submission can be sent.

VII. SCORING CRITERIA

Proposals will be scored on a best value basis by an evaluation committee as follows:

- A. CV, expression of interest letter and proposal: 60 points
- B. Proposed hourly rate: 40 points

VIII. MISCELLANEOUS

WITHDRAWAL OF PROPOSALS

Proposals may be withdrawn by written notice or email received at any time before award.

FALSE STATEMENTS IN OFFER

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

Proposals become property of FHI SOLUTIONS LLC.

DISCLAIMERS AND FHI SOLUTIONS LLC PROTECTION CLAUSES

- FHI Solutions may cancel the solicitation and not make an award
- FHI Solutions may reject any or all responses received
- Issuance of a solicitation does not constitute an award commitment by FHI Solutions
- FHI Solutions reserves the right to disqualify any offer based on offeror failure to follow solicitation instructions
- FHI Solutions will not compensate offers for response to solicitation
- FHI Solutions reserves the right to issue an award based on initial evaluation of offers without further discussion
- FHI Solutions may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities
- FHI Solutions may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original RFP
- FHI Solutions has the right to rescind an RFP, or rescind an award prior to the signing of a subcontract due to any unforeseen changes in the direction of FHI Solutions' client, be it funding or programmatic
- FHI Solutions reserves the right to waive minor proposal deficiencies to promote competition
- FHI Solutions may contact offerors to confirm contact person, address and that bid was submitted for this solicitation