

**MARKETING AND RESEARCH CONSULTANT  
REQUEST FOR QUALIFICATIONS****September 2020****Summary of Request**

The Carrot Project is looking for a consultant to provide qualifications showing expertise to promote our upcoming virtual events series and fundraising campaign, and conduct program research.

The campaign, **Ready for Resilience**, is intended to showcase The Carrot Project's vision and impact by sharing the work we do with farmers and food producers. The goal is to maintain engagement with our current supporter base and cultivate new supporters to support our annual fundraising campaign. Research will support The Carrot Project's strategic and development goals.

*The Carrot Project's vision is to significantly increase the number of successful small farm and ag businesses resulting in a meaningful increase in the local production of food in New England and the Hudson Valley. We help to launch small farm and ag businesses and support their growth towards profitability, a crucial factor to business viability.*

**Scope of Services****Execute marketing strategy (approximately 70%)**

- Project manage and implement communications plan for each event, including coordinating a daily and weekly timeline. Manage day-to-day posting and post management across social media and marketing platforms
- Edit marketing collateral and communication materials
- Engage partner organizations to market events through their networks and distribution lists to encourage attendance and participation in events
- Support virtual event facilitation/management, as needed
- Evaluate marketing strategy and effectivity at the conclusion of the campaign

**Research (approximately 30%)**

- Web research to support strategic planning
- Compile trend analysis of outcomes from client training and business assistance services
- Review project management capabilities of virtual office software and applications

## Qualifications

We are looking for a consultant with experience leveraging online marketing platforms with positive results, including email marketing, LinkedIn, Facebook, Twitter and Youtube. We are also looking for someone with experience conducting web-based research and organizing data for effective presentation and analysis in Excel. We value excellent collaboration and communication skills, including writing personably and effectively for social media. Experience with video production and remote event coordination would be very valuable.

## Deliverables, Timeline and Budget

- Up to 120 hours
- September 15 – November 15, 2020
- Up to \$5,000
- The consultant will work with the development and communications coordinator.

## SELECTION PROCESS

1. Respond to RFQ with interest and qualifications
2. Phone or video conference interview
3. Request for additional materials, if needed
4. Selection is made

## INSTRUCTIONS FOR SUBMITTING QUALIFICATIONS

Qualifications will be accepted immediately and we are looking to hire before September 15, 2020, for immediate start. Please submit qualifications to Jenny Goldleaf, Development and Communications Coordinator ([ggoldleaf@thecarrotproject.org](mailto:ggoldleaf@thecarrotproject.org)), including description or links to relevant projects, references, and a resume.

*TSNE MissionWorks is the fiscal sponsor of The Carrot Project and both TSNE MissionWorks and The Carrot Project envision a society grounded in the principles of social and economic justice. As such, we strive to achieve excellence through a diverse and inclusive workplace that honors the unique talents and lived experiences of each person. Our vision and values are reflected in all of our employment and business related decisions, including hiring practices and the selection of Consultants. Accordingly, TSNE MissionWorks and The Carrot Project actively seek people who bring diverse backgrounds and perspectives to join us in our work.*