

## ABNN Communications Lead RFP

The Alberta Nonprofit Network (ABNN) is looking for an energetic and collaborative communications professional passionate about the value and success of the Alberta nonprofit sector. The Communications Lead will provide communications support to promote activities and share our work across the nonprofit sector.

The ABNN Communications Lead will highlight the efforts of ABNN to strengthen the network and the sector. The Communications Lead must model respect, trust and a network mindset. The candidate must be a strong writer, editor and marketer, and must be comfortable with different communication mediums. The candidate must have good listening skills, be collaborative and have the ability to adapt and be flexible depending on the needs of the network.

As ABNN is a provincial network and primarily works online, the Communications Lead can be located anywhere in the province. This contract is for August 29, 2022 – June 30, 2023, with the possibility of extension. The contract is \$35,000, estimating 35-40 hours per month.

### ABNN Purpose

Alberta Nonprofit Network (ABNN) seeks to advance the cohesive, proactive and resilient nonprofit sector in Alberta.

ABNN sees an opportunity to:

- Engage with the sector in defining and responding to systemic issues that impact the nonprofit sector in Alberta
- Enable opportunities for collective action in response to strategic issues
- Leverage learning and resources ABNN aspires to enhance the vibrancy and resiliency of our society, contributing to the quality of life and well-being of all Albertans.

### Contract Deliverables

ABNN's development is led by a core group of Network Stewards, representing eight capacity building organizations from the nonprofit sector. ABNN is supported by other consultants including an Events Lead.

ABNN Communications Lead is responsible for sharing and promoting the work of ABNN to further ABNN's vision, mandate, and strategy. They are responsible for delivering ABNN communications, as well as providing strategic communications direction and advice as ABNN seeks to engage Alberta's nonprofit sector and other sector stakeholders.

Key Accountabilities include:

- Work closely with ABNN Network Stewards and the Events Lead to support current work and emerging priorities including recommendations from the 2022 ABNN Engagement Strategy
- Review the 2022 Communications Audit and implement solutions

- Develop a communications strategy and tactical plan for 2022-2023
- Develop, write, and send the ABNN monthly enewsletter
- Maintain and update ABNN Key Messages and Style Guide, ensuring consistency with ABNN's guiding principles, vision, and priorities
- Manage social media, creating, distributing and responding to posts 1-2 times a week
- Update ABNN materials, including website (WordPress), brochures, PowerPoints, etc.
- Provide communications support for ABNN events and surveys
- Support and at times lead other communications activities, such as letter writing, report editing, proposals, media outreach, promotional campaigns, etc.
- Lead communications planning and strategic direction for significant activities/events/outreach
- Foster ABNN's brand, reputation, and network culture
- Identify opportunities to grow awareness of ABNN within the sector and beyond
- Participate in ABNN meetings as required
- Attend ABNN events as required, travel may be required for annual gathering

### Required Competencies

- Excellent Writer and Editor
- Adaptable and Flexible
- Collaborative and Relationship-focused
- Attention to detail
- Self-Starter and Accountable
- Nonprofit sector experience
- Working familiarity with WordPress
- Understanding of nonprofit sector issues is an asset

### Request for Proposal

We estimate the work to be approximately 35-40 hours/month and request that the consultant itemize the time required for each task listed above. Please respond to the RFP with a brief project plan outlining responsibilities and eleven-month timeline.

### RFP Deadline

Please send your response to Cindy Walter at: [theabnn@gmail.com](mailto:theabnn@gmail.com) with the subject line: ABNN Communications Lead. Your response will be reviewed by the ABNN Network Stewards.

**Deadline to Submit:** August 3, 2022.

## ABNN Guiding Principles

***Inclusive engagement:*** Actively engaging individuals and organizations to support their capacity to contribute to and benefit from ABNN. These individuals and organizations are intentionally engaged to represent diverse perspectives, experiences, and voices within the nonprofit/voluntary sector.

***Continuous communication:*** Commitment to building and maintaining open, honest lines of communication within the Network Stewards and across ABNN.

***Transparency:*** Engaging in frank, open conversation with Network Stewards, across ABNN, and with external stakeholders.

***Integrity:*** Thinking and acting in a way that honestly reflects full understanding of what needs to be done to move ABNN's purpose forward.

***Relevancy and authenticity:*** Seeking to respond to issues which are relevant to the sector through authentic engagement and open communication.

***Encouraging reciprocity, solidarity and shared interests:*** When opportunities for collective action have been identified and agreed on by the Network Stewards through the Strategic Issue Identification Process (see Decision Tree and Strategic Issue Action Form), privileging and advancing ABNN's purpose over individual interests.

***Adaptive learning:*** Supporting and enhancing ABNN's capacity to understand and respond to the most significant changes in ABNN's context.