

Michigan Environmental Justice Coalition Request for Proposals: Communications Consultant

Organization Background

The Michigan Environmental Justice Coalition (MEJC) is a statewide coalition working to achieve a clean, health and safe environment for Michigan's most vulnerable residents. MEJC works to achieve this goal in alignment with the EJ Principles through increasing knowledge, enhancing networks and taking action for systemic change. We are a membership-led organization, with over 40 individual and organizational members from diverse skillsets, backgrounds and identity. MEJC convened in 2011 to grow the environmental justice movement in Michigan. Every two years MEJC hosts the EJ Statewide Summit to bring together local EJ groups, leaders of color, and tribal members to strategize and amplify their fights. In 2020 we hosted the 4th EJ Summit, led 3 major campaigns in energy democracy, toxics, and cumulative impact, deployed 3 community action research projects, and engaged in the Get Out the Vote efforts in Michigan reaching over 65,000 EJ voters. By 2023 we hope to define climate justice in Michigan for an ambitious climate agenda. MEJC is a sponsored project of the Allied Media Projects (AMP).

Project Overview

Michigan Environmental Justice Coalition (MEJC) is seeking a contractual (1099), temporary position to support in the organization's communications work. The Communications Consultant will implement a strategic communications plan in partnership with MEJC staff. This consultant will drive communication with donors, coordinate email and text outreach campaigns, organize press events, manage social media content and calendars, create and produce video content, and work on the design and branding of publications and manage regular maintenance of MEJC websites.

This consulting role is expected to take approximately 40 hours/week, at a rate of \$25 - \$31 per hour.

Scope of Work

The Communications Consultant will be a contractor with a scope of work that includes the following:

- Deliver strategic, actionable communications guidance that advances the organization's goals and amplifies our work, ensuring our external image is aligned with our internal values
- Ensure that all MEJC communication is consistent and aligned with MEJC values, mission and vision for equitable and justice focused climate solutions

- Anticipate, advise, and lead MEJC climate crisis communications
- Expand the organization's social media platforms and digital communications, partnering closely with organizing and policy staff to keep external comms fresh
- Help build the capacity and confidence of staff to engage and participate in communications by identifying and creating training opportunities
- Cultivate and maintain relationships with media contacts including key staff and reporters, editorial boards, producers, and other stakeholders and influencers
- Ensure the organization is equipped to respond to the media landscape for opportunities and challenges based on national legislation, breaking news, and other trends
- Grow MEJC capacity to create original creative content for our social media channels, email marketing, and websites
- Ensure staff are equipped with training and support to engage in external communications including testifying at public hearings, speaking at press conferences, hosting town halls, lobbying, and engaging with the media
- Identify opportunities to amplify the voices and experiences of the directly impacted people with whom we work and provide training and support as needed and desired
- Track, support and elevate public-facing work by MEJC staff, including testimony, press conferences, media appearances, events, and panel discussions
- Assist the Operations Director in developing an effective internal communications strategy that is aligned with MEJC values, mission, and vision
- Manage third party media contracts

Timeline

This is a temporary, contractual position with an estimated start date of September 13, 2021. The Communications Project is expected to take 3-4 months, with potential for the contractual position to become a full-time employee position in the future. The application deadline is August 27, 2021 at 5:00pm.

Ideal Candidate

The ideal candidate has the following qualifications:

- At least 3 years of work experience in communications, including at least 3 years of advocacy and/or campaign experience
- Experience directly implementing a communications campaign
- Arabic or Spanish desired, but not required

The ideal candidate can demonstrate the following:

- Experience and commitment to working on racial and social justice issues

- Experience working in and with racially, ethnically and socioeconomically marginalized communities
- Experience working with policy coalitions and/or community-based partners
- Familiarity with the environmental justice, climate justice and Michigan landscape
- Ability to effectively and respectfully communicate, collaborate and connect with people with various backgrounds, identities and experiences
- Strong writing and research skills
- Strong interpersonal skills and ability to manage relationships with colleagues as well as external partners and stakeholders
- Ability to adapt communication of organization's vision in response to current events and a changing political climate
- Ability to consider multiple perspectives, think critically, provide an analysis of communication strategies and related risks
- Ability to problem solve and implement solutions to complex communication issues
- Persuasive and effective communication
- Commitment to raising one's cultural consciousness and challenging oppressive practices on an interpersonal and institutional level

How to Apply

To apply, please submit the following items by August 27, 2021 at 5:00PM to ahmina@michiganenj.org.

1. Resume with at least two professional references.
2. Cover Letter detailing:
 - How you would approach the scope of work
 - Relevant experiences that demonstrate how you meet the desired qualifications
3. Estimated cost and timeline of services.

In the subject of the email please indicate "Communications Consultant".