



Request for Proposals - Communications Support (Firm or Consultant)

Background

For almost 20 years, FishWise has worked closely with companies to advance sustainability in the seafood sector. Through our business partnerships and extensive networks, FishWise offers pragmatic approaches and credible guidance for companies to tackle some of the toughest challenges in sustainable seafood, from addressing environmental issues in fisheries and aquaculture production to improving traceability and mitigating risks of human rights abuses in global supply chains. FishWise is unique in that it functions as a non-profit sustainable seafood consultancy, with a mission equally focused on people and oceans. Our teams embrace a holistic approach to sustainability, with dedicated expertise in human and labor rights, supply chain traceability, and counter-illegal, unreported, and unregulated fishing.

Purpose

FishWise is looking for support from an individual or firm to drive communication activities that spotlight the organization's mission and impact to grow our public profile. This role will support and validate a communication strategy that includes messaging, social media campaigns, and storytelling opportunities across a range of audiences. We are seeking strong skills as a writer, editor, and media relations manager, with expertise in developing and executing communication strategies that deliver results. This individual or firm will work closely with the Executive Director and Advancement Director, as well as across the organization.

Submission Process

FishWise invites qualified candidates to submit proposals by the following deadlines:

Date of Issuance:	March 14, 2025
Questions Due:	March 28, 2025
Answers Posted:	April 2, 2025
Proposal Submission Deadline:	April 9, 2025

Interested candidates should submit their responses by email (jobs@fishwise.org) by the date listed above. Selected candidates will be invited to a one-hour in-person or remote interview.

Period of Performance

May 1, 2025 (estimated) - December 31, 2025

Location of Work

Remote with the ability to attend meetings during business hours (approximately 8 a.m. to 5 p.m. Eastern and Pacific Standard Time).

Contract Mechanism & Terms of Payment

FishWise anticipates awarding a fixed-price, deliverables-based subcontract.

Scope of Work & Deliverables

- Develop, implement, and track the impact of a proactive communication strategy to support long-term and project-based organization initiatives, partnerships, and fund development
- Bring knowledge of the media landscape as it relates to the organizational mission including branding, promotion, etc.
- Design, develop, edit, and produce content to engage and build relationships with audiences across various channels, including publications, newsletters, blogs, and social media.
- Oversee the ongoing development and maintenance of the FishWise website.
- Serve as a resource to staff regarding communication best practices, consistent branding, and cohesive narratives.
- Coordinate the production and distribution of professional print and online materials to tell the FishWise story and advance our mission.
- Guide projects with graphic designers and other communication-related consultants, skills in design are a plus.

Suggested Deliverables	Estimated LOE	Timeline
1. Onboarding. Review and analyze FishWise's current communications platforms and efforts and create a communications strategy. Identify one or two special project(s) to work on to improve FishWise's overall communication efforts.	5 days (40h)	May - June
2. Carry out the strategy, which includes managing FishWise's social media platforms and website and coordinating outreach efforts (including but not limited to newsletter, blog, and other publications).	~4 days/month (~256h)	May - December
3. Lead and complete the special project(s) identified in deliverable 1.	~8 days (~64h)	September - November
4. Ongoing communication with FishWise's point of contact and attending meetings as needed.	0.5 day/month (32h)	Throughout the project period
Total	~392h	

Qualifications

- Demonstrated ability to deliver targeted content that generates measurable ROI.
- Knowledge of the seafood industry and/or sustainable seafood landscape.
- Expert computer and web application proficiency, including macOS, G-Suite, Microsoft Office, WordPress, and web/social publishing applications.
- Proficiency in technology like Canva, Adobe CS applications (Acrobat, Photoshop, InDesign, Illustrator), and basic graphic design skills.
- The ability to work in a collaborative manner and monitor competing demands is important.
- Outstanding interpersonal skills; must have credibility, good judgment, honesty, and integrity.
- Experience with seafood public relations and/or advocacy is a plus.
- Knowledge of storyboarding and utilizing video for marketing and outreach is a plus.

Submission Requirements

Candidates wishing to respond to this RFP must submit the following documents:

- Proposal - Describe your/your firm's strengths and previous experience. No more than two pages.
- CV of key personnel(s) - no more than one page per person
- Cost - provide your/your firm's rate for the work that is proposed

Note

- FishWise will not compensate individuals, organizations or firms for preparation of their response to this Solicitation.
- Issuing this Solicitation is not a guarantee that FishWise will make an award.
- FishWise reserves the right to issue a contract based on the initial evaluation of offers without discussion.
- FishWise may request from short-listed candidates a second or third round of either oral presentation or written response to a more specific and detailed scope of work based on the general scope of work in the original Solicitation.
- FishWise has the right to rescind the solicitation, or rescind an award prior to the signing of a contract due to any unforeseen changes, be it funding or programmatic.
- FishWise reserves the right to waive any deviations by candidates from the requirements of this solicitation that in FishWise's opinion are considered not to be material defects requiring rejection or disqualification; or where such a waiver will promote increased competition.
- Any products or data produced by this belong to FishWise, which makes them in the public domain. Any distribution of products or data must first have written authorization from FishWise or its designated representative.
- Once selected, bidders must file the appropriate W-9 form.