

Request for Proposals - Communications Support Questions and Answers

Budget Guidance

Q: Is there a set budget range for this contract? If not, is there any budget guidance or pricing structure FishWise prefers applicants to consider?

A: Budgetary considerations will be discussed directly with candidates, based on the scope and specifics of the proposed work. We request applicants to provide their hourly rate.

Expected Level of Effort (LOE)

Q: The deliverables outlined in the RFP do not specify the expected time commitment per month for managing communications, media outreach, and special projects.

A: For managing our communications platforms and media outreach, we expect one day per week (8h). Currently, we are on LinkedIn and Instagram and post about 3 times a week. The special project(s) has its own estimated level of effort of 8 days (64h).

Q: Could you provide an estimate of the anticipated level of effort (e.g., approximate hours per week or month) to help scope the work accordingly?

A: We set the expected level of effort per deliverable. However, on average, we expect about 45-50 hours of engagement each month.

Scope of Work

Q: The RFP mentions that one or two special projects will be selected as part of the onboarding process. Are there any priority projects already identified, or will this be determined collaboratively after the contract is awarded?

A: The special project(s) will be determined collaboratively after the contract is awarded based on the contractor's skillsets.

Q: Does the scope include both strategy development and execution, or is FishWise providing an existing strategy to implement? (Do you envision more proactive media relations or a mix of reactive and strategic storytelling?)

A: We have a high-level strategy for our communication effort. We plan to review and update the strategy with the consultant, but the primary focus is implementation.

Q: How does FishWise measure success for this communication effort (e.g., engagement metrics, policy influence, partner feedback)?

A: We use a range of methods to track and measure the efficacy of our communications, focusing on metrics that are relevant to our specific objectives. We plan to set a short-term KPI with the contractor.

Q: For the final Proposal, are you open to receiving proactive ideas and recommendations in addition to our qualifications?

A: Yes!

Q: What are your current communication goals?

A: Our communication goals are focused on supporting our mission and strategic objectives. We plan to discuss the specifics with the consultant directly.

Who are the organization's top priority audiences, and are any audience segmentation materials already available?

A: We work with the seafood industry, government agencies, and like-minded NGOs. We have internal segmentation for each sector.

Q: Could you please specify which components of the communications support are most critical at this time? For instance, are you placing the highest emphasis on refining your brand narrative, enhancing public relations outreach, or content marketing initiatives?

A: We are open to working with the contractor to strategize and prioritize our communications approach.

Q: What level of internal collaboration or support can the selected firm expect?

A: We would provide support for some content creation and review. We would assign a point of contact for coordination and regular meetings.

Communication and Others

Q: Does FishWise currently have brand voice guidelines and/or framework?

A: To some extent, yes, however, we would welcome an opportunity to refine the guidelines.

Q: Who are your target audiences, and what channels do they most engage on/in (ie: Instagram targets industry and consumer)

A: Currently, we use Instagram, LinkedIn, Newsletters, and blogs as our primary communication channels.

Q: How is your website and social media currently managed?

A: Currently, we rely on a distributed internal model, with program teams contributing to content creation and dedicated individuals managing our website and social media.

Q: How is public relations currently managed?

A: We would discuss this directly with candidates in the interview.

Q: What is your preferred method of day-to-day communication? (ie: email, phone, Slack/Messenger)

A: FishWise relies on Slack, video-communications (Zoom), and email.

Q: What is your number one communication challenge?

A: We would discuss this directly with candidates in the interview.

Q: Are there any major news announcements, moments or events the FishWise team is focused on between May - December?

A: There are several promotional opportunities, including the relaunch of our RISE platform with updated guidance for the industry (May).

Q: Would there be someone from the FishWise team who would serve as a marketing point person?

A: Yes, however, given FishWise's diverse topics and audiences, we expect the contractor to collaborate closely with each division to ensure content accuracy.

Q: Will the selected partner be responsible for graphic design execution, or will they collaborate with an existing designer?

A: We expect the contractor to create graphics for social media. We typically use outside graphic designers for larger design needs, such as reports.

Q: What are the top three communications goals FishWise hopes to achieve by the end of 2025?

A: We would discuss this directly with candidates in the interview.

Q: Does FishWise currently have an established messaging hierarchy? Or any sort of defined messaging by key audience?

A: FishWise has developed core messages that are tailored to resonate with our target audiences, and we dedicate a lot of effort to ensure our messaging is consistent. However, we are interested in a professional review to improve our messaging hierarchy.

Q: What is a dream headline for FishWise, and where would it run?

A: Fun question! Something about wide-reaching impacts of private sector leadership, that is picked up in seafood industry outlets, broader sustainability-targeted media outlets, and the AP.