



## **Request for Proposal Communications Coordinator**

December 16, 2024

The Michigan Architectural Foundation (MAF), a non-profit organization that believes architecture enriches lives and whose mission is to foster emotional connections between the people of Michigan and the architecture that surrounds them, is seeking an experienced, capable, enthusiastic person with excellent writing skills to manage, provide content and edit the MAF website. And promote the organization on social media. The website can be found at [www.michiganarchitecturalfoundation.org](http://www.michiganarchitecturalfoundation.org).

The MAF website is directed by the Communication Committee. Further information regarding the organization can be found on our website under About the MAF.

Interested Consultants should respond providing the following information:

1. Company / Full name, mailing and email addresses and phone number.
2. Provide a description of your managing and editing experience and why you believe it would meet the needs of MAF.
3. Provide a description of your previous and current education and how it would be applied in performing your services to MAF.
4. Provide a minimum of three references that you feel best mirror the services you would be performing for MAF. Provide contact information and a brief description of services provided.
5. Provide a sample of your writing of an article describing a place or event that you feel passionate about.
6. Provide any other information that you feel would be relevant and important to know about yourself as we seek to fill this position.

Refer to the attached document outlining the Priorities, Responsibilities, Attributes and Compensation for this position.

Responses shall be emailed by January 3, 2025 to:

Kirk Delzer, AIAE  
Communications Committee Co-chair  
[kirkdelzer@gmail.com](mailto:kirkdelzer@gmail.com)

## Request for Proposal Communications Coordinator

### The priorities of this position are:

1. Excellent writing skills
2. Website coordination
3. Newsletter development and management
4. Coordination of social media materials and coordination with the website and events
5. Coordination of MAF Committees for promotion of their needs and website presence.

### Responsibilities

1. Manage the MAF website as a consultant to MAF.
  - a. Serve a MAF webmaster and manage all things related to the site.
  - b. Write articles and add new content to the site.
  - c. Update existing content as directed.
  - d. Trouble shoot site issues and work with technical consultant to resolve.
  - e. Maintain appropriate security.
  - f. Ensure compliance with applicable laws (e.g. copyright and data protection).
2. Write and or edit all MAF Content
  - a. Produce and publish 12 monthly newsletters. Each newsletter will consist of an average of 6-9 articles. Articles will be a mix of new news, event announcements, event reminders, stories regarding events, grant and scholarship awards, and scholarship recipient interviews. Writing articles incorporating the mission of MAF is a critical requirement of this position.
    - i. Edit, proof-read and improve writer's contributions.
    - ii. You will be encouraged to interview up to six key board members to gain insight into the foundation's history and aspirations. The board members will be identified to you.
  - b. Website updates
    - i. Board members
    - ii. Committee members
    - iii. Events
    - iv. Portals from time-to-time as directed by the committee.
  - c. Social Media postings. See #4 below.
  - d. Annual Report
    - i. Produce an annual report to be published in April.
    - ii. Note that production of the 2024 Annual Report (during the 1<sup>st</sup> quarter of 2025) will not be required in this scope.
  - e. Miscellaneous other communications on request
  - f. Interview people, conduct research, and gather information, including photographs to write articles.
    - i. Interview scholarship recipients.
    - ii. Interview significant donors.
    - iii. Interview grant recipients.

- iv. Coordinate accuracy of articles with appropriate committee chairs.
3. MAF Email marketing
    - a. Develop content from monthly multi-feature newsletter and for additional mailings regarding special events and recognitions, etc. For example, golf outing and donor recognition events.
    - b. Assemble newsletter including gathering photos and formatting newsletter content.
    - c. Distribute newsletters and track newsletter key performance indicators (KPI's).
    - d. Publish approximately one E-blast per month.
    - e. Event publicity includes Save-the-Date, event announcement, event reminders and follow-up article.
    - f. Coordinate with AIAMI staff to ensure that MAF events are published in AIAMI communications.
  4. MAF Social Media
    - a. Update and maintain MAF Social Media accounts (Facebook, Instagram, LinkedIn)
    - b. Post approximately 16 articles per quarter per account. Articles with links as appropriate will pertain to architecture and architectural events in Michigan.
    - c. Manage content distribution to on-line channels and social media platforms to increase web traffic.
  5. Meetings and Reporting
    - a. Participate in a monthly planning conference call prior to monthly committee meeting to discuss potential newsletter items and agenda items.
    - b. Participate in monthly conference call with Communication Committee to discuss newsletter, social media, and website content and updates.
    - c. The November monthly committee meeting will include discussing and establishing goals for the upcoming year.
    - d. Provide quarterly report of website and social media metrics to the committee chair.

## Attributes

1. Excellent writing skills and creativity around developing story telling about MAF and the great things MAF does.
2. Have a passion for architecture.
3. Experience as a content writer, site editor and/or site manager.
4. Hands-on experience with WordPress Version 6.7.
5. Basic technical knowledge of MS Office and web publishing.
6. Stay up to date with communication developments and generate new ideas to encourage traffic to MAF website.
7. Knowledge of SEO and web traffic metrics.
8. Familiarity with social media platforms, publishing and management.
9. Attention to detail.
10. Good organizational and time management skills.

## Compensation

1. Services to be provided as a consultant to MAF.
2. The estimated effort for the required services will average 16 to 20 hrs per week on a yearly basis.
3. Consultant fee will be submitted on a monthly basis for the proposed services included in this RFP.
4. Additional reimbursable expenses will require prior approval in writing.
5. It is assumed Consultant will provide office space, equipment and computer programs necessary to fulfill responsibilities, including phones, computers and internet services.