



Request for Proposals – Communications Consultant

Maryland Volunteer Lawyers Service (MVLS) is seeking a part-time Communications Consultant to elevate the MVLS brand and, alongside it, increase the public's awareness and understanding of the role that legal services play in stabilizing communities. MVLS' mission is to remove barriers to justice through free civil legal help, community engagement and advocacy for equitable laws. We've delivered on that mission for more than 40 years by matching clients who can't afford an attorney with a volunteer who can provide pro bono representation to resolve their civil legal case.

MVLS audiences include potential clients (those living near or below the poverty line), volunteers (primarily attorneys), donors, community partners, agency representatives, legislators, and the general population.

Outline of Work

The Consultant will

- Maintain and steward an active media list
- Create and update editorial calendar
- Conduct introductions, outreach and pitches on MVLS' behalf for earned media opportunities
- Develop creative story ideas based on MVLS' activities, staff input, and current events
- Coordinate interviews with media outlet and MVLS staff
- Assist with securing media sponsorships for two annual events
- Think creatively about communication options to highlight the important role of legal services
- Conduct monthly meeting with MVLS staff to identify promotional opportunities for MVLS events, activities, and/or volunteer or client experiences and manage the deliverables identified in the editorial calendar
- Track and report on MVLS media coverage
- Use key messaging (revised and updated in 2021) to assist with special event or promotional media content development, as necessary

Compensation is \$100 per hour with an anticipated 10 hours per month. The term will be for 12 months, with the option for future renewals. Proposals should be emailed to Susan Francis, Executive Director, at sfrancis@mvlslaw.org. Questions can also be sent to this email. The RFP opened on September 15, 2022 and is anticipated to close on October 15, 2022.