



REQUEST FOR PROPOSALS (RFP) Communications Associate Contractor

Issued By: Pennsylvania Policy Center (PPC)

Release Date: July 7, 2026

Proposal Due Date: 5:00 PM July 28, 2026

Expected Commitment: 10–15 hours per week

Reports To: Communications Director

Works Closely With: Deputy Design and Digital Director

Contract Term and Termination: The anticipated contract term is three months.

Subject to organizational needs, funding availability, performance, and mutual agreement, the contract may be extended.

Either party may terminate the contract, with or without cause, upon thirty (30) days written notice to the other party.

In the event of termination, the contractor shall be compensated for approved services rendered and deliverables completed through the effective date of termination.

ABOUT PENNSYLVANIA POLICY CENTER

Pennsylvania Policy Center (PPC) is a statewide public policy research, communications, and advocacy organization dedicated to helping Pennsylvanians understand how policy decisions impact their daily lives and what we can do together to build a Commonwealth where everyone can thrive.

Through research, public education, strategic communications, coalition building, and advocacy, PPC advances policies that expand economic opportunity, strengthen public services, promote tax fairness, and build a more inclusive democracy.

PROJECT OVERVIEW

Pennsylvania Policy Center seeks a Communications Associate Contractor to support the organization's day-to-day communications activities and digital presence.

Working under the direction of the Communications Director and in close collaboration with the Deputy Design and Digital Director, as well as executive leadership staff, the contractor will assist

with content creation, graphic design, website management, social media execution, video editing, email communications, media support, and other communications-related projects.

The ideal candidate is a strong writer, creative communicator, and self-starter who is comfortable working across multiple platforms, balancing multiple priorities, and supporting a fast-paced advocacy and public policy communications operation.

SCOPE OF WORK

The selected contractor will support PPC's communications functions, including:

Website Management and Digital Content

- Update and maintain website content, including pages, blogs, reports, event information, and organizational announcements.
- Assist with website organization, formatting, quality control, and user experience improvements.
- Ensure content is accurate, timely, and aligned with organizational branding and messaging.

Social Media Management

- Draft, schedule, publish, and monitor content across PPC social media platforms.
- Create platform-specific content for Facebook, Instagram, LinkedIn, X, Bluesky, and other platforms as needed.
- Assist with social media coverage of events, campaigns, reports, advocacy activities, and organizational announcements.
- Monitor engagement and assist with audience growth strategies.

Graphic Design and Visual Content

- Design social media graphics, digital advertisements, event materials, presentations, fact sheets, infographics, and other communications materials.
- Maintain visual consistency with organizational branding standards.
- Support development of graphics for reports, issue briefs, advocacy campaigns, public education efforts, and coalition initiatives.

Video Editing and Multimedia

- Edit short-form videos for social media, digital campaigns, public education efforts, webinars, and events.
- Create captioned video content optimized for multiple platforms.
- Support multimedia storytelling and digital engagement efforts.

Written Communications and Digital Advocacy

- Draft and edit Action Network emails, newsletters, action alerts, media advisories, talking points, blog posts, website content, and other written communications.
- Create and maintain Action Network action pages, petitions, event pages, advocacy campaigns, and other supporter engagement opportunities.

- Draft, format, test, and schedule Action Network email communications, including action alerts, newsletters, event invitations, fundraising appeals, rapid-response communications, and advocacy-related emails.
- Assist with drafting and formatting press releases, media statements, and media outreach materials.
- Support message development and content production for advocacy campaigns and organizational priorities.

Communications Operations and Coordination

- Coordinate with the Communications Director and Deputy Design and Digital Director to implement communications priorities and project workflows.
- Maintain communications calendars and content schedules.
- Organize digital assets, graphics, photos, videos, and communications materials.
- Track communications metrics and prepare periodic performance summaries.
- Support rapid-response communications needs and special projects as assigned.

DELIVERABLES

At a minimum, the contractor will:

- Maintain and update PPC websites and digital platforms as assigned.
- Produce and schedule regular social media content.
- Develop graphics and visual communications materials as requested.
- Edit and produce short-form video content.
- Draft and edit written communications materials.
- Support documentation of processes
- Support reporting and tracking
- Maintain production calendar and content workflows.
- Provide weekly summaries of completed communications activities and deliverables.

DESIRED QUALIFICATIONS

Applicants should demonstrate:

- Experience in communications, digital media, public relations, marketing, advocacy communications, journalism, or related fields.
- Strong writing, editing, and proofreading skills.
- Experience managing social media platforms and content calendars.
- Demonstrated proficiency using Canva.
- Graphic design experience using Canva, Adobe Creative Suite, or comparable tools.
- Video editing experience for social and digital platforms.
- Experience updating and maintaining websites, preferably WordPress or similar content management systems.
- Strong organizational and project management skills.
- Ability to work independently and meet deadlines.

Preference will be given to applicants with:

- Experience working in advocacy, nonprofit, labor, community organizing, political, or public policy environments.
- Familiarity with Pennsylvania public policy issues.
- Experience using Action Network, WordPress, Canva, Adobe Creative Suite, CapCut, or similar communications platforms.
- Experience supporting issue advocacy, public education, coalition, or grassroots engagement campaigns.

PROPOSAL REQUIREMENTS

Interested applicants should submit via this [form](#):

1. Resume, CV, or organizational profile.
2. Brief statement of qualifications and relevant experience.
3. Portfolio of communications work (required).

Portfolio submissions should include, at a minimum:

- Two to three writing samples (e.g., press releases, emails, newsletters, blog posts, media advisories, action alerts, social media content, or similar materials).
- Three to five graphic design samples.

Applicants are also encouraged to submit:

- Video or multimedia samples.
- Website examples they have managed or maintained.
- Social media campaigns or content examples.

4. Proposed hourly rate.
5. Estimated weekly availability.
6. Two professional references.

BUDGET

Applicants should propose a fee structure that reflects the scope of work and anticipated level of effort for this engagement.

Proposals may be structured in a variety of ways, including but not limited to:

- Hourly rate
- Monthly retainer
- Fixed monthly fee
- Flat project fee
- Hybrid model (e.g., a monthly retainer with hourly billing for additional work)

Applicants should clearly describe:

- Their proposed fee structure and pricing.
- The anticipated level of effort (e.g., estimated hours per week or month, if applicable).
- Any assumptions regarding meetings, revisions, or other services included in the proposed fee.

PPC is open to considering individual contractors, consultants, or small firms that can provide the required services and demonstrate the capacity to meet organizational needs.

SELECTION CRITERIA

Proposals will be evaluated based on:

- Relevant communications experience.
- Quality of writing samples.
- Quality of graphic design and creative work.
- Website, digital communications, and technical skills.
- Video editing and multimedia experience.
- Familiarity with advocacy, nonprofit, or public policy communications.
- Ability to work independently and collaboratively.
- Overall value and proposed rate.

PPC reserves the right to reject any or all proposals, negotiate scope and budget, and select the proposal that best meets organizational needs.

Equal Opportunity

Pennsylvania Policy Center is committed to fostering an inclusive and equitable contracting process. We encourage proposals from qualified consultants, firms, and organizations of all backgrounds and do not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, disability, veteran status, or any other characteristic protected by applicable law.