

SECOORA Seeks Marketing Services Contractor

The Southeast Coastal Ocean Observing Regional Association (SECOORA), a regional non-profit organization based in Charleston, South Carolina, seeks a professional contractor to provide strategic planning services. SECOORA's mission is to create an organizational framework, governance structure, and regional entity to oversee and manage a sustained, operational regional ocean observing network in the southeastern United States that (1) is user- and stakeholder-driven (2) addresses National, as well as regional, goals, (3) is inclusive and representative of all interested parties, (4) has the flexibility to accommodate future needs and additional participants, and (5) is effective and inclusive in program prioritization and decision-making. SECOORA is one of 11 regional associations working in partnership with the NOAA NOS Integrated Ocean Observing System (IOOS) Program Office, other federal agencies, and interested stakeholders in the public and private sectors to build and operate our Nation's coastal and ocean observing capabilities.

Services Required: The Marketing Services Contractor will work with the Executive Director, SECOORA staff and Board members to develop an overarching marketing plan for SECOORA. The following tasks and deliverables must be provided in the timeline proposed:

Tasks	Deliverables	Schedule (from Contract Initiation)
1. Scoping meetings with SECOORA staff and potentially the Ad hoc fundraising committee (as needed) via phone to discuss contract deliverables and develop a work plan.	Draft Work plan Meetings with SECOORA staff via phone Final Work plan	7 days 14 days 30 days
2. Attend several Board, Executive, Ad hoc Fundraising Committee, and Network for Good Partnership Conference calls.	Clarification on components of the draft documents.	Throughout contract as needed.
3. Produce draft marketing materials and marketing and fundraising plan. Items to include: updating how to market SECOORA; create a peer-to-peer fundraising tutorial for the Board; advise on the 10-year fundraising event; and create an overall marketing and fundraising plan to include schedule for social media touches that is coordinated with SECOORA's Network for Good partnership. Other deliverables to be established in work plan.	Generate draft documents. Compile feedback information to be presented at the Board meeting.	60 days
4. Attend in person the December 8-9, 2016 SECOORA Board session in Charleston, SC. At the meeting the contractor will conduct marketing/fundraising training related to Board and will showcase overall marketing/fundraising progress.	Facilitate and compile outcomes of the meeting. Make edits as need to drafts.	Dec TBD, 2016
5. Develop near final package and circulate to Staff and Board members. Compile edits from all.	Produce near final draft documents	30 days after Board meeting
6. Produce the final marketing and fundraising plan and documents package.	Final documents	60 days after

		Board meeting
7. Attend a Board conference call to present the final documents.	Present final documents	30 days

Required Expertise and Skills: The successful contractor must:

- Be able to work within the framework of a diverse, region-wide organization.
- Be able to work effectively with SECOORA’s Executive Director, staff, and Board members to develop marketing materials and a fund raising plan.
- Have successful experience in a marketing, communications or business discipline that permits understanding of marketing and fund raising, and have the ability to work across diverse sectors.
- Demonstrate excellent marketing/fundraising skills and has worked with groups of around 30 people in size to create marketing planning documents.
- Possess excellent speaking, writing, editing, computer, and presentation skills.
- Have a willingness and ability to travel to the SECOORA 2016 December Board meeting to be held in Charleston, SC (Dec. 8-9) where the Board training session will take place. Have willingness to attend conference calls as needed throughout the contract period.

Qualifications: The successful candidate must have:

- At least a Bachelors degree in a relevant discipline (e.g., communications, marketing, fundraising), and/or equivalent professional experience.
- (Preferably) A strong understanding of ocean, coastal, environmental issues, science, and policy.
- Ability to work closely with a small regional staff and Board members.

Compensation: \$10,000. The initial contract will be for 6 months with an option to renew with the concurrence of both parties.

Application Date: Until contractor is identified.

To Apply: Please submit cover letter addressing skills and qualifications, a formal resume (not exceeding two pages), examples of generated documents, a list of experience in the last 5 years, and a list of three professional references (name, title, address, and phone number). Emailed applications must be in PDF file format.

Please send information to:

Megan Lee, SECOORA Business Manager

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All questions should be emailed to, Debra Hernandez, SECOORA Executive Director, at debra@secoora.org.