



Fair Farms Maryland

a campaign for healthy food, land & waterways

Request for Proposals: Corporate Campaigns Consultant

Fair Farms is a movement of Marylanders of all stripes, working together for a new food system — one that is fair to farmers, invests in homegrown, healthy food, and restores our waterways instead of polluting them. We seek a seasoned professional to work on a contract basis as we leverage our movement of 20,000+ Marylanders in support of corporate change.

Campaign Background

Fair Farms Maryland is a multi-year public education and engagement campaign that launched in December 2015. We seek to build the constituencies necessary to rein in the pollution and threats to public health caused by some types of industrial farming while supporting policies and markets that lift up sustainable agriculture.

The campaign is convened and staffed by Waterkeepers Chesapeake and is led by a steering committee consisting of Assateague Coastal Trust, Center for Progressive Reform, Clean Water Action, Environmental Integrity Project, League of Conservation Voters of MD, Md. Clean Agriculture Coalition, and Sierra Club Md.

We have a list of 150+ partners, and growing, that include farms and farming organizations, green businesses, and nonprofit organizations.

Your Background and Experiences

You have a strong background in leveraging consumer and grassroots power to shift corporate behavior. You possess 21st century writing skills proven to galvanize an online audience; experience with attracting powerful earned media; and understanding of the marriage between online advocacy and offline actions and how to move a constituency up a ladder of engagement. Bonus points if you are familiar with issues related to sustainable agriculture.

Our budget allows for a 4-8 month relationship with a contractor who can devote several hours per month to this project, understanding that they will have other clients and projects at the same time.

Key Tasks

You will work closely and have access to a deep well of expertise. This includes our campaign staff, including an Executive Director, Campaign and Communications Manager, Program Assistant, and Legal Fellow, as well as two communications consultants, our steering committee members and interested partners, and interns. You will work with us to refine and execute a campaign with an already-identified corporate target, and to build a campaign around an as-yet-to-be-identified lever for change.

Term:

Starts as soon as the ideal person is identified.

Proposals:

Proposals should include information as to how your background makes you uniquely qualified for this position, an overview of how you would approach the work and 3 references that can speak to your proficiency in this area

Email your proposals to Mitchell Stephenson, Campaign and Communications Manager:
info@fairfarmsnow.org