



## Request for Proposals (RFP)

### Marketing Communications Consultant for the Mt. Lebanon Partnership

**Application Deadline:** March 15, 2026

**Anticipated Contract Term:** April 1, 2026 – March 31, 2027

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#### About the Mt. Lebanon Partnership

The Mt. Lebanon Partnership (MTLP) is a nonprofit community development organization dedicated to supporting the vitality of Uptown Mt. Lebanon through events, placemaking, and business district initiatives. Through strategic promotion, partnerships, and community engagement, MTLP works to position Uptown as a vibrant destination for shopping, dining, and gathering.

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#### Position Overview

MTLP seeks a Marketing Communications Consultant to strengthen and execute a cohesive marketing presence for the organization and Uptown business district.

This consultant will serve as a collaborative marketing partner, helping MTLP clarify messaging, provide high-level strategic guidance, build replicable marketing systems, and execute high-quality print and digital materials. This engagement is focused on strengthening brand consistency, enhancing visibility, and creating usable tools that support long-term sustainability.

The consultant will work closely with the Executive Director and the Marketing Committee of the Board. Brand guidelines, past advertisements, sample social posts, and sample print and digital collateral will be provided.

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#### Scope of Work & Key Deliverables

##### 1. Brand Positioning & Advertising Framework

###### Strategic Brand Support

Provide high-level guidance and recommendations to ensure cohesive brand messaging across MTLP materials. This includes identifying opportunities to strengthen positioning, clarity, and consistency in how MTLP and Uptown are presented.

###### House Advertisement

- Develop one primary advertising concept that positions MTLP as a community leader enhancing the vitality of Uptown sized for:
  - ¼-page, ⅓-page, and ½-page 4-color print magazine ads.
  - Digital design to fit a 300px x 300px ad space.



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## 2. Collateral Templates

### Strategic Collateral Recommendations

Provide recommendations for print and promotional collateral that reinforce brand positioning and support event visibility, with an emphasis on practical, repeatable tools.

### Event Promotion Template System

- Sandwich board template for event promotion.
- Adaptable format suitable for:
  - Rack cards
  - Posters
  - Tabletop promotional materials
- Delivered in Canva for in-house editing.

### Annual Activation Report

- Executive Committee/ Executive Director will provide copy and data.
- Consultant will design and layout a 1–2 page annual activation report.
- Designed for future scalability as the report expands.
- Delivered in Canva and print-ready PDF format.

### Event Ad Template

- Adapt the house ad into a flexible event promotion template in Canva for in-house editing.

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## 3. Social Media Marketing Execution

Provide guidance and execution support to strengthen MTLP's social media presence and ensure consistency with overall brand messaging. Scope Includes:

- 2–4 static posts per week across Facebook and Instagram.
- Quarterly content calendar developed in collaboration with the Marketing Subcommittee.
- Graphics and core content developed/co-developed.

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## Time Commitment

This is a 12-month independent contractor engagement (April 2026–March 2027). Anticipated average workload: **8–10 hours per month**, recognizing seasonal fluctuations around major events.

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## Compensation

Flat annual fee: **\$8,200**

Payment structure: Invoiced quarterly (or monthly by mutual agreement). This is an independent contractor (1099) position. The selected consultant will not be considered an employee of MTLP and will be responsible for their own taxes and insurance.



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## Desired Qualifications

- Comprehensive marketing knowledge.
- Strong print and digital design skills.
- Experience building editable templates/systems in Canva preferred.
- Experience managing social media through Meta Business Suite preferred.
- Experience with WordPress preferred.
- Ability to collaborate with volunteer committees.
- Experience in community development, placemaking, arts, or nonprofit marketing preferred.
- Clear understanding of scope management and project pacing.

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## Proposal Submission Requirements

Interested candidates should submit:

- Resume or qualifications summary.
- Link to portfolio.
- Brief statement (1 page max) describing approach to building sustainable marketing systems for small nonprofit organizations.

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## Evaluation Criteria

Proposals will be evaluated based on:

- Quality and clarity of portfolio work.
- Experience with nonprofit or community-based marketing.
- Ability to deliver within defined scope and budget.
- Demonstrated collaborative approach.

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## How to Apply

Interested candidates should submit a brief statement of interest outlining relevant experience and examples of work. Individual project budgets will be determined based on overall budget.

Applications and questions should be submitted electronically to:

**Cate Irvin**, Executive Director, Mt. Lebanon Partnership

[cate@mtlebopartnership.org](mailto:cate@mtlebopartnership.org)

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