

## **CITY LIFE/VIDA URBANA**

### **REQUEST FOR CONSULTANT FOR COMMUNICATION SPECIALIST**

**Time Commitment:** 10 – 15 hrs/week on average, over 2 years  
**Reports to:** Executive Director

#### **Organizational description:**

City Life/Vida Urbana is a 37 year old bilingual, community based nonprofit committed to building the power of low income and working class people to fight for social, racial and economic justice and gender equality. Our focus is stopping housing displacement and historically, tenant rights organizing. Currently our major campaign, Post Foreclosure Eviction Defense addresses the foreclosure crisis and supports people in staying in their homes.

#### **Current situation:**

We recently received a grant from a national funder to expand the use of our Bank Tenant Association Organizing Model to 4 towns or cities outside Boston-- Northside of Boston (Everett, Medford, Malden, Revere, Chelsea), Lynn, Worcester and Providence. We have already started working with groups or organizations in these local areas that are committed to learning and implementing this model.

#### **Consultant Needs:**

We need a consultant who will work with us over the two year life of this replication project on an as-needed basis. We imagine the time commitment will vary from intense during the start-up phase of the project to less intense periods; approximately 10 – 15 hrs/week on average.

- Design strong visual identity for the project
- Refine the communications strategy and plan aimed at 3 major target audiences--- replicators and potential replicators, media and policy-makers and funders
- Experience working with statewide, or regional or national organizations
- Coordinate implementation of the plan hiring sub-contractors for work on specific products where necessary
- Create project folders and packets of information for the major audiences
- Oversee or create podcast series for online use of replicators and other interested parties
- Oversee creation of audio package to go to local media stations in English and Spanish
- Hire and oversee specialized consultants/sub-contractors and college intern(s)

**Deliverables:**

- Final scope of work
- Visual identity standardized across all communication materials
- Revised communications strategy and plan
- Project folder and packet (project description, site profiles and partner profiles, etc.)
- Press folder and packets
- Promotional DVD and/or video
- Booklet and tool kit for replicating sites
- Webinars
- E-newsletter
- Web-site changes
- Audio package

**Qualifications:**

- Experienced in print and broadcast media creation
- Experience in developing communication strategy and plans for non-profits
- Experience working with nonprofit social change/social justice organizations
- Excellent written and verbal communication skills
- Ability to work as part of a multicultural team
- Sensitive to cultural and language issues and experience in multilingual media production

**TO APPLY:** Send cover letter and resume to [jobs@clvu.org](mailto:jobs@clvu.org).