

REQUEST FOR PROPOSALS

DEVELOPMENT OF A COMMUNICATION PLAN AND DESCRIPTION OF A COMMUNICATION & OUTREACH COORDINATOR POSITION



**Seabrook-Hamptons Estuary Alliance
24 Stickney Terrace Unit 2
Hampton, NH 03842**

RELEASED ON FEBRUARY 20, 2026

Purpose

The Seabrook-Hamptons Estuary Alliance (SHEA) is seeking a qualified individual or consultant to lead the development of a communication plan with strategies to increase SHEA's visibility and engagement with our partners and the communities we serve. To support SHEA's future efforts to implement this plan, the consultant will also create a Communication and Outreach Coordinator job description.

About SHEA

SHEA is a New Hampshire-based nonprofit dedicated to preserving and improving the Hampton-Seabrook Estuary and its watershed while giving voice to its value, essential services, beauty, functionality, and challenges for the ecosystems and communities that depend on it. SHEA works with a broad range of municipal, regional, educational, state, and federal partners to carry out its mission: to preserve, restore, and champion the Hampton-Seabrook Estuary and its watershed's health and social function to support a thriving and diverse habitat, enhance water quality, mitigate flood risks, and offer sustainable recreation and commercial opportunities. Projects include research, restoration, planning, workshops, public outreach, and educational programs. Learn more at <https://shea4nh.org>

Communication Needs

SHEA seeks to expand its capacity and develop a comprehensive communication strategy to increase our ability to effectively share our mission and vision for the estuary; announce and promote upcoming programs; provide updates on specific projects and the advancement of the Estuary Management Plan; and by doing so, increase our reach and connectivity with key audiences, including partners, funders, donors/contributors, and local communities.

We have been fortunate to experience significant growth in recent years, enabling the organization to hire staff to support grant-funded projects that advance scientific research, provide technical assistance for municipal decision-makers, and expand public outreach and education. While this growth has been exciting, the Board's recent strategic planning efforts identified communication as an area needing improvement. Strengthening communication will help SHEA showcase its work more effectively and build stronger support among the community and key stakeholders.

To answer that need, SHEA is eager to develop a communications strategy that:

- Increases brand awareness and visibility of SHEA, its mission, and its accomplishments for the purpose of attracting donors, volunteers, and prospective new Board of Director members.
- Increases public and stakeholder awareness and support of SHEA's work and partners' work related to supporting and improving the health of the estuary by sharing timely, relevant, and easy-to-understand updates/stories that highlight collaboration, progress, and outcomes.

Scope of Work

The scope of this project should include, but is not limited to, the following activities:

1. **Discovery & Kickoff:** Meet with the SHEA advisory team to understand the organization, its priorities, and target audiences.
2. **Assessment:** Review current communication methods and channels (i.e., website, newsletter, social media, and annual reports) and provide a summary of strengths, gaps, and opportunities, as well as recommendations for improvement. Present findings to the SHEA advisory team and/or Board.
3. **Audience & Channel Analysis:** Work with the SHEA advisory team to assess its target audiences and recommend the most effective communication channels to maximize reach and engagement for each segment.
4. **Goal Setting:** Work with the advisory team to develop SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals for each audience and/or communication type.
5. **Strategy:** Create a communication plan that includes messaging and templates for each audience, recommended media options, an implementation schedule, and other appropriate best practices.
6. **Evaluation Criteria:** Establish metrics to track success and guide ongoing adjustments and improvements.
7. **Execution:** Create and support implementation of 1-3 communication strategies that may include, but are not limited to:
 - Content Creation: Generate a consistent graphic approach and compelling content for materials to convey key messages and engage the public and/or SHEA's partners.
 - Coordinate Events and Campaigns: Strategies to promote public events, workshops, webinars, and/or campaigns to raise awareness, educate the community, and drive participation in SHEA initiatives.
8. **Communication Coordinator Job Description:** Based on the communication plan and input from the SHEA advisory team and/or Board, create a job description for a part-time position to support content development and the implementation of this strategy.

Project Timetable

Proposals must be submitted by 4:00 PM EDT on March 13.

The anticipated project start date is April 1, 2026, with all work to be completed by September 30, 2026

A tentative RFP timeline and project schedule, including important dates, is provided below. Respondents shall include reasonable timelines for the tasks and deliverables as part of their proposal and are invited to propose alternative interim project deadlines to those outlined below.

Date	Description
February 20th	RFP released
March 13th	Proposals due by 4:00 pm EDT
March 16-26	Proposal Review and Interviews
March 27th	Consultant selected
March 30-April 1	Review and finalize a contract
April 3	Project Kick-off meeting
September 30	Project Completion

Project Budget

The project budget shall not exceed \$6,600

Project Deliverables

Proposals shall specify the deliverables, which shall include, at a minimum:

- Current Communication Analysis
- Target Audience & Communication Channel Evaluation
- Communication plan
- Communication and Outreach Coordinator Job Description (part-time)

All information, data, documents, photos, computer records, and other materials of any kind acquired or developed under this project shall be the property of SHEA.

Proposal Requirements

The proposal will include the following components

- Cover Letter
- Qualifications and Experience
- Budget
- References (2-3)

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated expertise and qualifications. (35%)
- Comprehensiveness and feasibility of the proposed approach. (30%)
- Alignment with project objectives and timelines. (25%)
- Cost-effectiveness. (10%)

Additional Information

Legal Requirements

Consultants must comply with all applicable federal, state, and local regulations.

Communication

Questions regarding the RFP must be submitted via email to rdionne@shea4nh.org.

Contact Information

Rayann Dionne

Executive Director

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