

Request for Proposal - Media Consultant

MN Coalition for Youth Justice

Background:

The Minnesota Coalition for Youth Justice is composed of community stakeholders with a vested stake in improving our juvenile justice system. Through shorter term reforms and longer term reimagining, the MN Coalition for Youth Justice seeks to build an ecosystem that is more equitable, humane and effective than the present one.

Request:

The MN Coalition for Youth Justice is seeking a media consultant to support our advocacy work. This consultant will help support our coalition's sustainability and advocacy efforts by:

- Assisting in developing a communications and media strategy
- Assisting in developing a media contact list and 2-3 stories to pitch to local and national media.
- Creating media templates including press releases, key messages, and other media toolkit needs.
- Providing training to coalition members in best practices for media advocacy.
- Other deliverables to be scoped out with consultant.

Preferred Qualifications, Skills, and Characteristics:

- Experience working on advocacy issues in the Twin Cities and Minnesota.
- Interest in social justice and commitment to racial equity.
- Strong writing skills, detail-oriented, and timely.
- Comfortable working with diverse community stakeholders.

Budget: \$2,000

Please submit a resume and any relevant work samples by
November 30th to Malaika Hankins, Community Strategy Lead,
mhankins@legalrightscenter.org

