

REQUEST FOR PROPOSALS (RFP)

Media & Communications Contractor

Issued by: Northern Alaska Environmental Center (NAEC)

Date Issued: December 9, 2025

Proposal Deadline: Until Filled

1. Background

The Northern Alaska Environmental Center (NAEC), headquartered in Fairbanks, works to protect the lands, waters, wildlife, and people of Interior and Arctic Alaska. NAEC advocates for responsible land and energy development, conservation of Arctic and Interior ecosystems, Indigenous-led stewardship, and environmental justice.

NAEC is currently in a Renewal & Rebuilding phase, strengthening communications, fundraising systems, member engagement, and organizational visibility. As part of this effort, NAEC is seeking a Media & Communications Contractor to provide professional support across digital communications, storytelling, public relations, and coordinated outreach with coalition partners.

2. Purpose of this RFP

NAEC is soliciting proposals from qualified contractors with demonstrated experience in media production, communications strategy, nonprofit outreach, and Alaska-focused or Indigenous-serving environmental storytelling. The selected contractor will help NAEC:

- Strengthen consistent messaging across platforms
- Enhance visibility of core programs and campaigns
- Support fundraising, donor engagement, and membership growth
- Produce timely and accurate content related to policy, lands, wildlife, energy, and community events
- Support earned media and public education
- Strengthen NAEC's role within Alaska and national environmental coalitions through coordinated communications
- Build a long-term, sustainable communications system for the organization

3. Scope of Work

The contractor may be engaged in all or part of the following tasks. Applicants may propose additional deliverables or recommend modifications.



A. Communications Strategy & Planning

- Develop a quarterly communications plan aligned with NAEC's mission, values, and active campaigns
- Provide guidance on long-term brand positioning for a renewed NAEC
- Support message discipline and consistency across programs and committees
- Coordinate messaging across Arctic, Energy, Wilderness & Parks, Renewable NAEC, and Issues Committee updates

B. Digital Media & Content Creation

- Draft and design social media posts, newsletters, action alerts, and public updates
- Streamline and cross-post content across multiple platforms (Facebook, Instagram, Threads; optional: TikTok, X)
- Manage social media scheduling and content calendars
- Provide rapid-response content for breaking policy updates
- Support copywriting for press releases, web updates, fundraising messaging, and advocacy materials

C. Public Relations & Earned Media

- Draft and submit letters to the editor (LTEs), opinion pieces, public service announcements (PSAs), media advisories, and press releases
- Support press outreach and relationship-building with Alaska media
- Assist with interview preparation and message development for board members and staff
- Track and archive earned media coverage

D. Event & On-the-Ground Engagement

- Develop promotional materials for NAEC events (Night for the North, webinars, community gatherings, stewardship workshops)
- Attend selected board meetings, committee meetings, and public events as requested for real-time coverage, documentation, and follow-up content
- Support live event storytelling (photo, video, short-form clips, live posting, if appropriate)
- Produce post-event recaps and donor/member follow-ups



E. Storytelling & Narrative Development

- Produce member-centered stories that reflect NAEC's mission, community relationships, and advocacy priorities
- Help develop a cohesive storytelling framework for donor engagement and public education
- Incorporate Indigenous-led stewardship narratives where appropriate and under direction of NAEC leadership

F. Technical & Systems Support (as capacity allows)

- Support light website updates (WordPress)
- Assist with basic analytics tracking (social media, email, website)
- Help organize and streamline media libraries (photos, videos, prior campaigns)
- Improve internal workflows for content approvals and rapid communications

G. Coalition & Partner Communications

- Coordinate messaging with NAEC coalition partners on shared campaigns and policy priorities
- Support joint statements, action alerts, and coordinated media pushes with partner organizations
- Participate in select coalition calls or planning meetings as requested
- Ensure message alignment across partner platforms while maintaining NAEC's independent voice
- Support rapid-response communications in coalition-led moments (legislative sessions, major federal actions, emergency advocacy)

4. Contract Length & Hours

- Initial contract: January – December 2026 (or negotiated start)
- Estimated monthly time: 20–40 hours per month, negotiable based on scope and budget
- Attendance at some meetings and in-person events may be required
- Contract may be renewed based on performance, organizational need, and funding

5. Qualifications

Ideal applicants will demonstrate:

- Experience in nonprofit communications, media, and public relations



- Demonstrated ability to work across multiple social media platforms in a streamlined, coordinated way
- Strong skills in writing, digital media, graphic design, and concise messaging
- Experience drafting LTEs, op-eds, PSAs, press releases, and media advisories
- Experience working in multi-organization coalitions or collaborative advocacy settings
- Ability to manage shared messaging while maintaining organizational voice and accuracy
- Familiarity with Alaska issues (Arctic policy, public lands, energy, wildlife, climate, subsistence, environmental justice)
- Ability to work respectfully with Tribal partners and follow NAEC protocols for cultural care and representation
- Experience using Canva, Meta Business Suite, Constant Contact or Mailchimp, and WordPress
- Ability to attend meetings, participate in on-the-ground events, and respond to time-sensitive media needs
- Ability to work independently while coordinating closely with NAEC leadership and committees

6. Proposal Requirements

Applicants should submit:

1. Cover Letter or Resume – Interest in working with NAEC and relevant experience
2. Work Samples – 3–5 examples (social media, LTEs, op-eds, graphics, newsletters, video, etc.)
3. Approach & Work Plan – How the applicant would meet NAEC’s communications, PR, coalition, and event needs
4. Timeline & Availability – Weekly/monthly availability and ability to attend meetings/events
5. Budget – Hourly rate, monthly retainer, or alternative pricing structure
6. References – Two professional references (nonprofit references preferred)

7. Budget

A final budget has not yet been established for this RFP and will be dependent on the availability, experience, and pay structure of the selected contractor. NAEC is open to a range of pricing models, including:

- Hourly rates
- Monthly retainers
- Per-project or per-deliverable pricing



Applicants are encouraged to propose a budget structure that reflects their capacity, scope of services, and recommended level of engagement. Final compensation will be negotiated based on organizational needs, available funding, and mutual agreement.

8. Submission Instructions

Submit proposals electronically to:

Krystal Lapp, President

Northern Alaska Environmental Center

president@northern.org

Subject Line: *RFP – Media & Communications Contractor*

Deadline: Until Filled

9. Evaluation Criteria

Proposals will be evaluated based on:

- Strength of communications and public relations experience
- Ability to streamline across multiple social media platforms
- Demonstrated writing and earned media placement experience
- Understanding of NAEC's mission, values, and Alaska context
- Availability for meetings and on-the-ground events
- Experience working in coalition settings
- Cost competitiveness
- Collaborative working style

Finalists may be invited to interview.

10. Additional Information

- NAEC strongly encourages proposals from Alaska Native, rural Alaska, and historically underrepresented communicators.
- NAEC may select one or more contractors depending on specialization.
- NAEC reserves the right to reject any or all proposals.

