



## Limitless Space Institute Request for Proposals (RFP)

### *Marketing and Communications Administrator/Traffic Manager*

**Issued by:** Limitless Space Institute

**Issue Date:** January 22, 2025

**Submission Deadline:** February 18<sup>th</sup>, 12:00pm EST

**Contact Information:** [kaci@limitlesspace.org](mailto:kaci@limitlesspace.org)

### **Purpose of the RFP**

LSI is seeking a qualified **Marketing and Communications Administrator /Traffic Manager** (individual or agency) on a contracted basis. The traffic manager will lead and implement marketing initiatives, ensure brand consistency, collaborate closely with our development officer to create effective fundraising materials, and help raise the public profile of LSI's mission and impact.

### **Project Objectives**

#### **1. Strengthen LSI's Brand Identity**

- Compile and develop a comprehensive brand bible (including logos, color palette, typography, brand voice, and editorial guidelines) and enforce correct usage across all channels and communication materials.
- Reflect LSI's core values and mission in all external and donor-facing communications, ensuring consistent visual and written branding across platforms.

#### **2. Improve Public Visibility**

- Increase engagement with potential donors, partners, academic institutions, and the wider public by highlighting and profiling the donor community on LSI channels and partner channels.
- Grow LSI's audience through digital platforms (website, social media, newsletters) and targeted outreach activities.

#### **3. Boost Fundraising Efforts**

- Collaborate with LSI's development officer to produce compelling fundraising materials and campaigns.
- Communicate the value and impact of LSI's programs to potential and current donors, foundations, and corporate sponsors.

## **Scope of Work & Key Deliverables**

The Traffic Manager will be responsible for the following core activities:

### **1. Marketing**

- Review current marketing and communications efforts and identify areas of improvement.

### **2. Brand & Messaging Guidelines**

- Refine LSI's branding and messaging for clarity, consistency, and emotional resonance with both public and donor audiences.
- Implement brand guidelines (visual and editorial) for consistent application across all materials.

### **3. Collaboration with Development Officer & Fundraising Materials**

- Work closely with LSI's development officer to design and produce donor-facing materials such as brochures, pitch decks, annual reports, and campaign collateral.
- Implement compelling messaging and storytelling around LSI's achievements, vision, and funding needs.

### **4. Content Creation & Management**

- Draft articles, blog posts, press releases, newsletters, and social media content to share LSI's milestones and impact.
- Create or coordinate the production of visual assets (videos, infographics, images) for digital channels.
- Align all content with LSI's strategic objectives and brand voice.

### **5. Digital Marketing & Outreach**

- Execute a social media content calendar (content scheduling, community engagement, trend monitoring) as needed.
- Track performance metrics (engagement, conversions, open rates) and refine tactics to achieve better results.

### **6. Event Support**

- Provide marketing, communications, and promotional support for LSI-hosted events (workshops, conferences, educational programs).
- Collaborate on any fundraising events, including galas or donor receptions, ensuring consistent branding and messaging.

## **Contract Period & Budget**

- **Contract Start Date:** The contract is anticipated to begin in **March** (specific date to be determined based on proposal acceptance and mutual agreement).
- **Length of Contract:** The initial engagement will be open-ended, with reviews at set intervals (e.g., every 3 or 6 months) to evaluate performance and determine extension or renewal.
- **Budget:** Proposals should include a detailed cost structure, whether hourly, retainer-based, or project-based, along with any anticipated expenses (e.g., graphic design software, stock imagery, travel).

## **Proposal Requirements**

Prospective Marketing and Communications Administrators are asked to submit a proposal that includes:

- 1. Executive Summary**
  - Summarize your understanding of LSI's mission and how your expertise will meet our marketing, communications, and fundraising needs.
- 2. Approach & Methodology**
  - Describe your implementation approach, timeline, and methodology for meeting the deliverables.
  - Outline how you will collaborate with the development officer and integrate fundraising goals into the broader communications strategy.
- 3. Relevant Experience & Qualifications**
  - Highlight experience in marketing/communications.
  - Provide résumés or bios for key team members (if an agency).
- 4. Proposed Budget & Fees**
  - Itemize all costs, including hourly or retainer fees, project-based fees, and any additional expenses.
  - Note any discounted or pro bono services, if applicable.
- 5. References**
  - Provide at least two references (including contact information) from clients with projects of similar scope.
  - Testimonials or example work that demonstrates success in marketing and fundraising communications is encouraged.
- 6. Sample Work or Portfolio**
  - Attach or link to samples of marketing materials, fundraising collateral, campaigns, and other relevant projects that showcase your capabilities.

## **Evaluation Criteria**

Proposals will be evaluated on the following criteria (weights can be adjusted as desired):

### 1. **Relevant Experience & Expertise**

- Demonstrated success in marketing/communications, especially in nonprofit, space or STEM-focused settings.
- Proven track record in supporting fundraising campaigns and donor engagement.

### 2. **Approach & Alignment**

- Clarity of proposed plan and methodology in achieving LSI's marketing and fundraising objectives.
- Creativity, feasibility, and alignment with LSI's mission and timeline.

### 3. **Quality & Professionalism of Proposal**

- Organization, clarity, and presentation of submitted materials.

### 4. **References & Past Performance**

- Strength of client references, success stories, and relevant outcomes.

## **Timeline & Submission Details**

- **RFP Released:** January 22<sup>nd</sup>, 2025
- **Deadline for Proposal Submission:** February 18<sup>th</sup>, 12:00pm EST – Late submissions will not be considered.
- **Project Start Date:** March 2025

## **Submission Instructions**

Please submit your proposal via email to [kaci@limitlesspace.org](mailto:kaci@limitlesspace.org) by February 18<sup>th</sup>, 12:00pm EST. Use the subject line: "RFP Submission: Marketing and Communications Administrator – [Your Name/Organization]."

For inquiries or further information, contact Kaci Heins, [kaci@limitlesspace.org](mailto:kaci@limitlesspace.org)