



## Request for proposals

Job Type: Communications consultant  
Reports to: Vice President, Strategic Communications  
Request for RFP issued: **Feb. 24, 2021**  
Proposals Due to HPIO: **March 19, 2021**

The Health Policy Institute of Ohio is seeking a consultant to advise its communications efforts and ensure that its work is effectively reaching its target audiences.

### Background

HPIO is a nonprofit organization located in Columbus, Ohio. The Institute was created in 2003 by a group of health-oriented foundations. These funders recognized the need for a statewide organization focused on independent, non-partisan health policy analysis. HPIO has earned a reputation as a trusted and credible resource for state policymakers and other key stakeholders.

HPIO's mission is to provide independent and nonpartisan analysis needed to create evidence-informed state health policy that improves health value. The organization's vision is that Ohio is a model of health, well-being and economic vitality.

Please see HPIO's [vision, mission and strategic plan](#) for an overview of the Institute's work and [communications plan](#) for more information.

HPIO strongly encourages proposals from certified minority owned businesses (MBEs), and women-owned and operated firms and other applicants representing diverse backgrounds.

### Project goals

HPIO seeks a communications professional who will review HPIO's communications and offer advice for strengthening messaging and ensuring that communications are effectively received by HPIO's primary audiences (state policymakers and the stakeholders who influence them). The communications consultant will provide feedback on ways to improve communications and recommend new tactics for increasing awareness of HPIO and strengthening its reputation. Duties will include:

1. Review and provide feedback on HPIO communications plan
2. Review and provide feedback on HPIO communication checklist for product release
3. Develop key messages that can be woven into HPIO communications to reach policymakers and other key stakeholders
4. Review select HPIO communications and advise on ways to strengthen messages, improve clarity and avoid unintentional bias and partisanship
5. Advise on social media activity and media relations tactics and talking points
6. Advise on potential new communications tactics to better reach policymakers and other key stakeholders
7. Conduct a quarterly review of HPIO's website, flagging any needed updates and suggesting any improvements to improve clarity or ease of navigation

**To apply:** HPIO welcomes brief written proposals (no longer than 2 pages) that include the following information:

- Experience working with small nonprofit organizations
- Experience targeting communications to state policymakers
- Approach to client relations
- Proposed fee, with the assumption that this will be a nine-month initial engagement with the possibility of a future annual contract

Applicants who are interested in having a brief conversation with organizational leadership prior to proposal submission can contact Vice President of Strategic Communications, Nick Wiselogel ([nwiselogel@hpio.net](mailto:nwiselogel@hpio.net)), to schedule a virtual appointment.

Respondents to this RFP must submit their proposal via email to [nwiselogel@hpio.net](mailto:nwiselogel@hpio.net). Responses must be received no later than COB **Friday, March 19, 2021. Decisions will be made by Wednesday, March 31, 2021.** Responses should be clearly marked "RFP-Communications Consultant."