

The City of Birmingham
Department of Community Development

Media Consultant

Release Date: March 10, 2025

Project Overview

We are seeking a skilled and experienced media consultant to assist with community development initiatives. The selected consultant will work closely with our organization to develop and implement comprehensive media strategies aimed at promoting community engagement, awareness, and participation in various development projects.

Background

The City of Birmingham Media Consultant for Community Development plays a vital role in shaping and disseminating public information, fostering community engagement, and promoting initiatives that enhance the city's growth and well-being. This consultant collaborates with local government officials, community leaders, and stakeholders to develop strategic communication plans that highlight key programs, policies, and development projects. The responsibilities include crafting compelling content for digital and traditional media platforms, managing public relations efforts, and ensuring transparent and effective messaging to Birmingham residents. Additionally, the consultant supports outreach campaigns, organizes press events, and leverages media partnerships to amplify the city's commitment to economic development, neighborhood revitalization, and social initiatives. With a focus on inclusivity and accessibility, the media consultant ensures that communication strategies align with the city's vision for progress, fostering trust and engagement among diverse communities. Their expertise in media relations, branding, and digital storytelling is essential in promoting Birmingham as a thriving and dynamic urban center.

Scope of Work

1. **Media Strategy Development:** Develop a detailed media strategy aligned with our community development goals, including target audience analysis, messaging frameworks, and channel selection.
2. **Content Creation:** Create compelling and engaging content, including articles, press releases, social media posts, and multimedia materials, to effectively communicate project updates, success stories, and community impact.
3. **Media Relations:** Cultivate relationships with local and regional media outlets to secure coverage of community development initiatives, events, and milestones. Serve as the primary point of contact for media inquiries and interview requests.
4. **Digital Marketing:** Implement digital marketing campaigns to increase visibility and reach within the community, leveraging platforms such as social media, email newsletters, and online advertising.
5. **Community Outreach:** Collaborate with community stakeholders, including residents, businesses, nonprofits, and government agencies, to ensure that media efforts are inclusive, representative, and reflective of community needs and interests.

6. **Monitoring and Evaluation:** Establish key performance indicators (KPIs) and metrics to track the effectiveness of media activities. Provide regular reports and analysis to measure the impact of media efforts on community engagement and development outcomes.

7. **Budget Management:** Develop and manage budgets, including revenue projections, expenses, and cost controls. Monitor expenditure, track financial transactions, and prepare financial reports as needed. Please be advised that all funds are reimbursable.

Invoicing

All payments are made through grant funds and Federal funding. Please be advised that all funds are reimbursable. To be reimbursed you must have the following below:

- Business license with the City of Birmingham
- W9
- Transparency Form

Proposal Requirements

Interested consultants are requested to submit the following information as part of their proposal:

1. Overview of relevant experience and qualifications in media relations, community engagement, and/or community development. (30 points)
2. Proposed approach and methodology for developing and implementing a media strategy for community development. (30 points)
3. Sample work/portfolio demonstrating successful media campaigns or projects in similar contexts. (20 points)
4. Detailed budget proposal, including fees, expenses, and any additional costs. (20 points)

Submission Guidelines

Proposals should be submitted electronically no later than March 28, 2025, 5pm to housingandcommunityinfo@birminghamal.gov. Late submissions will not be considered. All proposals will be evaluated based on criteria such as experience, qualifications, approach, and budget.

Evaluation and Selection Process Upon receipt of proposals, a selection committee will review and evaluate each submission based on the criteria outlined in the RFP. Shortlisted candidates may be invited for interviews or additional discussions. The final selection will be based on the consultant's qualifications, proposed approach, and overall fit with our organization's needs and objectives.

Further Information

For inquiries or additional information regarding this RFP, please contact Porchia Rawls Porchia.Rawls@birminghamal.gov. We look forward to receiving your proposals and partnering with a skilled media consultant to support our community development efforts.