

REQUEST FOR PROPOSAL
GRAPHIC DESIGN & PUBLIC RELATIONS
CONTRACTOR

Hispanic Alliance | Alianza Hispana
www.HispanicAllianceSC.com



ABOUT US

The Hispanic Alliance of SC is a 501c3 nonprofit based in Greenville, SC, advancing economic opportunity for the growing Hispanic population. We envision a vibrant and inclusive community where everyone has access to opportunities for success and prosperity, and our mission is to foster collaboration and connectivity among people, resources, and cultures to build a thriving community. We convene the largest collaborative network of individuals and agencies working together to increase access to resources and eliminate systemic barriers in four priority areas: Education, Health, Legal Services, and Financial Stability. Our work developing the next generation of leaders through our Student Dreamer Alliance (SDA) fellowship has been recognized nationally and globally.

We are a growing team of talented individuals who are passionate about our work and love people and collaboration. We are well known for our positive and entrepreneurial organizational culture, and our staff and volunteer network create the best work environment.

Introduction

The Hispanic Alliance (HA) is committed to uniting and empowering the Hispanic community through education, collaboration, and advocacy. HA seeks a dedicated Graphic Design & Public Relations Contractor to work closely with our Director of PR & Development. The contractor will play a key role in developing thematic marketing materials, supporting media relations, and enhancing our public image.

Project Overview

The selected contractor will focus on creating high-quality graphic designs, supporting media relations, and collaborating on thematic development for our key campaigns & initiatives. In addition, the contractor will work on crafting press releases and public statements that reflect our mission and values.

Ideal Candidate

The ideal candidate for this role is:

- A creative and driven professional with a passion for community-focused work.
- Experienced in balancing multiple projects with tight deadlines, delivering high-quality work on time.
- Collaborative, with strong interpersonal and communication skills to work effectively with a diverse team.
- Attuned to cultural nuances and able to authentically reflect the Hispanic community's voice and values in designs and messaging.

- Bilingual in English and Spanish (preferred) and able to create materials for diverse audiences.

Scope of Work

The Graphic Design & Public Relations Contractor will be responsible for the following:

Graphic Design:

- Design annual reports, fundraising campaign materials, social media graphics, and marketing collateral.
- Develop visual themes for key events and initiatives such as Hispanic Heritage Month & La Fiesta.
- Ensure all designs align with the Hispanic Alliance brand and maintain consistency across platforms.

Public Relations Support

- Assist with media relations by drafting and distributing press releases, public statements, and media advisories.
- Coordinate with media outlets for event coverage, interviews, and feature stories.
- Create media kits and maintain relationships with key media contacts.

Communication and Collaboration

- Maintain regular communication with the Director of PR & Development, providing updates and collaborating on strategies.
- Work collaboratively with the broader team while managing independent design and PR projects.
- Dedicate approximately 40 hours per month to the outlined tasks.

Expected Deliverables

The contractor is expected to produce the following deliverables:

Graphic Design Deliverables

- A professionally designed 2024 Annual Report with a cohesive visual theme.
- Visual assets for Hispanic Heritage Month & La Fiesta, including event flyers, posters, digital graphics, and sponsorship packages
- Social media graphics aligned with the campaign's objectives, optimized for platforms such as Facebook, Instagram, and LinkedIn.

Public Relations Deliverables

- Press releases and public statements related to events, announcements, and campaigns.
- Monthly media engagement reports detailing outreach efforts, media placements, and outcomes.
- Event-specific media kits, including fact sheets, biographies, and backgrounders.

Qualifications

The ideal contractor should possess the following qualifications:

- Proven experience in graphic design and public relations, particularly for non-profits or community-focused organizations.
- Proficiency in Adobe Creative Cloud applications such as Photoshop, Illustrator, and InDesign.
- Familiarity with WordPress for basic content updates and visual integrations.

- Bilingual proficiency in English and Spanish is a plus.
- Strong communication skills and the ability to collaborate effectively.

Proposal Requirements

Interested contractors should include the following in their proposals:

- **Cover Letter:** A brief introduction outlining your experience and interest in working with the Hispanic Alliance.
- **Portfolio:** A collection of previous work showcasing graphic design and public relations projects.
- **Approach:** Describe your process for managing graphic design projects and coordinating media relations efforts.
- **Rates and Availability:** Provide your hourly rate (within the range of \$25-\$45 per hour) and monthly availability for 2025 projects.

Project Timeline

- **RFP Issued:** January 15, 2024
- **Proposals Due:** February 15, 2025
- **Contractor Selection:** February 28, 2025

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Experience and Portfolio:** Quality and relevance of previous design and PR work.
- **Communication and Collaboration:** Demonstrated ability to communicate effectively and collaborate on team projects.
- **Skills and Qualifications:** Proficiency in graphic design software, familiarity with WordPress, and bilingual capabilities.
- **Rates and Availability:** Alignment with project budget and timeline requirements.

Submission Details

Please submit your proposal as a PDF to Andrew@HispanicAllianceSC.com by February 15, 2025. If you have any questions or require additional information, feel free to contact:

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