



Social Media and Communications Technician Request for Proposals

Overview

The Women's Ag Network (WAN) seeks one independent contractor ("Contractor") to serve as its Social Media and Communications Technician. The Technician will provide a vital service to our organization by amplifying the visibility and impact of Hub programming. They are responsible for creating and sharing content that promotes Hub activities, encourages participation in both in-person and virtual events, and fosters a sense of community among women in agriculture and conservation.

The ideal contractor is a creative communicator with strong technical skills, a passion for storytelling, and a commitment to elevating women's voices in agriculture and conservation.

Responsibilities

1. Content Creation and Promotion:

- Develop and share engaging content that promotes Hub activities and events.
- Highlight stories, achievements, and experiences of women participating in the Hubs.
- Provide educational information on beneficial agricultural and conservation practices.
- Design graphics, write captions, and produce multimedia content tailored to diverse audiences.

2. Community Engagement:

- Interact with social media audiences to foster dialogue and build community.
- Respond to comments, messages, and inquiries in a timely and professional manner.
- Encourage participation in Hub programming through strategic outreach.

3. Website Management:

- Manage, update, and maintain the organization's website.
- Ensure content is accurate, accessible, and aligned with organizational goals.
- Collaborate with WAN to feature timely updates and resources.

4. Strategic Communication:

- Align messaging with the organization's mission and values.
- Support the development of communication strategies that increase visibility and engagement.
- Track analytics and adjust strategies to improve reach and effectiveness.

Contract Details

1. **Ideal Contractor:** The ideal contractor is a creative and tech-savvy communicator who is passionate about promoting women's leadership in agriculture and conservation. They possess strong writing, design, and organizational skills, and can work independently and collaboratively.
2. **Contracted Position:** This is a contracted position, with specific terms and conditions outlined in the contract. Each contract will run for an initial 12-month term, with the option to renew for an additional 12 months based on performance and available funding. This is a contract under a cooperative agreement, subject to funds as available.
3. **Hours per Week:** We estimate that it would take 15 hours per week to fulfill the contract.
4. **Anticipated Contract Start Date:** October 1, 2025

Qualifications

- Bachelor's Degree, associate's degree, or equivalent experience in communications, marketing, journalism, agriculture, environmental science, or a related field (preferred).
- Experience in social media management, content creation, and website maintenance.
- Strong writing, design, and storytelling skills.
- Familiarity with agricultural and conservation topics (preferred).
- Ability to work independently and collaboratively.
- Commitment to promoting women's participation in agriculture and conservation.

Legal & Contractual Terms

By submitting a proposal, applicants acknowledge:

- Services are contingent upon availability of cooperative-agreement funds.
- Confidentiality of all WAN data and materials is required.
- Deliverables will become the property of WAN.
- Awardees must sign WAN's standard Service Agreement (to be provided upon award).

Proposal Submission

All proposals must be submitted via the online application form by **September 21, 2025**.

Access the form here: [Submit Your Proposal](#) or using the QR code below



The form is organized into four sections:

Section 1: Request for Proposals (*Informational only. No answers are required.*)

Section 2: Your Information & Approach

Section 3: References

Section 4: Resume Submission Instructions

Proposals missing any requested materials or received after the deadline will not be considered.

Please contact the [WAN Project Coordinator](#) with any questions.