

Updated July 31

NOTE: this position is not a full-time staff role. Rather, it will be filled by a volunteer, if possible; or, alternatively, as a contractor who wins the RFP to provide these services, to be paid out of the grant received from the LAVAAA.

**RFP contract specification:**

**Title: Community Liaison for the 9Health Lower Arkansas Valley Health Education and Engagement Program**

**Background and description:**

For more than 41 years [9Health](#) has run volunteer-powered health fairs around the state as part of its mission to promote preventive health and enable Coloradans to take charge of their health and well-being. Due to the pandemic, this year we've launched new digital offerings that make many of the same preventive health screenings and services available online. We're also partnering with grassroots and government organizations to bring tailored versions of our services to specific regions, including the Lower Arkansas Valley. We've received grant funding to implement a comprehensive program that will increase health literacy, engagement and activation among the region's older adult (50+) population. We'll build on the success of our recently completed 2020 program (see this [site](#) to learn how we reached thousands of Lower Arkansas Valley seniors with educational content, online preventive health screenings and more).

**RFP scope and anticipated success metrics:**

Beginning immediately and running through June 2021, there is an opportunity for a local community liaison to help **9Health** reach and engage seniors in the region. The liaison will work through local community organizations to expand awareness of 9Health and its senior-targeted programs. The contractor represents Denver-based 9Health "HQ" in the region, serving as the local "face" of 9Health and raising awareness of our mission. The success of the person in this role will be measured in:

- Number of targeted community organizations engaged in two-way cross-promotion
- Number of clients of targeted community organizations who take part in / use 9Health products and services. Regular updates/reports of activity by local partners (media, community organizations, etc.)

#### **Internal relationships and stakeholders:**

- Marketing team: partner with them to integrate community organization's messages into 9Health's LAV-focused communications.
- Operations team: provide data on results to be included in quarterly impact reports
- Philanthropy/Partners team: partner to help ensure strong and productive relationships with local stakeholders; potentially, help identify new potential partners, donors or funders.

#### **Responsibilities:**

- Represent 9Health in the Lower Arkansas Valley Recruit and select a short list of community organizations for partnership with 9Health
- Build and execute strong collaborative, "win-win" partnerships. Provide regular reports and updates to the overall LAV program plan
- Ensure Community Engagement requirements are identified and integrated into Marketing's plans
- Work with community organizations to gather client feedback on satisfaction with 9Health programs. Help recruit participants for our baseline and follow-up surveys

#### **Requirements for RFP consideration:**

- As a volunteer-driven organization, preference will be given to qualified candidates who are willing to volunteer all or some of their weekly hours
- Mandatory:
  - Resident of the six-county Lower Arkansas Valley region

- Minimum 2-3 years hands-on experience with one or more of the region's social service and/or community organizations (government or nonprofit)
- Knowledge of the local community and government organizations targeted to older adults; personal network of contacts in these org's
- Preferred:
  - Bachelor's degree in business, communications or allied health field
  - Knowledge of and experience with digital marketing including social media platforms (Facebook, Twitter, YouTube, NextDoor)
  - Knowledge of Microsoft Office 365 suite including Teams
  - High energy, organized, excellent writing and presentation skills
- Nice to have:
  - Knowledge of and experience with 9Health
  - Background in senior services; knowledge of issues related to aging/aging-in-place
  - Knowledge of and experience with publicity and promotions

**Terms/compensation:**

- Timing: immediately – June 30, 2021, with potential to extend
- Scope: proposals accepted for a minimum commitment of 15 hours per week and a maximum of 30 hours per week
- Compensation:
  - Proposals should state the number of hours per week desired and may cost them at up to \$21/per hour; final contracted amounts will depend on the candidate's background and experience

Interested candidates should submit a resume and a writing sample (proposal, report, newsletter copy, press release, web copy are all acceptable) to:

Info@9healthfair.org. Thank you!