June 2020

**Strategic Communication Expert -- Request for Qualifications**

CFC is seeking a strategic communication consultant or firm to help support and further our mission of creating equity in health, well-being and opportunity for Colorado’s children, youth, and families.

We are looking for expertise with external communications to support Caring for Colorado in developing and executing an organizational communications plan and for external communications for specific initiatives. Specially, this will include:

- Communication Planning
- Brand Development
- Key Message Development
- Story Telling
- Original content and creative solutions
- Vendor and Budget Management of communication projects

As a statewide foundation, our audiences and messages are diverse. Therefore, we seek a single/sole proprietor or firm that can bring forward ideas, content and solutions that vary depending on the nature of our communication goals. This person/firm will spend time with CFC staff on a routine basis to understand organizational goals and priorities and will report to the CEO.

Caring for Colorado is looking for approximately 15-20 hours per week of work, with the ability to increase/decrease hours based on needs. This is a contractual position.

If you are interested in applying, please send a cover letter, resume of key individual(s) who would be assigned to work with CFC and three examples of communication messages developed by you or your firm to Emma Carpenter at ecarpenter@caringforcolorado.org by July 15, 2020. No phone calls please.

**About Caring for Colorado**

Caring for Colorado works with communities to accelerate change to improve the lives and health of Colorado’s children, youth, and families. We are a grantmaking foundation, created in 1999 from the proceeds of the sale of Blue Cross Blue Shield of Colorado. Our vision is that Colorado’s children and families are happy, healthy, and thriving and our purpose is creating equity in health, well-being and opportunity for Colorado’s children and families.

We believe that Colorado prospers when all our children, youth and families thrive. We intentionally direct our resources to those denied opportunity in our society. We stand together with communities to create policies, environments and systems that support the goal that every child in Colorado has love, stability, support, and opportunity.

Our talented and dedicated staff work across Colorado with communities and organizations to make positive changes in health every day. We are looking for people who share our values of integrity, inclusion, and
commitment. We take our jobs in creating equity for children and families seriously and our team is dedicated to this purpose. To learn more, visit www.caringforcolorado.org.

Caring for Colorado is an equal opportunity employer