

Request for Proposal (RFP): Clean Energy Campaign Communicator

Organization: Sierra Club, Oklahoma Chapter

Project Title: Clean Energy Campaign

Role/Position Title: Communications Coordinator

Issue Date: 7/3/2026

Submission Deadline: 7/9/2026

Contract Duration: July 2026 – Early October 2026 (Time-limited grant period)

Point of Contact: KJ McKee, Oklahoma Chapter Director, kj.mckee@sierraclub.org

1. Project Overview

The Sierra Club, Oklahoma Chapter is seeking a temporary contractor to manage communications and digital technology for a focused public education and engagement campaign.

More Oklahoma communities are considering renewable energy projects and we want to make sure they get done right. This campaign seeks to build community understanding, engage local stakeholders, and dispel mis- and dis-information. We are looking for a versatile professional who excels in three core areas: building relationships with people, coordinating events and activities, and managing communications via our digital tools (Salesforce, Salesforce Marketing Cloud, and social media platforms: Facebook and Instagram).

2. Scope of Work

The contractor will act as the central communication and technology coordinator/implementer for this campaign, focusing on the following deliverables:

Interpersonal Communication & Outreach (Talking to People)

- Serve as the primary point of contact for volunteers and community members.
- Conduct proactive outreach to build relationships with local stakeholders and recruit participants for educational and advocacy events.
- Identify and support local spokespeople, helping them feel comfortable and prepared to share their perspectives.
- Participate in campaign planning meetings and coordinate effectively with coalition partners.
- Support volunteers in drafting their own communications for media using our templates.

Content Creation & Copywriting

- Draft clear, persuasive, and engaging copy for emails, newsletters, and social media posts, utilizing guidance and templates provided.
- Help translate complex topics (like battery energy storage) into accessible, easy-to-understand language for the general public.
- Produce materials, posts, emails and other content that elevate trusted local voices and proactively address community concerns or misinformation.

Digital Systems Management

- Maintain accurate, organized records of volunteer participation, community contacts, and outreach efforts within **Salesforce**.
- Build, schedule, and send targeted email communications using **Salesforce Marketing Cloud**.
- Manage audience segmentation to ensure the right people are getting the right information at the right time.
- Schedule and publish content across our social media platforms, monitoring engagement and community sentiment.

3. Required Qualifications

The ideal candidate is a "people person" who is equally comfortable behind a keyboard.

Applicants must demonstrate:

- **Interpersonal Skills:** A proven ability to connect with diverse groups of people, coordinate volunteers, and build professional relationships.
- **Technology Management:** Hands-on experience navigating **Salesforce CRM** and executing email campaigns via **Salesforce Marketing Cloud**.
- **Digital Savvy:** Experience managing social media channels for an organization, non-profit, or specific campaign.
- **Autonomous Workflow & Consistent Reporting:** Proven ability to work independently, prioritize tasks effectively, and maintain clear, structured, and consistent communication with project leadership regarding progress, roadblocks, and campaign metrics.

4. Contract Terms & Budget

- **Duration:** This is a short-term, grant-funded contract running from mid **July 2026** through **early October 2026**.
- **Hours:** **8 to 10 hours per week**. This time commitment encompasses a mix of campaign preparation, coordination meetings, and independent work time.
- **Location:** Remote / Hybrid
- **Budget:** Compensation is hourly, commensurate with experience, up to a maximum rate of **\$100 per hour**.

5. Proposal Submission Requirements

Interested contractors should submit a proposal containing the following:

1. **Cover Letter:** A brief introduction explaining your approach to balancing relationship-building and technical platform management within an 8-10 hour weekly timeframe.
2. **Resume/CV:** Highlighting your relevant communication and technology experience.
3. **Writing/Digital Samples:** At least two examples of your work (e.g., an email campaign you built/wrote, a social media campaign, or public-facing educational materials).
4. **Proposed Rate:** Your hourly rate.
5. **References:** Two professional references who can speak to your communication skills and technical proficiency.

6. Evaluation Criteria

Proposals will be evaluated based on the following:

Criteria	Weight
Interpersonal skills and volunteer/community coordination experience	35%
Proficiency in writing and digital systems (Salesforce/Marketing Cloud)	35%
Quality of writing samples and past work	15%
Cost-effectiveness and availability	15%

Please submit all materials via email to kj.mckee@sierraclub.org by 5:00 PM CDT on July 9, 2026