

Request for Proposal: Communications Specialist, Messaging Strategy Development

Issued by Public Works Partners

Released: April 28, 2025

Overview

Public Works Partners is seeking a Communications Specialist to support the development of a refreshed messaging framework that clearly articulates our firm's identity, values, and impact. This work will draw from internal insights and existing materials to craft consistent, accessible messaging across the organization.

About Public Works Partners

Public Works Partners is a certified WBE/DBE/SBE urban planning and consulting firm headquartered in New York City, with a growing presence in the Northeast and Southern California. We support mission-driven organizations and public agencies with services in urban planning, stakeholder engagement, workforce development, and organizational strategy.

Our work centers on improving systems, expanding access to opportunity, and strengthening community outcomes. We bring a collaborative, equity-driven approach to every project and believe effective communication is essential to amplifying impact.

Project Goals

The primary goals of this engagement are to:

- Develop a clear, unified messaging framework grounded in internal insights and stakeholder perspectives
- Ensure messaging reflects Public Works' values, differentiators, and service lines
- Equip staff at all levels with usable, canned language for consistent external and internal communications

Scope of Work

The selected consultant will complete the following scope of work in close collaboration with our leadership and staff:

1. Review Background Materials

- Analyze insights from recent internal staff interviews
- Audit existing messaging materials (boilerplate, website copy, pitch decks, capability statements, etc.)
- Identify gaps, inconsistencies, and opportunities for more substantial narrative alignment

2. Messaging Development

- Facilitate working sessions with leadership to refine our core message, value proposition, and tone
- Translate insights into a messaging architecture that includes firm-wide positioning, service line descriptors, and high-level talking points
- Emphasize clarity, authenticity, and adaptability across audiences (public agencies, nonprofits, philanthropic partners, and communities)

3. Messaging Toolkit

- Package final messaging into a toolkit for staff use, including:
 - Boilerplate descriptions for proposals and presentations
 - Elevator pitches and talking points
 - Email and outreach templates
 - Social media bios and sample captions
 - Include usage guidance to ensure consistency across roles, platforms, and regions

Desired Qualifications

- Experience developing messaging for mission-driven consulting firms, planning agencies, or civic-sector organizations
- Ability to translate complex, multidisciplinary work into clear and compelling language
- Skilled in developing usable communication tools and templates
- Collaborative and responsive working style

Timeline

The project is expected to begin in June 2025 and conclude within 8–10 weeks. Respondents should propose a detailed timeline based on the scope above.

Budget

Public Works Partners anticipates a project budget between \$15,000 and \$20,000, including all fees and expenses. Please include a detailed cost proposal and breakdown of hours.

Proposal Requirements

- Proposals should be no more than five (5) pages and include:
 - Brief overview of your background and qualifications
 - Description of your approach to the scope of work
 - Up to two examples of similar work (links or attachments welcome)
 - Proposed timeline and budget
 - Names and contact info for two references

Submission Instructions

Please email your proposal in PDF format to **Moe Magali at mmagali@publicworkspartners.com by Friday, May 16, 2025**. Questions and inquiries may be submitted to Moe on a rolling basis until May 15th.