



### **Request for Consultant Services**

The Tennessee Alliance is seeking a manager who is passionate about advocating on behalf of Tennessee families and advancing housing equity and justice. This person will work closely with the Tennessee NeighborWorks organizations to assist us in various operational and strategic activities aimed at building our visibility and enhancing our impact at a state level. We anticipate the consultant will devote approximately 20 hours per week to this role.

### **About Tennessee Alliance**

The Alliance is comprised of five NeighborWorks organizations in Tennessee (<https://nwtalliance.org/>) that are committed to creating general wealth and prosperity through accessible and affordable housing options, fostering stability, growth, and inclusivity within our communities. Member organizations of the Alliance build quality affordable homes for sale and rent, operate home repair and rehab programs, offer homebuyer education programs, foreclosure prevention services and other related services that strengthen families and communities across Tennessee.

This Manager position is for you if:

- You are high energy, self-directed, and able to move diverse folks to collective action.
- You are committed to advancing social justice, housing, and community and economic development issues in the state.
- You embrace tackling big challenges from the ground up and are excited by the opportunity to support an emerging alliance with significant potential from a start-up phase.
- You are goal-oriented and hold yourself accountable to measurable outcomes.

### **Scope of Services:**

#### Alliance Management

- Consultant will work to establish appropriate infrastructure for the statewide Alliance, including but not limited to a unified voice on issues, advocacy plan, marketing strategy and collateral development, exploration of group benefits, purchasing, shared services, etc.
- Coordinate with an outside marketing/advertising firm to create a messaging and branding campaign representing the Alliance's work and impact and positioning the Alliance to build new partnerships and receive new support.
- Consultant will guide the Alliance Members through an annual strategic planning process and will turn that member-led process into an action plan.

- Consultant will manage the day-to-day activities of the Alliance, including coordinating and leading meetings, managing the committee process, and administrative and financial duties.

#### Partnership Development

- Consultant will work to build productive partnerships with businesses, organizations, and other alliances that benefit members operationally and financially and advance the NWA TN strategic plan.
- Consultant will research TN-based organizations that can help the Alliance and member organizations reach their goals. The consultant will develop a plan of approach and pathway to partner with identified organizations, including quantifying the value proposition for both NW Alliance TN and the potential partner.
- Consultant will build and nurture relationships with potential funders through effective communication and engagement and assisting in the preparation and submission of funding proposals, as needed.

#### Government Relations

- Consultant will assist in building relationships on behalf of members with elected officials, policymakers and other government entities that can be leveraged into policy influence and funding.
- Consultant will work with the NW Alliance TN Members to develop a Policy Agenda that will articulate the policy goals of NW Alliance TN and its members and guide the advocacy efforts.
- Consultant will serve as the point person for government officials, legislators, and policymakers on all issues related to NW Alliance TN.

#### Events and Contractor Management

- Consultant will serve as the lead coordinator on any official NW Alliance TN special events, regular events, and meetings.
- Consultant will advise NW Alliance TN members on the best ways to extract maximum value from events.
- Consultant will manage all external contractors on behalf of the Alliance

#### Miscellaneous Projects

- As agreed, by the Consultant and Client

#### **Selection Criteria**

- Ability to build external relationships
- Ability to independently manage projects and initiatives
- Able to translate big, bold ideas into manageable goals and work flows; monitoring and supporting progress (among coalition partners and contractors).
- Ability to work remotely
- Able to design advocacy campaigns, strategies, and tactics in partnership with topical experts to elevate awareness in both political and business/corporate environments

- Highly skilled communicator (written and verbal) with experience distilling complex information into digestible messages for varied audiences ranging from the political sector to banking, private industry, philanthropy, and media.
- Strong facilitator, able to move diverse organizations and leaders to identify and take action on shared goals and objective

### **Desired Experience**

- Experience managing coalitions, collective action efforts, or joint partnerships
- An understanding of state or local government processes and key players is a plus
- A track record of successfully leading or managing advocacy campaigns in state or federal government contexts is a plus
- Non-profit organization management is a plus; particularly if that experience is in housing, community, or economic development.
- Project management
- Grant writing experience a plus
- Experience promoting a brand and managing a branding strategy in partnership with leaders and consultants

### **Proposal Submittal**

Please submit a proposal to Jacki Mayo by **February 26, 2024**

The proposal should include:

1. **Cover Letter.** The proposer's cover letter should briefly describe your experience in executing the scope of services identified in this request.
2. **Proposal.** The proposal should describe your approach to the project clearly and compellingly.
3. **Cost.** Using the Scope of Services as your guide, please provide details on the costs of providing those services. If your operation follows a different framework for this type of project, please clearly reflect the key services outlined in the Scope of Services in your cost projection.
4. **Other Relevant Information.** Please provide client and reference lists; sample of work and any other information that you believe would support your proposal.

The proposal should be submitted via email to: [jmayo@khp.org](mailto:jmayo@khp.org)

Any questions can be directed to [jmayo@khp.org](mailto:jmayo@khp.org)

Alliance members: <https://nwtnalliance.org/>