



Request For Qualifications: Strategic Communications & Brand Awareness Consultant

Strategic Communications & Brand Awareness Consultant

Budget Range: \$50,000 - \$100,000

Email RFQs: Katy Corella, katycarella@artsfund.org

Due date: Friday, February 13, 2026

PURPOSE

ArtsFund is seeking strategic communications professionals to submit their qualifications for consulting services to support ArtsFund in the development and consultant support of staff-led implementation of a strategic communications plan and brand awareness effort.

Since 2021, ArtsFund has grown from a regional organization to a statewide organization, with grantmaking touching all 39 counties in Washington. With that growth, many community members outside of ArtsFund's historical reach are unfamiliar with ArtsFund's program areas. ArtsFund is seeking to better understand our current audiences across channels, strategically grow new audiences, develop evaluation metrics and dashboard, and build and reinforce brand awareness through an actionable content strategy.

The ideal candidate will have the following qualifications: a creative approach to communications projects; a proven record of developing and implementing strategic communications plans to grow brand awareness; a knowledge of the cultural landscape regionally; a strong ability to collaboratively facilitate and implement a complex project with numerous stakeholders; and experience working with mission driven organizations.

ORGANIZATIONAL OVERVIEW

ABOUT ARTSFUND

ArtsFund was founded in 1969, bringing corporate and civic leaders together to help establish and sustain Washington's arts and cultural institutions. Over its grantmaking history, ArtsFund has granted more than \$140 million to over 1,000 nonprofit arts organizations in all 39 Washington counties, becoming one of the nation's leading United Arts Funds. ArtsFund's leadership and advocacy initiatives – including Board Leadership Training, the Cultural Partners Network, professional development workshops and convenings, Arts Impact Studies, and stewardship of Washington State's Building for the Arts program – also support the health and well-being of Washington communities by strengthening the cultural sector.

MISSION

ArtsFund supports the arts through leadership, advocacy, and grantmaking in order to build a healthy, equitable, and creative Washington.

VALUES

At ArtsFund:

- We believe that arts and culture are a tool for social change.
- We believe in arts and culture as an economic driver that creates jobs and revitalizes communities through its interconnectedness with the entire Washington economy.
- We believe in promoting equity by centering those most impacted by systemic oppression, including Black, Indigenous, and People of Color (BIPOC), LGBTQ+, and people with disabilities.
- We believe that communities benefit when youth and families are engaged in the arts.
- We believe that strong data, both quantitative and qualitative, can drive meaningful advocacy and change narratives.
- We believe that the arts bring people together with different experiences and that convening is essential for healthy communities.

PROJECT OVERVIEW

ArtsFund is seeking strategic communications professionals to work in partnership with staff to develop and provide support for staff-led implementation of a strategic communications plan. The plan should include analysis of current audiences across channels, identification of audience growth opportunities, development of a brand awareness strategy, design of evaluation metrics and dashboard, and creation of a library of content across ArtsFund's existing platforms.

The chosen consultant will work closely with an internal team including, the Vice President of Strategic Initiatives and Communications and the Senior Digital Communications and Marketing Manager, as well as the President & CEO, and other staff. This work will include determining strategy, tactics, and evaluation metrics.

Scope of Work and deliverables will be defined in the Request for Proposal (RFP).

TIMELINE

Please note, these dates are projected and flexible.

March 2026:	Consultant hired and contract start date
Spring 2026:	Initial planning meetings, inventory, and discovery conducted Audience Analysis Report conducted and delivered
Spring - Summer 2026:	Brand Awareness Strategy Report conducted and delivered
Summer - Fall 2026:	Evaluation dashboard created Content Library developed
Fall 2026:	Evaluation dashboard piloted and staff training
Winter 2026:	Project debrief conducted

DESIRED QUALIFICATIONS

The selected consultant or firm will demonstrate creativity and strategic insight, with proven experience in building brand awareness, conducting audience analysis, and developing and implementing effective content strategies and evaluation. The selected consultant or firm must thrive in collaborative and small team environments and have strong project management skills

and facilitation expertise. Preferably, respondents will have experience working with nonprofit, mission-driven organizations and knowledge of the local, regional, and national arts and cultural landscape. Candidates must have the ability to deliver high-quality work within established budget parameters.

SUBMISSION INSTRUCTIONS

APPLICATION MATERIALS

To submit your qualifications, please include:

- Letter of Interest
- Consultant background, including relevant experience and links to related projects
- Creative response to *Why do you want to work with ArtsFund?*
- Budget

Responses can come in various media and formats, but all should be accessible and electronic. Please submit your qualifications electronically to Katy Corella, katycorella@artsfund.org.

SUBMISSION TIMELINE

January 28, 2026: RFQ release date

February 6, 2026: Deadline for questions

February 13, 2026: RFQ submission deadline

February 23, 2026: Notice of decision and invitation to respond to the proposal

SELECTION CRITERIA

Materials will be reviewed by an internal staff committee. Submitted qualifications will be evaluated on the following criteria:

- Creativity
- Experience in building brand awareness, audience analysis, and content strategy development and implementation
- Experience working with mission-driven organizations
- Knowledge of the arts and cultural landscape, regionally and nationally
- Budget alignment

The shortlisted candidates will be asked to respond to an RFP which will include a request for methodology, workplan, detailed timeline, fee structure, and a panel interview.

QUESTIONS

Please direct any questions or requests for additional information to Katy Corella, katycorella@artsfund.org.