

Request for Proposals: Fractional Communications/Public Relations Lead

Released: October 07, 2026



The Center for Health Equity & Wellbeing – New Jersey Public Health Institute (CHEW-NJPHI) invites proposals from experienced independent consultants and small boutique firms to serve as its **Fractional Communications/Public Relations (PR) Lead** on a monthly retainer of approximately 10–12 hours per month.

Issued	Oct 7, 2026
Proposals due	Nov 13, 2026, 5:00 p.m. ET
Engagement	Initial 12-month term, monthly retainer
Anticipated budget	\$1,750–\$2,500 per month (up to \$30,000 annually)
Contact	Risa Bogner, Finance Business Partner rbogner@equityandwellbeing.org

1. About CHEW-NJPHI and This Opportunity

CHEW-NJPHI is New Jersey's designated Public Health Institute, with health equity as a founding priority. Our work spans public health infrastructure, workforce development, rural health, community partnerships, and research.

CHEW has an established communications plan. We are not seeking a new strategy. We are seeking a senior communications professional to implement, operationalize, and expand that plan and personally execute the work each month.

This is a hands-on fractional role. The selected consultant will both advise CHEW leadership and directly produce content, pitch media, and manage day-to-day communications activity.

2. Scope of Services

The Fractional Communications/PR Lead will work closely with CHEW's Executive Director and designated staff across six areas.

Communications Plan Implementation & Management

- Support implementation and ongoing refinement of CHEW's existing communications plan.
- Translate organizational priorities, programs, milestones, and events into communications opportunities.
- Maintain a forward-looking editorial/content calendar.
- Recommend new communications approaches as CHEW's work and visibility expand.

Social Media & Digital Content

- Develop, edit, and schedule social media content across CHEW's platforms.
- Proactively identify content opportunities from CHEW activities, events, partnerships, programs, and accomplishments.
- Work with staff to gather the information needed for compelling content.
- Maintain consistency in organizational voice, messaging, and brand.

Quarterly Newsletter

- Lead development of CHEW's quarterly newsletter.
- Interview staff, partners, and other stakeholders to identify stories and accomplishments.
- Draft and edit newsletter articles and other content.
- Coordinate content collection and prepare the newsletter for dissemination.

Collateral, Promotional & Multilingual Materials

- Provide recommendations for the website, annual report, strategic pillars, and other program-related one-pagers.
- Develop promotional materials for events, webinars, and convenings.
- Work with the appropriate staff to produce materials in Spanish and other languages, as requested.

Public Relations & Earned Media

- Identify opportunities for earned media and greater visibility for CHEW and its initiatives.
- Develop press releases, media advisories, pitches, talking points, and related materials.
- Build and maintain targeted media lists and relevant media contacts.
- Proactively pitch CHEW stories, programs, research, events, and subject-matter experts.
- Support responses to media inquiries.
- Provide media preparation and counsel to CHEW leadership and staff.

Executive & Organizational Thought Leadership

- Position CHEW and its leadership as thought leaders in public health, health equity, public health infrastructure, workforce, rural health, and related areas.
- Support executive communications, commentary, talking points, articles, op-eds, and other thought-leadership content as opportunities arise.

Strategic Counsel

- Serve as CHEW's fractional communications and public relations advisor.
- Participate in a monthly communications planning meeting with CHEW leadership.
- Provide timely counsel on emerging opportunities, reputational considerations, and public-facing messaging.
- Recommend adjustments based on organizational priorities, audience engagement, and emerging opportunities.

3. Level of Effort and Monthly Activities

CHEW anticipates **approximately 10–12 hours of support per month**. We are purchasing access to senior expertise and execution capacity, not a fixed menu of deliverables. We will set priorities together at each monthly planning meeting, so one month may be newsletter-heavy and another media-heavy.

Core recurring outputs (expected every month or quarter):

- Monthly communications/editorial planning meeting with CHEW leadership
- Rolling content calendar, maintained and updated
- Development and scheduling of social media content
- Quarterly newsletter, including staff interviews and content drafting
- Brief monthly summary of completed activities, media outreach and placements, and upcoming opportunities

Flexible communications/PR capacity (remaining hours, allocated by priority):

- Communications support for priority CHEW programs and events
- Media monitoring and identification of PR opportunities
- Media pitching and outreach
- Press releases, media advisories, talking points, and related materials
- Executive and thought-leadership communications

Work that would exceed the monthly retainer requires CHEW's written preapproval.

4. Desired Qualifications

The ideal consultant will demonstrate:

- Significant professional experience in communications, public relations, media relations, or strategic communications.
- Experience supporting nonprofit, public health, healthcare, government, association, or mission-driven organizations.
- Strong writing, editing, interviewing, and storytelling skills.
- A track record of securing or supporting earned media.
- Experience developing and managing social media and digital content.

- Ability to translate complex programs and technical information into accessible, compelling communications.
- Ability to work independently and proactively with limited supervision.
- Sound judgment when communicating about sensitive public health and health equity issues.
- Experience supporting senior executives and organizational thought leadership.
- **Highly desirable:** existing relationships with New Jersey media and/or health, healthcare, public policy, or public health media.
- Experience with Canva, Adobe Creative Suite, or related design programs
- Bilingual is a plus

CHEW favors an individual senior consultant or a small boutique firm. The person proposed must be the person who performs the work.

5. Engagement Structure and Budget

CHEW anticipates an **initial 12-month consulting engagement**, renewable subject to satisfactory performance and continued organizational need.

Term	Detail
Structure	Monthly retainer, approximately 10–12 hours of capacity
Anticipated budget	\$1,750–\$2,500 per month, not to exceed \$30,000 annually
Additional work	Billed at a proposed hourly rate, only with CHEW's written preapproval
Reporting	Brief monthly activity summary
Planning	Monthly meeting with CHEW leadership

Final compensation will depend on experience, proposed scope, and value.

6. Proposal Requirements

Proposals may not exceed **5 pages** (excluding work samples and references) and should address the following, in this order:

1. **Understanding of CHEW and the engagement.** Your understanding of CHEW-NJPHI, its audiences, and what this fractional role requires.
2. **Proposed approach.** How you would implement and expand CHEW's existing communications plan.
3. **An illustrative month.** Using approximately 10–12 hours of monthly capacity, describe what a typical month of support would look like, including the anticipated balance among social media/content development, PR/media relations, strategic counsel, and other activities.
4. **Relevant experience.** Communications and PR experience with nonprofit, public health, healthcare, or mission-driven clients, including examples of earned media secured.
5. **Who will do the work.** Name and brief bio of the individual who will perform the work. If any work would be delegated, identify by whom and for which tasks.

6. **References.** Two to three client references, ideally from mission-driven organizations.
7. **Pricing.** Each of the following:
 - o Proposed monthly retainer
 - o Number of hours or level of effort included
 - o Services included within the retainer
 - o Hourly rate for CHEW-authorized work beyond the monthly allocation
 - o Approach to unused hours
8. **Availability.** Responsiveness to time-sensitive communications or media requests, and earliest start date.

Attachments (not counted toward the page limit): two to three work samples, such as a press release, a placed story, a newsletter, or a social media campaign.

7. Evaluation Criteria

CHEW will evaluate proposals on the following criteria and may invite finalists to interview.

Criterion	Points
Relevant communications/PR experience, including earned media results	25
Proposed approach and illustrative month — clear grasp of fractional, hands-on support	25
Writing quality and work samples	15
Public health, health equity, or mission-driven sector experience	15
Cost and value	10
New Jersey and health-sector media relationships	5
References	5

CHEW is not obligated to select the lowest-cost proposal.

8. Timeline and Submission Instructions

Milestone	Date
RFP issued	Oct 7, 2026
Written questions due	Oct 23, 2026
Answers posted to all respondents	Oct 30, 2026
Proposals due (5:00 p.m. ET)	Nov 13, 2026
Finalist interviews (week of)	Dec 1, 2026
Selection and notification	Dec 11, 2026

Milestone	Date
Anticipated engagement start	Jan 4, 2027

CHEW reserves the right to adjust this timeline.

How to submit: Email one PDF to rbogner@equityandwellbeing.org with the subject line “**RFP Response – Fractional Communications/PR Lead.**” Questions must be submitted in writing to the same address; answers will be shared with all respondents.

9. General Terms

- This RFP does not commit CHEW-NJPHI to award a contract or to pay any costs incurred in preparing a proposal.
- CHEW may accept or reject any or all proposals, request additional information, negotiate scope and price with any respondent, or cancel this RFP at any time.
- The selected consultant will serve as an independent contractor and enter into a written consulting agreement with CHEW.
- Work products created under the engagement will be owned by CHEW-NJPHI.
- The consultant must disclose any potential conflicts of interest and keep CHEW's non-public information confidential.
- CHEW encourages proposals from minority-, women-, veteran-, and disability-owned businesses and from New Jersey-based consultants.

The Center for Health Equity & Wellbeing — New Jersey's Public Health Institute