

MiHC MARKETING CONSULTANT

DESCRIPTION

MiHC Background:

The Michigan Hispanic Collaborative (MiHC) is a 501(c)(3) nonprofit organization that distinctively mentors and supports academically ambitious low-income Hispanic high school and college students in under-resourced Michigan Hispanic communities. We work to eliminate equity barriers that stall academic and employment opportunities, with an overall goal of rapidly reducing the 40% Detroit Latino poverty rate through economic leadership via a bachelor's degree and beyond.

Project Description:

We are seeking a consultant to develop MiHC's marketing plan. The goals of this marketing plan are to: 1) attract Hispanic students/families to the program, encouraging them to go to college and 2) attract funders to MiHC's work in order to gain more philanthropic, public, and private support.

This consultant will develop marketing strategies (including earned media, social media, event appearances, etc.) and consolidate them into a marketing plan that can be used by MiHC going forward.

MiHC's standard of excellence mandates that we partner with content experts that are recognized as leaders in their field. We also hope that those we hire are committed to our mission and have values that align with our organization's work.

This is a short-term project (4-6 months) with a minimum commitment of 160 hours per month. Details will be confirmed upon the start of the project.

Preferred Qualifications:

- Master's degree in marketing.
- Experience working in or with nonprofits.
- Experience working in or with philanthropic organizations.
- Experience working with underrepresented communities.

Project Tasks:

The consultant will:

- Develop a marketing plan, with the goals of:
 - Attracting students/parents to the MiHC program, encouraging them to choose the college path
 - Encouraging funders to invest in MiHC and the Latino community
- Meet with MiHC leadership regularly to update marketing goals on workplan.

Deliverables:

This consultant will provide:

- Marketing plan, with specific action items to be carried out by the organization.

Interested candidates must provide a resume outlining relevant experience by February 4, 2022 to amandas@mihc.org. If possible, please provide a writing sample related to the nature of this work.

Individuals employed by the Michigan Economic Development Corporation may not apply.

Consultant will be required to sign a Non-Disclosure Agreement.