Bridge is a new and innovative program strengthening care in the Emergency Department and building connections with community health to improve access to care and health equity. Our flagship program, CA Bridge, has introduced the practice of treating opioid use disorder on demand in 280 Emergency Departments in California and many more nationwide. We have now expanded our portfolio of programs to expand reproductive health care and public health screenings. Through our programs, we are committed to improving the lives of people excluded from the health care system. You can learn more at bridgetotreatment.org

Overview

We are seeking a senior communications consultant (individual or firm) to work closely with our 3-4 person communications team to develop effective communication strategies, provide project management support, and/or execute defined projects. We are currently recruiting for a new communications director, so the exact scope of work for the consultant role will depend on the timing and outcome of that recruitment. We are concurrently seeking to identify qualified consultants so that we have options for securing the communications capacity that we need for the coming year. The total amount of this contract will be between $50,000 and $150,000.

Scope of Work Components:

1. Work with the Bridge leadership and program leads to identify key messages and recommend strengthening messaging throughout our communications.
2. Support or lead engagement with leadership and program leads to identify communications goals and measures of success.
3. Support or lead the development of an annual plan based on available resources, project plans, and timelines to sequence communications activities throughout the year.
5. Manage defined projects such as website revisions, social media campaigns, targeted outreach campaigns, etc.
6. Produce content such as profiles, success stories, infographics, blog posts, research summaries, etc.
7. Support or lead coaching of spokespersons to engage with media or policymakers.
8. Support or manage the review of key metrics to adjust and improve strategies and activities.

Application:

Interested parties should submit the following information to info@bridgetotreatment.org with “Communications consultant” in the subject line.

- Name, website, hourly rate(s)
- Description of previous work in public health, substance use disorder, and/or emergency medicine and relevant work samples.
- Summary of your experience with our primary and secondary audiences: clinicians and policymakers.
- Initial thoughts on how you would work with an existing staff, how your approach would vary depending on whether or not we have a senior communications director on board, and any experience working in an integrated manner with junior organizational communications staff.

June 2023