

REQUEST FOR PROPOSALS

Social Media Strategist & Copywriter

Green America

About Green America

Green America is a nonprofit organization that harnesses economic power -- the strength of consumers, investors, businesses, and the marketplace -- to create a socially just and environmentally sustainable society. Our campaigns hold major corporations accountable on climate, labor, finance, food systems, and toxic chemicals. Our campaigns name corporations directly, connect consumer and investor pressure to systemic change, and hold institutions accountable with evidence.

We work at the intersection of environmental sustainability and social justice, and our approach is grounded in economic activism: we move markets, shift supply chains, and win tangible commitments from major institutions.

Green America is active on Facebook, Instagram, Threads, Bluesky, LinkedIn, YouTube and TikTok, with a total of 300,000 followers. Our social media strategy works in concert with our earned media and member outreach efforts.

Overview

We are seeking a skilled social media strategist and copywriter to translate our campaign work into compelling, platform-native content that is relevant and impactful. This is an ongoing contract role focused primarily on strategy, copywriting, and creative direction rather than production. We have in-house graphic design and video editing capacity. We are not looking for someone to produce graphics or edit video but rather develop strategy, craft copy, write reel scripts, and identify opportunities to make our campaigns timely and relevant in the social media landscape. However, if you prefer to create your own graphics and/or videos, let us know. We are amenable to it depending on how it affects pricing.

What You Will Do

Content Strategy and Planning

Green America organizes its social content around campaign rotations. We will provide the campaign focus for each week. From there, you will translate campaign materials, blog posts, reports, petitions, actions, or current news into social content. You determine and write the angle, format, hook, call to action, and copy for each piece.

You will monitor the analytics of posts to inform and refine future posts and news and social conversations and proactively flag opportunities to enter relevant discussions or amplify our campaigns in a timely way.

Copywriting and Content Development

You will write all social copy across our primary platforms. Each month you will develop 15 original content concepts across three formats -- static posts, carousels, and reels -- and adapt it for each platform and audience. This means 15 original ideas. Adaptation includes adjusting copy length, tone, formatting, hashtags, and aspect ratio as needed per platform.

Content types include:

- Static post copy and captions
- Carousel copy, slide by slide, formatted for the graphic designer to execute
- Reel scripts, including hook, narrative arc, on-screen text direction, and delivery notes
- Talking head scripts for staff subject-matter experts who self-record remotely
- Creative direction briefs for the graphic designer as needed

Creative Direction

You will provide clear creative briefs for the graphic designer and video editor. You will specify messaging hierarchy, visual direction, tone, and narrative structure. You will ensure alignment between copy, visuals, and campaign objectives.

Our staff records remotely and our in-house video editor can handle post-production. Your role is to make that process work: write tight scripts, provide clear direction on delivery and framing, and ensure the creative concept is strong before it reaches the editor. The contractor will not appear on camera and will not be asked to film.

Trend and Opportunity Monitoring

You will track relevant news, hashtags, social conversations, and cultural moments that intersect with our campaign areas: corporate accountability, climate, labor, finance, agriculture, and toxic chemicals. When an opportunity arises to position one of our campaigns as timely and relevant, you bring a recommendation. And suggest approaches for collaboration with aligned organizations and partners.

Analytics and Reporting

For grants and our own feedback, we will need the following:

- monthly reporting by campaign area across all channels
- quarterly metrics for specific campaigns for grant deliverables
- quarterly KPIs (vanity metrics) of number of followers, engagement rate, total reach, etc. for each channel

- number of views for reels across all channels

Optimization

Given your expertise, recommend content adjustments based on engagement and reach data and propose testing approaches to improve effectiveness over time. Recommend and implement strategies to increase engagement, reach, and audience participation.

You would also be responsible for boosting posts that have high engagement rates. We would set the threshold together.

Community Management (Preferred)

We prefer that this role include responding to comments and DMs across our active platforms. Our in-house content experts will provide answers as needed. If this is outside your proposed scope, indicate that clearly and propose an alternative or reduced-scope option. We will consider proposals that exclude community management if the strategic and copywriting work is strong.

Use of AI

You are not generating content with AI tools and submitting it. We expect original, informed, voice-consistent writing. However, working knowledge of AI-assisted workflow tools for efficiency and research is desired, and we are open to using them with you.

Platforms

Primary: Instagram, Facebook, LinkedIn, TikTok, YouTube Shorts

Threads and BlueSky receive adapted versions of Instagram and Facebook content. No additional original development is required for those channels.

Note on LinkedIn: Native LinkedIn articles are written by staff and are outside this scope.

What We Are Looking For

Required

- Demonstrated experience in social media strategy and copywriting with results of growing audiences and increasing reach and engagement

- Experience working with nonprofits, advocacy organizations, or mission-driven campaigns
- Social media experience in corporate responsibility, environmental advocacy, social justice, supply chain issues, climate policy, or consumer activism
- Strong writing: you can write a hook that stops a scroll, a carousel that educates, and a script that sounds like a real person talking
- Fluency with current social media platforms, tools, and formats
- Translating complex issues into accessible and engaging social content
- Good storytelling to engage audiences
- Ability to work independently from a high-level campaign brief without requiring detailed direction on every post
- Experience writing for multiple formats within a single campaign narrative
- Organic audience growth and engagement strategies
- Data-informed content optimization
- Ability to provide design direction or light art direction to a graphic designer
- Experience developing talking head scripts for non-professional on-camera talent

Scope and Deliverables

- 15 original content concepts per month across static posts, carousels, and reels, each adapted for platform
- Coverage across Instagram, Facebook, LinkedIn, TikTok, and YouTube Shorts as primary platforms
- Threads and BlueSky receive adapted Instagram/Facebook content; no additional original development required
- Scripts and creative direction for all video content
- Proactive trend and opportunity monitoring with concrete recommendations
- Preferred: Community management across primary platforms (propose your approach and any limitations)

Work Samples

Please submit three to five examples of social media work you have created. We prioritize samples that demonstrate strong copywriting, strategic thinking, and the ability to translate complex issues into accessible, compelling content. If your strongest work is from a field adjacent to ours rather than directly in advocacy or corporate responsibility, submit it and explain why it is relevant.

Above evaluating production quality, we are evaluating thinking and writing in social media copy, captions, carousel concepts, and video reel scripts.

OPTIONAL WORK SAMPLE (STRATEGIC CONTENT EXERCISE)

You may submit a short content strategy exercise based on the scenario below:

Green America is preparing to advance a corporate accountability campaign focused on environmental impacts in the grocery retail sector, particularly related to refrigeration systems and refrigerants used by major supermarket chains.

At the same time, there is increased public attention on corporate climate commitments being weakened or reframed as consumer-friendly deregulation.

TASK:

Please outline how you would translate this into a 7–10 day social media content approach, including:

- Strategic framing and audience
- 3 content concepts with hooks or titles
- 1 carousel outline (slide-by-slide messaging)
- 1 short-form video concept (hook, structure, draft script)
- One fully written social media post
- One sample carousel slide
- Engagement approach and sequencing
- What you would intentionally exclude and why

Proposal Requirements

Please submit the following:

1. A brief summary of your relevant experience and approach (no more than one page)
2. Three to five work samples with a short note on your role in each (see above)
3. 2–3 examples of measurable impact on campaigns from your social media work
4. Your proposed fee structure and deliverables for the scope described above
5. Two professional references, preferably from advocacy, nonprofit, or corporate accountability contexts. Can be colleagues, supervisors, clients, etc.
6. Two client testimonials demonstrating effectiveness, results, impact

Evaluation Criteria

Proposals will be evaluated based on:

- Strategic and editorial thinking
- Quality of writing and messaging clarity
- Understanding of advocacy communications
- Ability to translate campaigns into social content
- Demonstrated results and impact
- Creativity and relevance
- Collaboration and responsiveness
- Cost and overall value

Budget

Our budget allows \$4000-5500 per month for this role.

Location

100% remote

Questions?

Send your questions to skarimi@greenamerica.org with the subject line Social Media RFP Questions by July 20, 2026.

We will host a Q&A session where we answer all previously sent questions.
July 27, 2026 @ 12:00pm ET

Use this link to join:
[Green America: Q&A on RFP for social media consultant | Meeting-Join | Microsoft Teams](#)

We will record the session and send it to anyone who asked a question, for those who cannot make it live.

Timeline

Submit questions by: July 20, 2026

Event to hear answers to questions: July 27, 2026 @ 12:00pm ET

Use this link to join: [Green America: Q&A on RFP for social media consultant | Meeting-Join | Microsoft Teams](#)

Proposals due: July 31, 2026

Anticipated start: month of September 2026

To Apply

Submit proposals or questions to skarimi@greenamerica.org with the subject line: Social Media RFP - [Your Name].

Green America is an equal opportunity employer. All qualified applicants will receive consideration without discrimination regarding: actual or perceived race, color, religion, national origin, sex (including pregnancy, childbirth, related medical conditions, breastfeeding, or reproductive health disorders), age (18 years of age or older), marital status (including domestic partnership and parenthood), personal appearance, sexual orientation, gender identity or expression, family responsibilities, genetic information, disability, matriculation, political affiliation, citizenship status, credit information or any other characteristic protected by federal, state or local laws. Harassment on the basis of a protected characteristic is included as a form of discrimination and is strictly prohibited.