NOTICE: REQUEST FOR PROPOSALS

Strategic Marketing Firm Proposal
March 19, 2020

The National Museum of Women in the Arts’ (NMWA) communications and marketing department is seeking a reputable full-service marketing firm to plan and execute strategic marketing campaigns, maximizing brand awareness and visibility and driving visitation to the museum for its exhibitions, programs, and upcoming institutional initiatives. The selected firm will work as a close partner to a small in-house team to promote NMWA as a leader in gender equity through the arts by supporting its collection, exhibitions, programs, and other organizational projects.

We seek proposals from firms with significant experience in the non-profit sector, ideally with museums, to develop and implement an annual strategic marketing plan.

Some of our goals include:

- Strengthening NMWA’s brand awareness and generating long-term interest and understanding of the museum with our target audiences;
- Crafting creative advertising campaigns backed by strategic marketing plans; and
- Using a fresh and creative approach to promote exhibitions, programs, and initiatives.

Founded in 1987, NMWA is the only major museum in the world solely dedicated to championing women through the arts. With its collections, exhibitions, programs, and online content, the museum inspires dynamic exchanges about art and ideas. NMWA advocates for better representation of women artists and serves as a vital center for thought leadership, community engagement, and social change. NMWA addresses the gender imbalance in the presentation of art by bringing to light important women artists of the past while promoting great women artists working today. More information is available at nmwa.org.

For further details, interested parties should contact:

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Proposals are due by close of business April 15, 2020.