

Subcontract Opportunity Announcement: Blog Expert

Application Deadline: 5:00 p.m. (ET), Friday, January 13, 2012

Submission Instructions

Applicants must complete a brief online proposal at the link listed below.

Online Proposal Form: <http://gme.groupmindexpress.com/usbc/?da=c0f6>

If you have technical questions regarding the use of the online application form, please contact clebedev@usbreastfeeding.org. NO PHONE CALLS PLEASE.

If you have other questions related to the content of this announcement or subcontract opportunity, please submit them on our FAQ page. We will respond to all questions on this link within 2 business days. This will ensure that all applicants have access to the same information.

FAQ Page: <http://gme.groupmindexpress.com/usbc/?da=6e62>

Description

The United States Breastfeeding Committee (USBC) has been contracted by the U.S. Department of Health and Human Services Office on Women's Health to enhance the coordination and reach of effective messaging to mothers on the "Break Time for Nursing Mothers" provision of the *Affordable Care Act*. As part of this effort, the USBC is seeking an individual or organization with expertise in blogging to this audience, to promote the "Break Time" law through a series of posts to be published on identified target blogs. Individuals or organizations with related blogging experience are invited to respond to this request for proposals. Applicants may be located anywhere in the continental United States.

The contractor's work would begin in February 2012 and continue through September 2012, with a final report due September 30, 2012. The USBC will award a fixed price subcontract in the amount of \$5,000 to fund the tasks necessary to complete this project. The subcontract will be awarded to the applicant whose proposal best demonstrates past experience and success with pitching to blogs and writing in this format for the target audience. For additional project details, please see the Subcontract Requirements below.

The blog expert will be an independent contractor of the USBC, not a direct employee. As such, the following will be provided by the conference planner:

- Office occupancy: rent, repairs and maintenance, office furniture, utilities
- Technology & Support: computer, Microsoft Office software suite, internet access, printer/scanner, telephone, technical support* and equipment maintenance

**The USBC will provide technical support only on software required for the contractor’s work for the USBC (excluding Microsoft Office suite).*

The following resources may be useful for applicants:

- **Department of Labor Information Page:** <http://www.dol.gov/whd/nursingmothers>
- **USBC Information Page:** <http://www.usbreastfeeding.org/workplace-law>
- **Women’s Preventive Services: Required Health Plan Coverage Guidelines:** <http://www.hrsa.gov/womensguidelines/>

Subcontract Requirements

In the subcontractor agreement, the awardee will commit to fulfilling the following requirements, performing related activities and providing the listed deliverables, and receiving payments according to the schedule noted:

	Subcontract Requirement	Specific Activities and Deliverables (D#)	Date Due
1	Analyze past content on 5 target blogs	<ul style="list-style-type: none"> • D1: Compilation of a review of any related content on proposed target blogs. 	3/15/2012
2	Draft sample blog post and pitch	<ul style="list-style-type: none"> • D2: Sample blog post and draft of customized “pitch” to each of the 5 target blogs. 	3/15/2012
3	Submit “pitch” and establish relationships with target blogs	<ul style="list-style-type: none"> • With USBC Project Team, approach and pitch to 5 target blogs to suggest provision of 1-3 blog posts to each. These could be published as guest blogs under the subcontractor’s byline, or ghostwritten for publication under the name of the blog owner. • Establish timeline for submission and publication of posts with each target blog. • D3: Confirmed schedule of posts on target blogs. 	March-April 5/15/2012
4	Drafts of additional blog posts	<ul style="list-style-type: none"> • D4: Drafts of actual posts to be submitted and published. Topic focus to be confirmed in consultation with USBC Project Team. Note that it is expected that posts and/or post content may be repeated on more than one of the target blogs. 	5/15/2012

5	Publication of posts, monitoring and follow-up	<ul style="list-style-type: none"> • Submit posts for publication to each target blog according to the schedule. • Respond to comments and questions on each post to ensure that participants receive correct and comprehensive information on the law; consult USBC and DOL as needed. • Monitor all posts weekly, continuing to respond as long as there are new comments. 	Activities ongoing June-September
4	Participate in monthly check-in calls	<p>The blog expert will participate in monthly calls with the USBC and Federal Project Team in order to:</p> <ul style="list-style-type: none"> • Report on progress; discuss participation and response • Clarify questions about the interpretation of the law 	Ongoing February-September
5	Final report	D5: A final report will be submitted detailing results of all activities in # 5, including readership and commenting statistics.	9/30/2012

Payment Schedule

- 40% of awarded amount upon receipt of Deliverable Items 1-2.
- 40% of awarded amount upon receipt of Deliverable Items 3-4.
- 20% of awarded amount upon receipt of Deliverable Item 5.

Required Knowledge/Skills

- Strong oral and written communication skills.
- Strong interpersonal skills to develop good working relationships with target blogs.
- Ability to work independently and self-manage time.
- Proficiency with computer hardware and software programs, including Microsoft Office, and strong Web skills.
- At least two years of blogging experience in the relevant topic area and/or to the designated target audience.
- Knowledge of and experience with promotion of the “Break Time for Nursing Mothers” law preferred.