

**URBAN WOOD RESCUE SALES, OUTREACH, AND MARKETING SUPPORT - REQUEST FOR PROPOSAL**

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The Sacramento Tree Foundation's Urban Wood Rescue Program (UWR) is looking to hire an independent contractor for a four-month period (equivalent to 20-24 hours per week) with a possible two-month extension to grow our marketing, sales, and outreach program. We are looking for an individual with a passion for communicating the environmental benefits of urban lumber, sustainability initiatives, and social/environmental justice impacts around Urban Wood Rescue. Tasks to include:

- Identify and research target customers; cultivate and track leads and sales opportunities
- Communicate UWR's brand and story in a positive, authentic way that will attract our target customers. Develop brand awareness throughout the Sacramento area
- Provide customer and sales support by answering general inquiries via phone, email, and social media
- Help manage customer service during public hours, including greeting customers, giving a quick orientation/update to the yard, checking in on their progress, and processing transactions
- Propose and create monthly social media content calendars, working closely with UWR Program Manager and Sacramento Tree Foundation's Outreach and Communication's manager to plan, collect, and execute content generation
- Develop marketing and promotional posts for social media and other outlets (Facebook Marketplace, Craigslist, etc.); respond to all customer inquiries focusing on conversion rates (visits to the yard)
- Develop sales, Carbon Partner, and donation leads
- Assist in the organizing of promotional events and traditional or digital campaigns and attend them to facilitate their success

**PROPOSAL FROM CONTRACTORS SHOULD INCLUDE THE FOLLOWING:**

- Cover letter and resume and/or portfolio (links to relevant social media accounts encouraged)
- Description of proposed weekly schedule (days/hours worked), location of work (can be partially virtual), and per hour price quote
- Outline of approach to growing UWR's marketing and outreach program
- Proposed general strategy for reaching and cultivating opportunities within each of the following target markets: architects, interior designers, builders, makers, furniture designers, and DIY woodworkers
- Outline and proposal should be no more than 2 pages in length

**INFORMATION ABOUT THE SACRAMENTO TREE FOUNDATION'S URBAN WOOD RESCUE PROGRAM:**

Web: <https://www.sactree.com/urbanwoodrescue>

Instagram: <https://www.instagram.com/urbanwoodrescue/>

Facebook: <https://www.facebook.com/urbanwoodrescue>

Proposals should be sent to [hr@sactree.com](mailto:hr@sactree.com). General inquiries can be directed to Bethany Hannah, Urban Wood Rescue Program Manager at [bethany@sactree.com](mailto:bethany@sactree.com) or 916-995-7901.