



MEOPAR

MARINE ENVIRONMENTAL OBSERVATION
PREDICTION & RESPONSE NETWORK

Request for Proposals:

Contract Content Writer & Storytelling Strategist

Issued by:

MEOPAR — Marine Environmental Observation, Prediction and Response Network

Issue Date:

July 29, 2026

Proposal Deadline:

August 17, 2026

Anticipated Start Date:

September 1, 2026

Contract Term:

6 months, with possible extension based on fit and performance

Contact:

communications@meopar.ca

I. About the Organization

Founded in 2012, MEOPAR is an independent, national not-for-profit that strengthens Canada's ocean research, resilience, and innovation by connecting people, science, and data. Through funding interdisciplinary research, mobilizing knowledge, supporting emerging leaders, building cross-sector partnerships, and enhancing Canada's capacity to respond to ocean risks and opportunities, MEOPAR works across the full ocean ecosystem to drive meaningful impact.

MEOPAR is currently undertaking a website refresh to reflect its updated strategy, priorities, and approach, and to better serve its diverse national and international audiences. This contract supports that broader communications evolution.

2. Background & Objectives

MEOPAR is seeking proposals from experienced freelance writers to support its communications through the creation of compelling written content and the strategic distribution of its stories. MEOPAR currently publishes content on its website, LinkedIn, other social media channels, and its newsletter, and is looking to expand its reach to new audiences and platforms.

The successful contractor will not only produce high-quality written content but also bring strategic thinking about where and how stories should be shared to maximize reach, relevance, and impact.

This is a part-time, remote contract engagement. MEOPAR anticipates the workload will require approximately [20] hours per month; proponents are welcome to propose an estimated time commitment as part of their approach.

3. Scope of Work

3.1 Core Writing Deliverables

- Write two (2) original long-form articles per month (approx. 12 articles over the initial six-month term)
 - Approx. 800–1,200 words each
 - Articles are developed through interviews, light research, and collaboration with MEOPAR staff and researchers
 - Up to two rounds of revisions per article, based on feedback from the designated staff contact
 - Final English content is published on MEOPAR's website by MEOPAR staff
 - French translation is arranged separately by MEOPAR's designated translator and is not the contractor's responsibility (see Section 6).

3.2 Content Adaptation & Supporting Copy

For each long-form article, the contractor will repurpose the content into shorter formats, including:

- Website news summaries
- LinkedIn and other social media copy
- Short teaser or promotional text for the newsletter

3.3 Audience Development & Distribution Strategy

Beyond writing, the contractor will bring strategic thinking to where and how MEOPAR's stories are shared, including:

- Identifying and recommending new pathways for content distribution, such as partner or sector newsletters, external blogs or platforms, and industry publications or op-ed opportunities
- Pitching or proposing story ideas to select external outlets (coordination and pitching only, full media relations and press management are out of scope, unless otherwise agreed in writing)
- Providing brief, actionable monthly recommendations on content reach and audience growth

3.4 Additional Creative Writing (Limited)

- Support a small amount of ad hoc writing as needed (e.g., short web news items, event recaps, or campaign copy)
- This work will be limited in volume and mutually agreed upon in advance; pricing for additional writing should be proposed as a per-word or hourly rate (see Section 6)

4. Out of Scope

The following are not included in this contract:

- Graphic design or multimedia production (photography, video, illustration)
- Social media scheduling, posting, or account management
- SEO audits or in-depth analytics reporting beyond basic engagement insights
- French translation (unless separately proposed and agreed — see Section 6)
- Ongoing media relations or press management

5. Contract Term & Management

- Initial contract term of six (6) months, with the possibility of extension based on fit, performance, and organizational needs
- The contractor will report to and work closely with a designated MEOPAR staff contact
- Anticipated check-ins: two (2) editorial or planning meetings per month
- The contractor is expected to work independently, meet agreed deadlines, and communicate proactively about scheduling conflicts or delays

6. Budget & Compensation

The anticipated budget for this contract is CAD \$12,000–\$14,000 total for the full six-month term, depending on experience, proposed approach, and demonstrated value.

Proponents are asked to submit proposals based on a monthly retainer or equivalent fee structure that covers the scope of work outlined in Section 3. Proposals should clearly outline:

- Total proposed cost within the stated budget range
- Monthly breakdown of fees
- What is included in the proposed monthly fee (e.g., number of articles, revision rounds, repurposed assets, distribution recommendations)
- A proposed rate (per word or per hour) for any additional ad hoc writing beyond the core scope in Section 3.4
- Any assumptions, limitations, or exclusions related to time or deliverables

Invoices are to be submitted monthly upon delivery of agreed deliverables, payable net 30 days. All fees should be quoted in Canadian dollars; applicable taxes (e.g., GST/HST) should be itemized separately.

7. Proposal Requirements

1. Overview of the proponent, including relevant experience and background
2. Approach and methodology, including your writing process and how you approach audience development and content distribution
3. 2–4 relevant writing samples (links preferred), ideally reflecting science, research, environmental, or non-profit communications
4. Proposed fee structure, per Section 6
5. Availability, including anticipated start date and any known scheduling constraints over the contract term
6. References (optional but encouraged) — names and contact information for up to two references familiar with your recent writing or communications work

8. Evaluation Criteria

Proposals will be reviewed by a MEOPAR evaluation committee and assessed against the following weighted criteria:

Criterion	Weight
Quality, clarity, and style of writing samples	30%
Demonstrated understanding of strategic storytelling and audience growth	25%
Relevant experience in ocean science, research, environmental, or non-profit sectors	20%
Value for money and clarity of proposed fee structure	15%
Overall fit with MEOPAR's mission, values, and working style	10%

MEOPAR may, at its discretion, invite shortlisted proponents to a brief interview or writing exercise prior to final selection.

9. Submission Details

Proposals should be submitted electronically in PDF format to [via this form](#).

Questions regarding this RFP may be directed to communications@meopar.ca by the deadline noted in the Key Information table above. Questions and answers of general relevance may be shared with all proponents to ensure a fair process.

Late or incomplete submissions may not be considered.

10. Rights & Conditions

MEOPAR reserves the right to:

- Accept or reject any or all proposals, at its sole discretion
- Request clarification or additional information from any proponent
- Negotiate scope and fees with the selected proponent prior to finalizing a contract
- Cancel or amend this RFP at any time without liability to any proponent

The selected proponent will be engaged as an independent contractor and will be responsible for their own applicable taxes, insurance, and equipment, unless otherwise negotiated.

All content produced under this contract becomes the property of MEOPAR upon payment, unless otherwise agreed in writing. The contractor will be credited as the author and may reference completed work for portfolio purposes.

We thank all proponents for their interest and look forward to reviewing submissions.