



Bay Area Biotechnology Education Consortium

**Website Redesign
Online Fundraising Strategy
Social Media Marketing**

The Bay Area Biotechnology Education Consortium (BABEC), requests a proposal from interested individuals to help assist in the organization's website redesign and to consult with its online strategies and tactics in using social media to further BABEC's goals/mission.

BABEC is dedicated to increasing student understanding of key concepts in molecular biology and raising student awareness of applications and careers related to biotechnology. In the process, BABEC is enabling systemic reform in an important area of science education by helping teachers bring relevant, thought-provoking, hands-on activities into the classroom. The primary goals of a redesigned BABEC website are to increase overall brand visibility and awareness, streamline business processes (ordering kits, reservation system, receiving feedback on labs, etc.), encourage more communication and collaboration amongst partner organizations and teachers, build an online community that will help generate excitement for BABEC's projects and lay a foundational website/online infrastructure that will enable the application of Web 2.0 strategies in science education around the Bay Area.

Background

BABEC is an umbrella organization for biotechnology secondary school education in the Bay Area. Through its web platform, BABEC will become the essential connector for the partnership organizations. It will showcase its successes using new media – finding ways for its teachers and students to share what BABEC has helped them accomplish. Creating an online platform and implementing a coherent online communications strategy will then strengthen BABEC's brand amongst partnership organizations, network organizations around the nation and potential donors.

Besides the branding benefit, BABEC will also be creating a passionate base of support for the organization and its mission, essential as it develops its online grassroots fundraising efforts. With successful embrace of Web 2.0 strategies, we hope that BABEC can be an example to the rest of the nonprofit educational world of what can be achieved.

To help BABEC achieve the goal of improving its reputation and deepening its engagement with secondary school science teachers, the Consultant should act as an extension of the BABEC team as an experienced and strategic online marketing partner to assist personnel in identifying, delivering and executing this approach.

Application

Interested parties should email a cover letter, resumé and links to relevant samples of work to Dr. Katy Korsmeyer <kuokaty -at- scientist.com>. Please see BABEC web site for a downloadable copy of the BABEC Application for Employment. Please include a

suggested Strategy List of the type of tasks you have expertise in supporting including an estimate of the amount of time and cost for your services.

We are an Equal Opportunity Employer. Applicants for all job openings are welcome and will be considered without regard to race, color, religion, national origin, sex, age, sexual orientation, physical or mental disability, or any other basis protected by state, federal or local law. It is the intent of the Bay Area Biotechnology Education Consortium (BABEC) to comply with all applicable federal, state and local legislation concerning equal opportunity in employment.