



Request for Applications (RFA)

Contractor Role: Industry Engagement & Credential Advocacy Specialist

The American Association of Family and Consumer Sciences (AAFCS) is committed to expanding the value and recognition of credentials as a critical component of workforce development. This role plays a key part in connecting education and industry to strengthen talent pipelines and economic opportunity. AAFCS is seeking a highly motivated contractor to support national efforts to expand awareness, recognition, and endorsement of the AAFCS Pre-PAC industry-based credentials. This role will focus on building relationships with business and industry leaders, securing support, and promoting the value of credentials as a workforce solution. This role is well-suited for someone who:

- Is comfortable in a “business development” or advocacy role
- Can clearly articulate the value of credentials to employers
- Understands how credentials support workforce readiness and hiring needs
- Is proactive, strategic, and results-driven

Scope of Work

The contractor will lead efforts to increase business and industry support for AAFCS credentials by:

- Identifying and researching key business and industry contacts at the state, regional, and national levels
- Collaborating with internal staff to align messaging and outreach strategies and develop targeted outreach materials (e.g., email campaigns, one-pagers, presentations, endorsement packets)
- Initiating and maintaining communication with industry representatives
- Effectively promoting the value of credentials as a tool for workforce readiness and talent pipeline development
- Securing formal endorsements, letters of support, or partnership commitments from industry stakeholders
- Tracking outreach efforts, engagement, and outcomes
- Providing regular progress updates and recommendations for expanding impact

Key Deliverables

- Curated list/database of industry contacts and partners
- Notations of outreach and promotional materials tailored to industry audiences
- Documentation of outreach strategy, communication plan, and dissemination of materials
- Secured endorsements or letters of support from business/industry partners
- Summary reports highlighting engagement metrics and outcomes

Qualifications

Required:

- Strong communication and relationship-building skills
- Demonstrated ability to engage external stakeholders and influence decision-making
- Experience in collaborating on development of messaging and promotional materials
- Ability to work independently and meet deadlines

Preferred:

- Familiarity with industry-based credentials and credentialing systems
- Knowledge of Career and Technical Education (CTE) and Perkins V
- Experience working with business and industry partners, workforce boards, or education systems
- Background in workforce development, education, or talent pipeline initiatives

Timeline

- Contract start date: July 1, 2026 or August 1, 2026
- Contract end date: December 15, 2026

Compensation: \$5000 per month for 4 months

Application Process: Interested applicants should submit resume or CV and a statement of interest highlighting relevant experience

Submit applications to: Lori Myers (LMyers@aafcs.org)

Application deadline: June 5