



Request for Proposals (RFP)

Title: Social Media Contractor for Big Brothers Big Sisters of Niagara

Date: May 21, 2024

Overview

Big Brothers Big Sisters of Niagara (BBBSN) is exploring options for an experienced social media contractor to manage the social media accounts for both the main agency accounts and the Nearly New Thrift Store accounts. With the guidance of the BBBSN staff, the contractor will play a crucial role in assisting with the development and implementation of a comprehensive social media strategy. The aim is to enhance our online presence, engage with our community, recognize our many supporters and increase awareness of our organization's impact, programs and thrift store.

Big Brothers Big Sisters of Niagara (BBBSN) is a charitable organization that has been supporting vulnerable young people in Niagara for the past 87 years. Our mission is to enable life-changing mentoring relationships to ignite the power and potential of young people. This is achieved through a combination of one on one and group mentoring programs, offered both in the community and in schools.

Our current social media presence includes:

- Instagram (@bbbsniagara and @thriftnearlynew)
- Facebook (@bbbsniagara and @thriftnearlynew)
- Linked-In (@bbbsniagara)
- X (@bbbsniagara)

Scope of Work

The social media contractor will be responsible for the following tasks:

- Creating and curating engaging content for BBBS social media platforms, including Facebook, Instagram, X, and LinkedIn, with the anticipated number of posts ranging from 7-14 per week.
- Managing social media activities, including:
 - Creating and publishing posts, stories, and updates across all relevant platforms with well-written captions and tagging any other relevant accounts.
 - Monitoring comments, messages, and mentions, and responding promptly to inquiries and interactions.
 - Engaging with our audience by liking, commenting, and sharing relevant content from followers and partner organizations.
 - Monitoring external trends and news related to our mission and programs, and leveraging opportunities for timely and relevant content.
- Assist with developing a comprehensive social media strategy aligned with our organization's goals and objectives.
- Implementing a content calendar and posting schedule to ensure consistent and timely updates.
- Monitoring and analyzing social media metrics to track the effectiveness of efforts, and make data-driven recommendations for optimization.
- Providing monthly reports on key performance indicators (KPIs) and progress towards goals.



- Providing recommendations for paid advertising campaigns, if applicable.
- Collaborating with our team to integrate social media initiatives with other marketing and outreach efforts.

Qualifications

The ideal candidate should possess the following qualifications:

- Proven experience in social media management, preferably in the non-profit sector or for retail stores.
- Creative mindset with the ability to generate compelling content tailored to different platforms and target audiences.
- Demonstrated ability to develop and execute successful social media strategies that drive engagement and achieve organizational objectives.
- Strong understanding of social media analytics and proficiency in tools for monitoring and measuring performance.
- Excellent written and verbal communication skills.
- Access to a smartphone with a quality camera and a laptop or computer with internet access for conducting work-related tasks is required.
- Ability to work both independently and as part of a team.
- Familiarity with best practices in social media targeted advertising is an asset.
- Access to a vehicle for on-site visits to Nearly New Store, BBBN offices, or community events for the purpose of content gathering.

Interested candidates are invited to submit their proposals electronically to Nicole Bronn, Marketing and Communications Coordinator at nicole.bronn@bigbrothersbigsistersonline.ca no later than June 30, 2024.

Proposals should include the following:

- Company/personal overview and relevant experience.
- Portfolio of work.
- Recommended approach to developing and implementing a social media strategy for Big Brothers Big Sisters of Niagara.
- Detailed budget that includes your hourly rate and anticipated hours per week, including any anticipated expenses (ex. Mileage).
- References from past clients or projects are an asset.

Contact Information:

For inquiries or further information regarding this RFP, please contact:

Nicole Bronn

Marketing and Communications Coordinator

Nicole.Bronn@bigbrothersbigsistersonline.ca

905-357-5454 ext. 226

