

CORONA DEL MAR CHAMBER OF COMMERCE

REQUEST FOR PROPOSAL: Social Media Specialist

CdM BUSINESS IMPROVEMENT DISTRICT (Contract Position)

Background	For over 60 years, the Corona del Mar Chamber of Commerce has enjoyed serving as a strategic community resource dedicated to assisting the local business environment in Corona del Mar. 2020 has been a very challenging year for local business owners due to the Corona virus pandemic, therefore in an effort to help rebuild and foster growth in the CdM District, we are sourcing a Social Media Specialist on behalf of the Corona del Mar Business Improvement District.
Role Description	<p>As a talented social media specialist, you will be responsible for meeting the social media goals of the CdM Business Improvement District. You will be promoting Corona del Mar's business district through social media platforms as a unique village to shop, dine and play. You will be responsible for creating original text, photos and video content, managing posts, and engaging with and attaining/retaining followers. You will manage our image in a cohesive way to achieve our marketing goals. Your immediate task will focus on promoting a district holiday marketing campaign.</p> <p>We expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our initiatives clearly.</p> <p>Contract Term: Monthly Consulting Fee</p>
Responsibilities	<ul style="list-style-type: none">• Perform research on current benchmark trends and audience preferences that will support local business needs and member benefits.• Design and implement social media strategy to align with our goals, events, and projects• Set specific objectives and report monthly on the progress of social media efforts and strategies• Generate, edit, publish and share engaging daily content (e.g. original text, photos, videos and news)• Constantly communicate with followers (comment, "like" photos/videos, reply to messages, etc) and respond to queries in a timely manner and monitor customer reviews• Oversee other social media accounts' (e.g. Facebook, e-mail marketing platforms, etc)• Suggest and implement new features to develop brand awareness, like promotions, competitions and giveaways• Stay up-to-date with current technologies and trends in social media, design tools and applications

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Requirements	<ul style="list-style-type: none">• Proven work experience as a Social media specialist (preferably 2+ years' experience managing other local business accounts)• Hands on experience in content management• Excellent copywriting skills• Ability to deliver modern, creative, cohesive content (text, image and video)• Solid knowledge of SEO, keyword research and Google Analytics• Knowledge of online marketing channels• Excellent communication skills• Analytical and multitasking skills• BS degree in Marketing or relevant field (significant experience is commensurate with degree requirement)
Deadlines & Timeline	<p>Requests for proposal (RFP) submission Deadline: Oct 5th, 2020</p> <p>Interviews with RFP participants: Week of Oct 5th, 2020</p> <p>Vendor Selection: By Oct 12, 2020</p>
How Content will be used	The Corona del Mar Business Improvement District will own all content and copywrite (videography, photography and text) developed under the scope of this project.
Contact & Submission Information	<p>CdM Chamber of Commerce 2855 E. Coast Hwy. Suite 101 Corona Del Mar, CA 92625 Tel: (949) 673-4050 Fax: (949) 673-3940</p> <p>Submit all proposals to: Linda Leonhard President/CEO Linda@CdmChamber.com Mobile (949) 322-5571</p>