



SOCIAL MEDIA AND COMMUNICATIONS SERVICES 2019 REQUEST FOR PROPOSAL

Background

The Norwalk Arts Commission is seeking social media and communications services for the Norwalk Arts Commission. Services provided are aimed to help grow and engage our community with the Norwalk arts.

While the Commission has successfully leveraged volunteer social media and communications services, the organization realizes that the ongoing growth, visibility, and viability of the Commission and its services depend on engaging professional services.

Fee is \$2,000 for the period of June - Dec 2019. Expectations are that 2.5 hours a week of social media/communication services will be provided.

Roles and Responsibilities

- Assist in the development and implementation of a social media strategy for Instagram and Facebook
- Create engaging social media posts across platforms showcasing NAC, local: artists, art, and art venues
- Create and promote NAC Facebook events
- Search and/or share art related FB events on NAC social media platforms
- Manage social media inquiries, comments, and requests
- Work with the Communications Manager for the city to help promote important events and/or information
- Provide metrics as requested on NAC social media presence
- Assist in communicating web changes and updates as needed
- Update NAC mailing lists as needed
- Assistance with misc. social media and communications related projects as needed
- Assist in the design and distribution of occasional e-blasts and a bi-annual e-newsletter

Skills and experience required

- Three to five years of experience in social media
- Proficient in social media platforms including Facebook and Instagram
- Strong and effective communicator, with excellent writing, editing and proofreading skills
- Excellent understanding of branding
- Ability to take high quality photos with your phone for social media
- Photo editing skills
- Interest and enthusiasm for the arts
- Proficiency in Canva (or similar program) or willingness to learn
- Proficiency in Microsoft Word and Outlook

Educational requirements

Bachelor's degree in English, Journalism, Marketing or Communications preferred, but solid experience and a proactive personality are most important.

Proposal

The commission invites those interested in providing these social media and communications services to submit a proposal via e-mail to livelovenorwalk@gmail.com. Please put "Social Media and Communications" in subject line.

Deadline: May 20, 2019

Required elements:

1. Cover letter
2. Resume

Questions

Please send questions to livelovenorwalk@gmail.com