

TKO REQUEST FOR PROPOSAL (RFP):

MEDIA SPECIALIST PROFESSIONAL SERVICES



Introduction

Trailkeepers of Oregon (TKO) is seeking proposals from qualified individuals to provide social media and email marketing services to support our digital outreach efforts. TKO's is an Oregon based nonprofit whose mission is to protect and enhance the Oregon hiking experience through stewardship, advocacy, outreach, and education. The selected Media Specialist will play a crucial role in developing and executing social media and email marketing strategies to increase community engagement and awareness of TKO's stewardship and engagement initiatives.

Scope of Work

The Media Specialist will accomplish the following key activities:

- Component A: Create a social media and email marketing calendar for June-September 2024 for all of TKO's public-facing communications. Channels currently in use are
 - MailChimp = post 2 newsletters monthly, single page, 6-8 content blurbs/photos with links
 - Instagram/Facebook = post at least 4-8 social posts weekly, 1-4 blurbs/photos
 - Eventbrite = 50-75 events per month, quality check for consistency (TKO staff/volunteers post)
- Component B: Create communications plan with fundraising team and execute November-December 2024 end of year donation campaign. Each week highlights a specific region/program with in depth storytelling. Components include:
 - Website = 8-9 webpages, 6-8 content blurbs/photos with links
 - MailChimp = 1-2 newsletter campaigns weekly, single page, 2-4 content blurbs/photos with links
 - Instagram/Facebook = 7-12 social posts weekly, 1-4 blurbs/photos
 - Eventbrite = 40-60 events per month, quality check for consistency (TKO staff/volunteers post)
- Source blurbs/photos content from TKO staff and volunteers as they post regularly to internal Slack channels.
- Support TKO staff in creating content and media that adhere to TKO's branding guidelines.
- Coordinate with TKO staff to align outreach efforts with organizational needs and objectives.
- Utilize data analytics to assess the effectiveness of outreach strategies and provide recommendations for messaging updates.

Desired Skills and Qualifications

TKO values diversity and lived experience. Prospective Media Specialists should possess the following skills, knowledge, and abilities:

- Demonstrated ability to work with individuals from diverse backgrounds, including races, ages, genders, sexual orientations, abilities, and economic backgrounds.
- Excellent interpersonal and communication skills.
- Proficiency in developing communications strategies and digital content for web, email, and social media platforms.
- Experience using data analytics to evaluate brand engagement and impact.
- High levels of initiative, creativity, and the ability to work independently with limited supervision.
- A strong passion for TKO's mission, vision, and values, and a genuine interest in trail preservation and promoting outdoor experiences in Oregon.
- Meticulous attention to detail and accuracy in data entry and writing.

Proposal Submission Process

Studies show that women and people of color are less likely to apply for jobs unless they believe they meet every qualification listed in a job description. TKO values lived experience and we are dedicated to embracing diversity. We are committed to building a team that represents our communities' backgrounds. If this role sounds exciting to you, we want to hear from you!

Interested individuals should submit a resume and any portfolio resources demonstrating past work through the provided Google Form link. Selected applicants will be invited to then submit a cover letter and a proposed 2-part work plan Component A & B. Your proposal should include the following:

- Detail the approach and methodology you plan to employ to meet the project requirements. It should outline the steps, strategies, and technologies to be used.
- Pricing and Cost Breakdown: A comprehensive breakdown of all costs either lump sum for Component A & B or hourly rates associated with the project.
- References: Contact information for previous clients or projects that can provide references for your work.
- Appendices: Any additional documentation or supporting materials that reinforce the proposal, such as brochures, portfolios, or certifications.

Timeline

- Request for Proposal submission form opens May 1st
- Proposals accepted until EOD on May 15th
- Interviews with qualified applicants will take place the week of May. 20th
- Successful candidate will be notified no later than May 25th
- Official contract signed no later than June 1st to begin immediately
- Submit through this Google Form [HERE](#)

Terms and Conditions

This RFP does not create any contractual agreement, rights, or obligations. Successful candidates may be subject to a background and criminal history check.

Contact Information

For any questions or clarifications regarding this RFP, please contact Steve Kruger at steve.kruger@trailkeepersoforegon.org

Note: The purpose of this RFP is to solicit proposals for the Media Specialist position at Trailkeepers of Oregon. Any amendments to this RFP will be communicated to all prospective candidates in a timely manner.