



## **Request for Proposal**

### **Media Relations, Content Management & Social Media Manager**

**Released April 14, 2023  
Due May 15, 2023**

#### **Introduction and Background:**

- 1) The Uptown Whittier Improvement Association (UWIA), is a non-profit 501(c)(3) Community Benefit District (CBD) that is requesting proposals to fulfill needed services of our organization. A Request for Proposal (RFP) is being posted to the two main proposal outlets for Los Angeles area CBDs; namely,
  - a. International Downtown Association (IDA) website  
<https://www.idadowntown.org/eweb/DynamicPage.aspx?webcode=IDAJobsRFPS>
  - b. California Downtown Association (CDA) website  
<https://californiadowntown.com/jobs-rfps/>

The RFP is for the following services:

- 1) Media Relations Services
- 2) Content Management
- 3) Social Media Management

The UWIA is looking for an Independent Company or Contractor (ICOC) to provide these services in the most efficient manner to satisfy the needs of the UWIA. The UWIA requests that ICOCs provide a comprehensive proposal for all of the services proposed.

### **Media Relations, Content Management & Social Media Manager**

- 1) General Requirements:

## UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

The UWIA is using a Content Management System (CMS) that provides a mobile responsive website designed to attract visitors to the website and keep them engaged. The website provides services of web content management, blog publishing/news, and social publishing/communities.

### 2) Specific Management and Maintenance Requirements:

#### a. Website Maintenance

- i. The UWIA is soliciting viable candidates to assist UWIA personnel in maintaining the website content and design.
- ii. The Media Relations, Content Management & Social Media Manager will be required to manage, update and curate content for the UWIA website 1. The candidate will be responsible for scheduling and posting content, 2. Responding to public inquiries, 3. providing progress reports to the appropriate committee and UWIA Board
- iii. The candidate must be proficient in the Word Press CMS platform and capable to make updates on a regular basis
- iv. The candidate must also have knowledge on photo editing/cropping for website needs
- v. Perform other tasks mutually agreed as germane to website content management

#### b. Social Media Management

- i. The candidate will manage the various social media platforms (Facebook, Instagram, Twitter, etc.), including developing a content schedule and garnering approval from the appropriate UWIA leadership.
- ii. The candidate will be responsible for scheduling posts, (Create template pages for each of the platforms, create social media tags, Create e-newsletter template in Constant Contact)
- iii. Social media posts; scheduling and posting
- iv. Manage public/community outreach and inquiries
- v. Providing progress reports to the appropriate committee and UWIA Board
- vi. Secure additional platforms not mentioned above under the name and ownership of UWIA as appropriate
- vii. Perform other tasks mutually agreed as germane to social media content management

#### c. Media Relations and General Management

- i. Source stock photos and obtain/take specific photos from mutually agreed upon shot list. Obtain all necessary publication rights
- ii. Assist UWIA personnel with the following objectives:
  - a. Drive local consumers to visit Whittier Uptown restaurant, bar and retail businesses and music, art and cultural venues and attend UWIA special events and festivals.
  - b. Promote the Whittier and UWIA Uptown brand.

- c. Create buzz about Whittier Uptown and the UWIA organization
- d. Promote Whittier Uptown as the region's premier gathering, celebration, entertainment and cultural center.
- e. Present Whittier Uptown with always exciting things to do

3) Terms and Conditions:

- i. UWIA will own the rights to the website and website materials developed.

4) Terms of proposal:

- i. All proposals must include a statement of authorization to bid by a principal of the responding firm
- ii. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits
- iii. Proposal must include items listed under "Proposal to Include" (below).

5) Proposal to Include:

- i. Executive summary
- ii. Qualifications and experience, including examples of writing and social posts.
- iii. Experience managing social media for public entities / subject to First Amendment
- iv. fees structure
- v. Biographies of all who will work on the account

6) Preference for Local Companies:

- i. The UWIA Board prefers, however does not require local companies to bid on this proposal. Knowledge and understanding of Whittier will be a consideration in the selection process. However, the Board will consider any and all applications.

7) Insurance: Include a description of professional liability insurance including policy provider and limits.

8) Budget:

- a. UWIA will not pay the firm's direct cost for preparing the proposal.

9) References: Please submit at least 3 references for similar work in the Los Angeles/Orange County region over the past three years. List the company, contact person, phone, and e-mail of the contact.

10) Contractor's Representations: The Contractor(s), by submitting a bid, represents that

- a. The Contractor(s) has/have read and understands the contents of the RFP information pack and the bid is made herewith.
- b. The Contractor, before submitting a proposal, understands that the Contractor must:
  - 1. Examine this RFP information packet
  - 2. Visit the existing website and social media platforms and become familiar with all local conditions which may in any manner effect the cost, progress or performance of the services.

11) Length of Contract and Payment

- a. The length of the contract (term) shall be for an initial one (1) year (a 12 month contract). Upon a performance review by the UWIA Board, an additional two (2) year (a 24 month contract) may be initiated. Due to rules and regulations, no contract can exceed more than three (3)

years (RFP requirements must be met).

12) UWIA Evaluation Criteria:

- a. The proposal should include at least enough information to provide for the following: UWIA will consider following factors when evaluating candidate firms:

Innovation and creativity, suitability of the proposal, professional qualifications, experience, fee, feedback from references.

13) Due Date:

- a. All proposals are to be submitted to Hans K. Fritz, District Manager, [hans@uwia.org](mailto:hans@uwia.org) in PDF format via email. Please submit any questions or requests for additional information by email to [hans@uwia.org](mailto:hans@uwia.org). Questions, replies, and information asked for by any one company will be distributed to the other candidate companies.

**PROPOSALS ARE DUE BY May 15, 2023 5 PM PST**

Any or all proposals may be rejected or accepted for any reason deemed appropriate by the Board of Directors.