

## Keyport Bayfront Business Cooperative

# REQUEST FOR PROPOSAL: Social Media Specialist

Keyport BID, Inc. (Contract Position)

<b>Background</b>	<p>The Keyport BID is a 501 (c)3 composed of the over 200 commercial properties in the Borough of Keyport. Our goal is to promote the businesses using Social Media Marketing, visual improvements and inclusive events within the Business Improvement District. Therefore in an effort to help rebuild and foster growth in the businesses, we are sourcing a Social Media Specialist on behalf of the Business Improvement District.</p>
<b>Role Description</b>	<p>As a talented social media specialist, you will be responsible for meeting the social media goals of the Keyport Business Improvement District. You will be promoting Keyport's business district through social media platforms as a unique borough 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><b>Contract Term:</b> Monthly Consulting Fee</p>
<b>Responsibilities</b>	<ul style="list-style-type: none"><li>● Perform research on current benchmark trends and audience preferences that will support local business needs and member benefits.</li><li>● Design and implement social media strategy to align with our goals, events, and projects</li><li>● Set specific objectives and report monthly on the progress of social media efforts and strategies</li><li>● Generate, edit, publish and share engaging daily content (e.g. original text, photos, videos)</li><li>● Constantly communicate with followers (comment, "like" photos/videos, reply to messages, etc) and respond to queries in a timely manner and monitor customer reviews</li><li>● Oversee other social media accounts' (e.g. Facebook, e-mail marketing platforms, etc)</li><li>● Suggest and implement new features to develop brand awareness, like promotions, like competitions and giveaways</li></ul>

	<ul style="list-style-type: none"> <li>● Stay up-to-date with current technologies and trends in social media, design tools and applications</li> </ul>
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<b>Requirements</b>	<ul style="list-style-type: none"> <li>● Proven work experience as a Social media specialist (preferably 2+ years' experience managing other local business accounts)</li> <li>● Hands on experience in content management</li> <li>● Excellent copywriting skills</li> <li>● Ability to deliver modern, creative, cohesive content (text, image and video)</li> <li>● Solid knowledge of SEO, keyword research and Google Analytics</li> <li>● Knowledge of online marketing channels</li> <li>● Excellent communication skills</li> <li>● Analytical and multitasking skills</li> </ul>
<b>Deadlines &amp; Timeline</b>	<p><b>Requests for proposal (RFP) submission Deadline:</b> February 7, 2023</p> <p><b>Vendor Selection:</b> By February 14, 2023</p>

<b>Contact &amp; Submission Information</b>	<p><b>Keyport Bayfront Business Cooperative</b></p> <p>70 West Front Street, Keyport, NJ 07735</p> <p><b>Submit all proposals to:</b></p> <p><b><a href="mailto:KBBCVISITKEYPORT@GMAIL.COM">KBBCVISITKEYPORT@GMAIL.COM</a></b></p>
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