



Kensington Market BIA

160 Baldwin St - Toronto, ON, M5T 3K7

416 -323-1924

info@kensingtonmarket.to

Request for Quote

Social Media Coordination

Deadline: 22nd March 2023

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Introduction

Please review the attached document and submit your Proposal to info@kesingtonmarket.to by 11:59 PM Wednesday, March 22nd 2023.

About Kensington Market

The Kensington Market Business Improvement Area (KMBIA) was formed in 2009 and represents over 240 businesses. Kensington Market is 1 of 85 BIAs throughout Toronto and is the voice of our business community. Kensington Market has long been an important shopping, grocery, hangout, and tourist destination.

Cherished by Torontonians and visitors alike, Kensington is a thriving open-air marketplace, representing a richly multicultural and eccentric neighbourhood in the core of downtown Toronto. Our Kensington community is a colourful and eclectic mix of residential and commercial blocks, well known for its unique and independent spirit, vibrant murals, charismatic locals, Pedestrian Sunday events, and over 240 local and independent shops and businesses with specialty items from all over the globe.

This richly multicultural, neighbourhood meets all needs: fresh produce, cheese, meats, bread & desserts, bulk spices/nuts/sweets, flowers, restaurants, cafes, bars, live music, local fashion designers & acclaimed vintage clothing, art, music, bike & skate shops, electronics, pet supplies, home wares, and many specialty items from around the globe.

Job Description

The Kensington Market BIA is seeking a qualified firm to facilitate all aspects of our digital marketing including advertising, content generation, outreach, engagement, social media, online reputation management, web and social copywriting, and event support to help boost online traffic, social influence, and potential online sales. The successful candidate will be responsible for community engagements, marketing, and communications for the KMBIA, understand the dynamics of this unique neighborhood, and collaborate effectively with the Kensington Market Coordinator on overall visioning.

Tasks

Maintain KMBIA social media platforms, website, newsletter and online store.

- Manage all social media platforms (Instagram, Facebook, Twitter, Website).
- Planning, tracking, implementing and reporting on all social media projects.
- Respond to inquiries on social media platforms and email.
- Develop, write and edit content for monthly newsletters
- Attend sub-committee meetings of the KMBIA as required.
- Assist in creating content for KMBIA branded events, meetings etc.
- Collection of all KMBIA content and sharing of events/news etc from businesses and associations.
- Creating Ad campaigns to help drive more business to the market.
- Support the creation of new KMBIA merchandise.
- Maintain communication and a positive relationships with BIA members and other associates of the BIA.
- Assist in improving public perception of BIA among business owners, employees and community members.
- Maximizing outreach by content from other venues and associations in the market and from the KMBIA website.

Proposal Format

- Organization
 - Name, address, telephone number of the main office and primary contact for the project.
 - Name, position, qualifications and experience of the individuals designated to work on this project.
- Experience
 - Describe a few projects that you have completed with requirements similar to those stated in this RFP. Please include the dates and locations. Please provide references for each of these projects.
- Process
 - Describe the strategy and process to be used by your firm for this project.
 - Describe the action required from the BJA that you feel necessary to complete this project.
 - Describe the deliverables.
- Proposed Fee
 - Detailed monthly fee listings.

Details

Prospective applicants may submit questions by email to. Applicants must submit their proposals by 11:59 PM on Wednesday, March 22nd 2023 to KMBIA Coordinator Swareena Rajkhowa at info@kensingtonmarket.to.