



## **Request for Proposals (RFP) Social Media Coordinator firm**

The Fairbank Village BIA is seeking a qualified and experienced social media coordination firm to manage and grow our social media presence. Our goal is to support our local businesses, engage the community and help establish Eglinton Ave West as a hub for events, shop local and community identity. The selected firm will work closely with our team to implement a comprehensive social media strategy to enhance engagement, drive growth and strengthen our brand.

### **Scope of work:**

The selected firm will provide social media coordination services per month, with the following responsibilities:

#### **1. Content creation, Curation and Design:**

- Develop, schedule, and post content across key platforms (e.g. Instagram, Facebook, TikTok etc.)
- Create and design graphics for marketing materials, social media campaigns and other digital assets as requested.
- Ensure content aligns with Fairbank Village BIA guidelines and tone
- Curate relevant third-party content to keep our audience informed and engaged.

#### **2. Community engagement and monitoring:**

- Actively monitor and respond to comments, messages, and mentions in a timely, positive and professional manner
- Engage with followers and influencers to build community loyalty
- Monitor trends, hashtags and discussions for additional engagement opportunities
- Attend events and create live social media content to enhance real-time engagement with our audience

#### **3. Analytics and Reporting:**

- Track and analyse social media performance metrics and provide monthly reports
- Use interaction and visit data to optimize future marketing strategies and campaigns
- Provide insight into social media trends and best practices to ensure the Fairbank Village BIA remains competitive in the social landscape

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1988 Eglinton Ave. W, Toronto ON M6E 2J9

Telephone: 416-646-0661    Facebook: Fairbankbia

Website: [www.fairbankvillagebia.ca](http://www.fairbankvillagebia.ca)    Email: [info@fairbankvillagebia.ca](mailto:info@fairbankvillagebia.ca)



#### **4. Content and ownership:**

- All content produced will be the property of the Fairbank Village BIA
- Content must be turned over to the BIA upon termination of this agreement or upon request

#### **Key Deliverables:**

- Consistent posting on key platforms mentioned both actual posts and stories (2 times per week, this will increase when events are planned or happening)
- Ad Hoc support and consultation as needed
- Monthly content calendar
- Monthly analytics report

#### **Proposal Requirements:**

- Company background, overview of your firm, relevant experience and core capabilities.
- Examples of previous work with organizations of similar scope
- Outline your strategy for managing social media accounts for a brand like Fairbank Village BIA
- Describe how you would allocate X hours per month to achieve maximum results
- Information on key team members who will work on our account, including experience
- Detailed pricing for a hourly/monthly or yearly rate contract, with any additional costs itemized
- Not to exceed the contract amount, proposals shall not exceed \$15,000 in total costs for the first year of operation
- Payment terms and contractual requirements
- Contact information for at least 2 clients for whom you provide or have provided similar services



**Timeline:**

- **Proposal Submission Deadline: Friday, February 28, 2025**
- **Selection of firm: March 12, 2025**
- **Project start date: March 2025**

**Submission details:**

Please submit proposals via email to [info@fairbankvillagebia.ca](mailto:info@fairbankvillagebia.ca)

**Contact Information:**

For questions regarding this RFP, please contact:

Deborah Annibalini

Email- [info@fairbankvillagebia.ca](mailto:info@fairbankvillagebia.ca)

416-646-0661