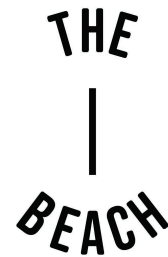


REQUEST FOR QUOTE (RFQ): The Beach BIA

Contract Title: Digital & Marketing Strategist

Contract Term: May 12, 2025 – December 31, 2025

Submission Deadline: 2025-04-21, 5pm



Issued by: The Beach BIA

Contact: Office@thebeachbia.com

Introduction

The Beach BIA is seeking proposals from qualified individuals to provide digital marketing strategy and social media management services. The selected contractor will be responsible for content creation, platform management, engagement, and digital storytelling to enhance the BIA's brand and support member businesses. The selected contractor must be comfortable with flexible work hours and available to work both on-site in the BIA and remotely for approximately 20-25h/week from May 12 - December 31, 2025, with an option to extend the contract.

Scope of Work

The selected contractor will be responsible for the following:

1. Social Media Management & Content Creation

- Responsibility for posting and scheduling across all platforms (Instagram & Facebook).
 - 3 posts/week
- On-site content creation, including photography, video, editing and interviews with businesses
- Regular creation of stories and reels for dynamic engagement including reposting and engaging with member stories
 - 3-5 stories/week
- Dedicated strategy for business promotions and follower growth.
- Live coverage of all BIA events and promotions, approximately 10 events/year.

2. Digital Strategy & Analytics

- Weekly strategy meetings with the BIA Manager to align content and marketing efforts.
- Bi-weekly analytics and insights reporting with actionable recommendations.

3. Website Management

- Regular maintenance and updates to The Beach BIA website
- Squarespace and Google SEO knowledge required

4. Event Coverage

- Full content coverage for all major BIA events:
 - 2x Sidewalk Sales (3h each)
 - 6 x Movie Night in The Beach (1h each)
 - Halloween on Queen (3h)
 - Santa in the Beach (6h)
 - Additional events as needed
- Coverage includes:
 - 2-3 teaser posts or reels leading up to the event
 - Live stories during the event
 - 1 post-event recap reel or post
 - Cross-posting with participating businesses or sponsors

5. Creative Marketing & Design

- When required, creation of visually compelling graphics and promotional materials for BIA events, initiatives, and social media.
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Role & Responsibilities

- **Content creation:** high-quality photos, videos, and graphics.
- **Videography:** capturing events, business highlights, and promotional content.
- **Business engagement:** building and fostering relationships between The BIA and the business members and assisting in promoting their services through social media..
- **Social media strategy:** developing content calendars and growth initiatives, follow BIA social media policy.

- **Posting & scheduling:** collaborative posting with the BIA.
 - **Event coverage:** capturing and promoting BIA events in real-time.
 - **Analytics & reporting:** tracking engagement and effectiveness.
 - **Creative marketing:** designing promotional materials, social media graphics and other creatives as required.
 - Overall expectations will be approximately 20-25h/week and may vary week to week, depending on schedule, promotions and events in the BIA
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Qualifications & Experience

The ideal candidate should have:

- Proven experience in social media management and digital marketing strategy.
 - Strong content creation and editing skills, including photography and videography.
 - Experience with social media analytics and reporting.
 - Knowledge of Squarespace for website maintenance and Google SEO.
 - Ability to engage and collaborate with businesses to amplify their visibility.
 - Experience covering and promoting events in real-time.
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Proposal Submission Requirements

Interested applicants must submit a proposal that includes the following:

- A brief individual profile, including relevant experience.
 - Examples of past social media campaigns and content creation..
 - Budget proposal with detailed pricing structure.
 - Three references from past or current clients.
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Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Relevant experience and expertise
 - Quality of past work
 - Strategic approach and methodology
 - Cost-effectiveness
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Submission Deadline & Contact Information

All proposals must be submitted by **2025-04-21, 5pm** via email to **Office@thebeachbia** with the subject line: **RFQ Submission – Digital & Marketing Strategist**.

For any inquiries, please contact **Lori Van Soelen** at **Lori@thebeachbia.com**

We look forward to receiving your proposal!
