



Request for Proposal (RFP): Digital & Marketing Strategist

Contract Term: May 4th, 2026 – May 4th, 2027

Issued by: Danforth Mosaic BIA

Contact: manager@danforthmosaic.com

Introduction

The Danforth Mosaic BIA is seeking proposals from qualified companies or contractors to provide marketing strategy and social media management services. The selected contractor will be responsible for content creation, website maintenance, platform management, engagement, and digital storytelling to enhance the BIA's brand and support member businesses, promote the district as a business, employment, tourist and shopping area. The selected contractor must be comfortable with a flexible work schedule and available to work both on-site in the BIA area and remotely.

Scope of Work

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 4 events/year

2. Digital Strategy & Analytics

- Weekly strategy meetings with the BIA Manager to align content and marketing efforts
- Quarterly meetings with the Marketing Committee to report on progress and challenges
- Monthly analytics and insights reporting with actionable recommendations

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3. Website Management

- Regular maintenance and updates to the Danforth Mosaic BIA website
- WordPress and Google SEO knowledge required

4. Event Coverage

- Full content coverage for all major BIA events
 - Shop2Win
 - Holiday Shop Local
 - Toronto East Welcomes the World (summer performance series)
 - Additional events as needed
- Coverage includes:
 - 2-3 teaser posts or reels leading up to the event
 - Live reels/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

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 local businesses through social media
- **Marketing & Social Media strategy:** developing an overall marketing strategy that includes social media, content calendars and growth initiatives, follow social media strategy
- **Posting & Scheduling:** posting on social media, and advance scheduling of posts through software provided (Later)
- **Event Coverage:** capturing and promoting BIA events in real-time
- **Analytics & Reporting:** tracking engagement and effectiveness of campaigns and posts

- **Creative Marketing:** designing promotional materials, social media graphics and other creatives as required
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Qualifications and Experience

The ideal company/contractor should have:

- Proven experience in social media management and developing marketing strategies
 - Strong content creation and editing skills, including photography and videography
 - Experience with social media analytics and reporting
 - Knowledge of WordPress 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
 - BIA experience is considered a strong asset
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Proposal Submission Requirements

Interested applicants must submit a proposal that includes the following:

- A brief company or individual contractor 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

Submission Deadline & Contact Information

All proposals must be submitted by April 22nd, 2026 at 11:59pm via email to manager@danforthmosaic.com with the subject line: RFP Submission – Digital and Marketing Strategist.

For any inquiries, please contact Stephanie McCracken at manager@danforthmosaic.com

We look forward to receiving your proposal!