



Request for Proposals:

Ucluelet Chamber of Commerce One-Year Social Media Management Services Retainer

June 16th, 2025

Introduction:

The Ucluelet Chamber of Commerce is a non-partisan business organization that exists to meet the needs of the business community and foster a prosperous and healthy local economy. The chamber empowers local businesses, nurtures economic growth, and cultivates a vibrant, resilient Ucluelet.

Project Background:

The Chamber of Commerce Social Media Management Retainer is designed to establish and maintain a dynamic and engaging online presence for the Ucluelet Chamber of Commerce. This initiative aims to foster community engagement, promote local businesses, provide valuable resources to local businesses, and enhance the Chamber's visibility across various social media platforms.

Project Goals:

- **Increase Brand Awareness:** *Enhance the Chamber's online presence to reach a broader audience.*
- **Engage Local Community:** *Foster interactions with local businesses, residents, and stakeholders.*
- **Promote Events and Initiatives:** *Highlight upcoming events, programs, and initiatives to encourage participation.*
- **Support Member Businesses:** *Provide a platform for member businesses to showcase their offerings and achievements.*

Proposal Deadline and Project Timeline:

- Interested applicants should submit proposals no later than **5:00pm, July 31st, 2025 to [Chamber of Commerce Contact and Email Address] with the subject and heading 'Ucluelet Chamber of Commerce One-Year Social Media Management Services Retainer'.**
- Estimated project duration is one-year, from initial planning through launch and postlaunch support. Invoices will be paid monthly on a Net-30 payment term on each invoice date, paid monthly with the option to discontinue at any time with **two-weeks notice or to extend retainer at any time prior to completion**, with board approval. The expectation is that any unused hours will roll-over to following months with the contract expiring oneyear from the signing date if no extension is approved.

Project Scope:

- **Social Media Strategy Development:**
 - Platform Selection: Identify and prioritize platforms such as Facebook, Instagram, LinkedIn, and Twitter/X based on target audience analysis.
 - Content Calendar: Develop a monthly content calendar outlining themes, post types, and scheduling.
 - Engagement Plan: Create strategies for community engagement, including responding to comments, messages, and initiating conversations.
 - Monthly Newsletter: Create, collect newsworthy content, and publish a monthly newsletter to share with chamber members.
- **Content Creation and Curation:**
 - Visual Content: Design graphics, infographics, and videos that align with the Chamber's branding.
 - Written Content: Craft compelling captions, posts, and articles that resonate with the audience.
 - User-Generated Content: Encourage and share content created by community members and businesses.
- **Social Media Management:**
 - Posting Schedule: Implement a consistent posting schedule to maintain audience engagement. For example: 2-5 posts per week sharing local events, available provincial grants, and/or relevant media summaries.
 - Monitoring: Regularly monitor social media channels for mentions, comments, and messages.
 - Community Interaction: Engage with followers by liking, commenting, and sharing relevant content.
- **Analytics and Reporting:**
 - Performance Metrics: Track key performance indicators such as reach, engagement, and follower growth.
 - Monthly Reports: Provide detailed reports with insights and recommendations for strategy optimization.

- Adjustments: Make data-driven adjustments to the strategy to improve outcomes.

Project Budget:

Maximum **\$350/month to a project maximum value of \$4,200 + taxes**, including all related services for visual design, copywriting, social media management subscriptions, and newsletter services.

Evaluation Criteria:

- 40% Project proposal and service overview
- 30% Team background and qualifications
- 30% Project budget, timeline, and milestones

Common text, image, & presentation formats (.pdf, .docx, etc.) will be accepted. Please include the following in your proposal:

- Cover letter introducing yourself and your connection to the region (if any)
- Relevant experience and examples of past work (links or attachments)
- Budget breakdown and any contingencies
- Two references from clients or collaborators

We are an equal opportunity employer and welcome applicants from all backgrounds, including but not limited to Indigenous peoples, racialized individuals, people with disabilities, LGBTQ2S+ folks, and newcomers to Canada. We believe diversity strengthens our team and encourages a welcoming, respectful, and inclusive workplace for everyone.