

## **Digital Media Independent Contractor**

COPE Northern Sonoma County is a community-based non-profit organization whose mission is to help residents, families, visitors, and neighbors become and remain better prepared to respond to and recover from emergency situations. Our vision is to work together as residents, communities, and local agencies to prepare for emergencies, so that Northern Sonoma County will be safer and more resilient. We look to hire a contractor that shares that vision and can provide skills in digital media planning and development. Specifically, we seek someone who can help us create and implement a social media outreach plan and redesign our website.

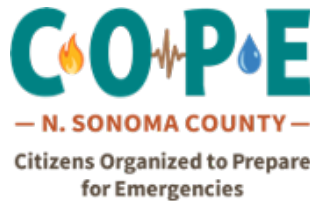
We are a grassroots effort built upon the concept of “neighbor helping neighbor” engaging communities in emergency preparedness education, advocacy, and planning. We pride ourselves in fostering community preparedness in coordination with public safety agencies, non-profits, and non-governmental organizations. Online resources and a social media presence are critical to reaching our COPE Communities and our collaborating partners. The contractor will need strong critical thinking skills, technical knowledge, and project management abilities to increase our online presence and improve our outreach to the community.

## **Responsibilities**

- Plan and implement website redesign and optimization project presenting information in both English and Spanish
- Develop and begin implementation of our social media strategy
- Set key performance indicators (KPIs) for social media campaigns and our website, such as targets for a certain number of visits, shares, or likes and measuring a campaign’s performance against the KPIs
- Measure the success of our website redesign and social media campaign
- Incorporate the latest social media best practices and technologies
- Assist with troubleshooting website issues and provide technical support

## **Requirements**

- Marketing/Business, Language, Computer Science, Information Technology, or Management Information Systems major
- 3 years of experience with website development and social media outreach
- Excellent knowledge of popular social media platforms and social media best practices
- Good understanding of social media KPIs including understanding of SEO and web traffic metrics
- Familiarity with web design and publishing
- Excellent multitasking skills
- Great leadership skills



- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal, presentation and communication skills
- Ability to take initiative and work independently.
- Bilingual Spanish-speaking candidate preferred
- Budget <\$25K

### **Deliverables**

Website redesign and optimization that includes updated content (in coordination with COPE), improved functionality and look.

Development of a creative and potentially successful social media outreach plan that includes tracking of KPIs and development of metrics appropriate for our organization

Create and schedule social media posts for immediate use and for at least 3 months into the future

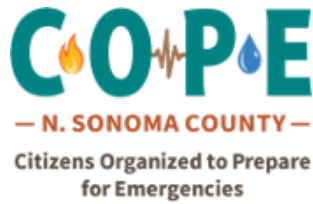
Initial evaluation of website and social media outreach success

### **How to Apply**

#### **Create a proposal and submit a detailed proposal:**

- Provide your costs for completing this assignment.
- Detail the procedure you would utilize in identifying grants which would address COPE's needs as detailed above.
- Detail your skills and experience in website development and social media outreach. Specify what KPIs you will use to track website and social media outreach performance.
- List up to five websites where you significantly contributed to the design (before and after screenshots ideal).
- Provide a resume.
- List website and social media platforms you have worked on and skill level.
- Provide three references, including the person's name, affiliation, address, direct telephone number and email address.
- The proposal should not exceed 5 pages

Proposals must be received by COPE via email by **5:00 p.m. on September 30, 2021**. Please submit electronic version of the proposal including any supporting document in a single email addressed to: [copenosoco@gmail.com](mailto:copenosoco@gmail.com) Use email subject line:



Proposal Attached – Digital Media Contractor

Questions regarding this RFP should be submitted in writing to [copenosoco@gmail.com](mailto:copenosoco@gmail.com) by September 27, 2021

## **SELECTION**

COPE will make its selection based on its review of the proposals submitted. COPE may interview only selected individuals. The criteria will include qualifications, experience, and cost.

Diversity is a core value of COPE Northern Sonoma County. In recruiting volunteers and selecting independent contractors, we are committed to building and sustaining an equitable and inclusive organization.