

RFQ: Tourism Langley Social Media Management	Proposal Due By: Nov 15, 2024	Tourism Langley
--	----------------------------------	-----------------

Organization Overview:

The Township of Langley is on the traditional lands of the Katzie, Kwantlen, Matsqui, and Semiahmoo First Nations, and links the Fraser Valley and Metro Vancouver.

Tourism Langley is a Destination Marketing Organization (D.M.O.), and not-for-profit society, governed by an independent Board of Directors who is mandated to deliver effective marketing strategies that will generate increased visitation, extended stays, more revenues and increased daily expenditures for businesses in the Township of Langley.

Langley is the Fraser Valley’s premier wine and libations destination, and home of historical Fort Langley. Langley’s tourism draws also include authentic farm experiences, beautiful parks and trails, trendy restaurants & lounges, large-scale sport venues, arts + culture, boutiques, and many seasonal events.

Project Overview:

Tourism Langley is seeking a **Contract Social Media Manager** for 2025. The selected candidate will be responsible for developing, implementing, and managing social media content and strategies across multiple platforms to increase engagement, promote tourism, and enhance brand visibility.

The contract will begin on **January 1, 2025**, and the total budget is **\$18,000 for the year**, paid on a monthly retainer model.

The Social Media Manager will work closely with the marketing team, local businesses, and community partners to create consistent, engaging content that aligns with the overall marketing strategy for Tourism Langley

Project Goals:

- Increase social media engagement and followers across platforms (Instagram, Facebook).
- Promote the unique attractions of Langley, including seasonal events, key destinations and attractions, accommodations, local businesses and community and marketing partners
- Drive traffic to the Tourism Langley website and increase brand awareness through social media campaigns.
- Create and manage a social media content calendar with relevant, timely posts.
- Maintain consistent brand messaging across all platforms.

Scope of Work:

The Contract Social Media Manager will be responsible for:

- **Social Media Strategy:** Working with the internal team, align the social media plan with Tourism Langley's goals.
- **Content Creation:** Develop engaging posts (images, videos, captions) that highlight Langley's attractions, events, and local businesses.
- **Platform Management:** Manage daily posting and community engagement on Instagram, Facebook.
- **Analytics & Reporting:** Track social media performance and provide monthly reports on key metrics such as engagement, reach, and conversions.
- **Collaboration:** Work closely with Tourism Langley's marketing team, local businesses, and community partners to align content and promotional efforts.

Evaluation Metrics and Criteria

Proposals will be evaluated based on the following criteria:

- **Experience:** Proven experience managing social media accounts, especially for tourism or hospitality-related organizations.
- **Ability to be in Community:** Proponents must be able to be in community on a consistent and regular basis.
- **Creativity:** A clear ability to develop engaging, visually appealing content that resonates with target audiences.
- **Portfolio:** Submission of a portfolio or case studies demonstrating successful social media campaigns and growth.
- **Budget Alignment:** The ability to work within the annual budget of \$18,000, distributed monthly in a retainer model.

- **Timeliness:** Ability to begin the contract by January 1, 2025, and maintain consistent performance throughout the year.

Submission Requirements

- Proposals must meet project scope deliverables.
- Proposals must include case studies or a portfolio to provide examples of past work.
- Must be submitted electronically to the email below, no later than 5pm on November 15, 2024.
- References may be requested.

Contact: **Elizabeth Clark**

Email: **elizabeth@tourism-langley.ca**

Phone #'s
604.209.6204