

Request for Proposal: Marketing-Social Media Specialist Position

Overview:

The Eureka County Recreation Board is actively seeking to enter into a contract with an independent contractor or individual for marketing and social media services with the intent to promote tourism and recreation activities throughout Eureka County. The ideal service provider would agree to perform all duties outlined in this request. The selected candidate would help develop a marketing program designed to support local businesses with the goal of increasing motel/hotel occupancy tax revenue. Additionally, the candidate would design targeted advertising campaigns that highlight the attractions and amenities within Eureka County. The contractor must provide outstanding customer service while working with local businesses, county, and State tourism organizations. The provider will help meet the intended goals and expectations both creatively and consistently. They must be able to work well within time limits to budget, plan, and utilize available resources. The ideal candidate would actively pursue grant opportunities to help finance tourism initiatives, recreational activities, and other projects. They must be able to market events regionally and be able to draw local and non-local attendees to communities and events.

Excellent people skills are a must as the contractor will be working with business owners directly to identify advertising needs and ensure customer satisfaction. The ability to multitask and prioritize is essential.

Specific Goals and Duties:

- Market Eureka County tourism and recreation across broad geographic regions.
- Support events and activities by leveraging marketing outreach and coordination expertise to increase attendance and economic return to Eureka's businesses (Hotels, Restaurants, and Stores).
- Create, update, and maintain all social media content associated with the recreation board.
- Act as a liaison and contact person for the recreation board between county, local businesses, and State recreation affiliations. (Pony Express Territory, Travel Nevada, etc.)
- Help the recreation board develop a strategic marketing plan with emphasis on tourism, recreation and advertising.
- Seek grant funding for advertising, activities, and projects specific to tourism and recreation within Eureka County. Ability to manage grant funding until the grant cycle is completed.
- Understand the market and generate interest for tourism and recreation activities specific to Eureka County.
- Update, when necessary, and distribute existing tourism-related materials (Visitors and Walking Tour Guide).

Evaluation Metrics & Criteria

- Focus on increasing attendance for events.
- Utilize marketing and advertising techniques to increase tourism and recreation opportunities.
- Stay within a pre-determined marketing and advertising budget.
- Develop an effective marketing and advertising plan so funding is targeted to specific needs and spent wisely.
- Attend scheduled Recreation Board meetings.

Contract Value

This contract will be solely funded by the Eureka County Recreation Board. In your response to this RFP, please provide an amount for estimated labor costs based on the criteria above. The initial contract will be for one fiscal year. Future contracts extensions will be determined by board funding and meeting the expectations cited in this RFP.

Contractor Responsibilities

The successful contractor is to work independently to accomplish the goals of the Recreation Board for the duties mentioned in this RFP. The contractor is responsible for their own insurance, office, supplies, and equipment and must possess a business license for work in the State of Nevada.

Submission Criteria:

Written job proposal to include estimated cost for duties outlined in the RFP submitted to the recreation board by 5:00 pm, September 6, 2024

Available to interview with the Recreation Board at the next scheduled meeting on September 11, 2024.