

Request for Proposal (RFP)

Communications Social Media/Planner Contractor

Tribal members and descendants only

Project Overview: The Suquamish Tribe is seeking proposals from qualified contractor(s) to assist the Communications Team in developing and implementing a social media strategy, conduct a communications audit, and assist with training logistics. You need not be able to do all of the following to apply – simply state in your application letter which tasks you can help with.

Scope of Work:

1. Social Media Plan (Internal and External):
 - Create a schedule for social media posts
 - Design and create memes
 - Write protocols and guidelines for social media management
 - Recommend the frequency of posting and suitable platforms
 - Organize and manage the Tribe's YouTube channel
 - Facilitate cross-promotion with other Tribal pages and channels
2. Focus Groups and Communications Audit:
 - Organize focus groups with various Tribal populations (elders, youth, etc.)
 - Identify the communication channels most used by various populations
 - Determine if there is an over-utilization or under-utilization of certain channels
 - Assess the timing and effectiveness of current communication efforts
3. Content Creation:
 - Collaborate on developing a list of articles and topics
 - Write occasional articles or blog posts
 - Create memes and flyers
 - Produce video content for various platforms
4. Planning Training Events for Spokespeople:
 - Assist in planning and coordinating training events
 - Develop training materials and resources for spokespeople

Contractor Qualifications:

1. Education: Bachelor's degree or equivalent in a relevant field such as communications, marketing, journalism, or public relations.
2. Experience in Indian Country.
3. Necessary Skills:
 - Proficient in social media platforms
 - Strong written and verbal communication skills
 - Ability to work collaboratively with diverse teams and stakeholders
4. Preferred Skills:
 - Experience with research and analysis
 - Familiarity with video production and editing

- Knowledge of current trends and best practices in social media and digital marketing
- Ability to create engaging content, including memes.

Proposal Submission: Interested tribal members and descendants should submit a letter of interest, relevant qualifications, and examples of related work (links accepted) by June 21, 2024. Qualifications in some, but not all, areas listed under scope of work will be considered. Please list in your letter which areas are your strengths. All proposals should be submitted electronically to communications@suquamish.nsn.us.

Evaluation Criteria: Proposals will be evaluated based on the following criteria, in order of importance:

1. Demonstrated experience and expertise in social media management and content creation
2. Written and verbal communication skills
3. Demonstrated experience and expertise in conducting communications audits
4. Video production skills
5. Communications research and analysis skills.

For any further questions or clarifications, please contact Sarah van Gelder, Communications Manager, svangelder@suquamish.nsn.us.