



Request for Services (Revised)

Blog & Social Media Content Creation Team (contract)

Updated April 17, 2018

Deadline Extended to May 3, 2018.

Project Introduction

Kawarthas Northumberland (KawarthasNorthumberland.ca) is the consumer-facing brand for the not-for-profit Regional Tourism Organization 8 ([RTO8](#)). Our mandate is to support competitive, sustainable tourism by attracting visitors, generating economic activity, and creating jobs. Kawarthas Northumberland is seeking proposals from independent contractors to satisfy the need for regular travel blogging content and the leveraging of that blog content to create an engaging social media presence.

Project Purpose

The purpose of this project is to captivate our target audiences with travel stories and visuals that they can identify with through the personal point of view and shared experiences of the Blog & Social Media Content Creation Team (the “Travel Blogging Team”).

The project will require the development of blog content and associated social media posts. The Travel Blogging Team will work directly with the Marketing and Communications Coordinator to develop itineraries, experiences, and other story concepts. The Travel Blogging Team will work with the Marketing and Communications Coordinator to align their content plan within the broader content calendar for Kawarthas Northumberland. Content will cover local events and seasonal experiences, generally on the themes of arts & culture, food & drink, boating, fishing, and the enjoyment of natural and rural places.

Preference is for a dynamic team of two people who will craft a consistent online presence that our target audiences will readily identify and engage with. All content will be posted to Kawarthas Northumberland branded channels. (Please note that updated travel blog is in development for the website.)

The project requires the Travel Blogging Team to be responsible for their own vehicle, to use their own equipment, and to have their own insurance.

Project Goals

- Increase engagement rates on Facebook, Twitter, and Instagram and gain new followers in target areas and demographics.
- Drive traffic to Kawarthas Northumberland’s website (www.kawarthasnorthumberland.ca) and from there to key tourism partners and businesses.
- Build brand awareness around Kawarthas Northumberland (and key tourism partners and businesses) as a desirable destination for travel within Ontario according to target themes and audience interests (Arts & Culture, Food & Drink, Boating, Fishing, Nature).

Deliverables

Traditional Article / List Blogs, One (1) Monthly

- Approximately 900 - 2000 words
- No travel required
- No additional costs associated with traditional and list blogs
- Images sourced from RT08's database or creative commons
- Images sourced from creative commons may be attribution required
- Draft submitted 5 business days prior to publication date
- Complimentary social media posts to tease, announce, and repurpose the publishing of this content online.

Experiential Blogs, Average of Two (2) Monthly

- Approximately 900 - 2000 words
- Travel required, on location work
- Blog turnaround: ideally within 5 days of travel date. No more than 10 business days from travel date.
- Complimentary social media posts to tease, announce, and re-visit the publishing of this content online.

Social Media

- Posts will be made to RTO8 branded channels, but should leverage the genuine voice and identity of the Travel Blogging Team to engage audiences.
- Depending on the quality of each experience, provide an appropriate number of on-location postings (approx. 1-10 live stories and 1-3 live tweets per day/experience) and supplement with approximately 1-3 post-travel posts per channel (Facebook, Instagram, and Twitter) as appropriate.
- Demonstrate strong ability to convey compelling and consistent brand message through both visual design/photography and text/caption.
- Tag relevant Destination Marketing Organizations (DMOs) & partners; use relevant hashtags; tag relevant locations. (A list will be provided.)

Reporting

- Once per month report of progress, results, and recommendations.

Qualifications

1. Extensive experience in digital marketing, blogging, and content creation with proven track record of success for diverse clients. Preference may be given to proposals that demonstrate success with clients in the travel industry.
2. Experienced, professional in-house project team to meet all project priorities and deadlines. Preference is for two individuals who together as a team to provide an excellent combination of photography and storytelling.
3. Proven use of current technologies, standards, and best practices.
4. Demonstrated eye for visual design and photography of a variety of subjects (food, architecture, landscape, low-light, portraits, action)
5. Demonstrated ability to become familiar with a brand and, as a result, be able to recommend appropriate strategies to increase key performance metrics.
6. Demonstrated ability to act as positive relationship-builders and ambassadors for brands and clients when interacting directly with partners and the public.
7. Specific expertise in brand journalism or travel journalism may be considered an asset.

How to Apply

- Extended deadline is May 3, 2018 at 4pm. Applicants must include a proposal with pricing for the services listed above. Include total estimated cost per month (on average) or bi-weekly. Provide pricing breakdown as you see fit for the required deliverables.
- Do **not** include fees for overnight costs, meals, tickets/experience costs, or mileage costs in your pricing. Travel costs within 50km radius of Peterborough are considered included. Overnight fees, meals, and ticket fees/experience fees will only be covered when they are required as part of the travel experience. Further details to be discussed.
- Include samples of previous, relevant work (links to blogs, published articles, websites, social media profiles as applicable).
- Include 3 sample titles and outlines you would propose to create over the months of June and July.
- If you have any references, please include them.

Extended deadline is May 3, 2018 at 4:00pm to:

Kawarthas Northumberland
175 George Street N.
Peterborough, ON K9J 3G6
Attn: Brenda Wood
Email: brendawood@rto8.com (in MS Word or pdf format)

Project Timeline

- Start date: To be confirmed.
- End date: The current project will continue until March 31, 2019 subject to available funding and satisfactory performance. Possibility of ongoing work depending on performance and available funding.

Thank you for your interest, however, only applicants considered for an interview will be contacted.