



## Request for Services

### Blog & Social Media Content Creation Team (contract)

Kawarthas Northumberland seeks a dynamic two person team on a contract basis to manage, administer and provide strategic advice as it relates to blog content and the creation of an engaging social media presence through influencer profiles. The initiative will require the development of content and itineraries to promote, communicate, market and convert travel to Kawarthas Northumberland – [www.kawarthasnorthumberland.ca](http://www.kawarthasnorthumberland.ca) (RTO8).

The Blog & Social Media Content Creation Team will plan and coordinate a calendar for social media postings that include local events and seasonal experiences. They will work directly with the Marketing & Communications Coordinator to manage, administer and provide strategic advice related to blog content and the creation of an engaging social media presence. The successful team will deliver the following services:

#### Traditional Article / List Blogs, One (1) Monthly

- Minimum 900 words, maximum 2000
- No travel required
- No additional costs associated with traditional and list blogs
- Images sourced from RTO8'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 leverage the publishing of this content online.

#### Experiential Blogs, Average of Two (2) Monthly

- Minimum 900 words, maximum 2000
- Travel required, on location work
- Blog turnaround, up to 10 business days from travel date
- Base fee covers Day Trips
- Base fee covers Overnight Trip Experiences
- Complimentary social media posts to tease, announce, and re-visit the publishing of this content online.

#### Social Media

- Appropriate combinations of on-location and post-travel posting on Facebook, Instagram, and Twitter
- Demonstrate strong ability to convey compelling and consistent brand message through both visual design/photography and text/caption
- Identify new social media advertising opportunities and make recommendations
- Tag relevant Destination Marketing Organizations (DMOs) & partners; use relevant hashtags; tag relevant locations.
- Audience Identification – finding and targeting KN's target audience on the various social media platforms, including niche opportunities and custom audiences
- Landing page recommendations and testing to increase visit conversions
- Twice per month report of progress, results and recommendations

## Qualifications

1. Extensive experience in digital marketing and content creation with ongoing proven, successful results that met business objectives of the related projects
2. Experienced, professional in-house project team (preference is for a team of two individuals) to meet all project priorities and deadlines
3. Proven use of current technologies, standards, and best practices with demonstrated eye for visual design and photography
4. Demonstrated ability to become familiar with a brand and, as a result, be able to recommend appropriate strategies to increase key performance metrics specifically capture rate and conversions.
5. Previous experience or expertise in brand journalism or travel journalism may be considered an asset.

## Additional Information:

- Applicants must include pricing for the services listed above.
- Contract term: Until March 31, 2019 subject to available funding and satisfactory performance.
- Start date: To be confirmed.

## How to Apply:

Please send a cover letter, resume and samples of work by March 31, 2018 at 4:00pm to:

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

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