

Request for Proposal (RFP): Marketing and Communication Administrator for Cobourg Rotary

1. Introduction

The Rotary Club of Cobourg is seeking proposals from qualified individuals or agencies to serve as the Marketing and Communication Administrator. The selected candidate will work closely with the Marketing and Communication Committee (MCC) to implement strategic initiatives that enhance the club's visibility, member engagement, and overall impact in the community. This is a unique opportunity to contribute to a dynamic service organization that creates meaningful change locally and globally.

2. Background

Cobourg Rotary Mission Statement: The Rotary Club of Cobourg is a leader in the community that effects positive changes through service - locally, nationally, and internationally.

Cobourg Rotary Vision Statement: Dynamic, inclusive service club of choice providing outstanding leadership and lasting contributions.

Cobourg Rotary Value Proposition: Because Cobourg Rotary exists, our members will connect with each other, add high value to the community, and create a lot of fun while doing it.

3. Purpose

The Marketing and Communication Administrator will support the efforts of the Marketing and Communication Committee (MCC) by developing and executing strategic marketing and communication plans. The goal is to promote Cobourg Rotary's activities, increase member engagement, attract new members, and enhance the club's presence across multiple media platforms.

4. Scope of Work

The position requires 20 hours per month (approximately 5 hours a week).

Initial setup and planning – estimated at 40 hours (one-time cost).

The selected candidate will work on a range of activities as outlined below:

A. Marketing Strategy

- Develop a marketing calendar on a shared access platform (ex: Trello)
- Regular progress updates

B. Social Media Management

- Develop and implement a comprehensive social media strategy for Cobourg Rotary.
- Maintain and update all social media channels (Facebook, X, Instagram).
- Respond to comments and inquiries on social media platforms.
 - Collect comments and inquiries submitted on all social media platforms
 - Connect with appropriate Rotarian to ensure questions are answered appropriately
- Monitor engagement levels and adjust strategies accordingly.

C. Advertising and Promotions

- Create and manage advertisements for local media and digital platforms to raise awareness of Rotary activities.
- Track and report on the effectiveness of advertising campaigns.

D. Website Management

- Maintain and regularly update the Cobourg Rotary website, ensuring that it remains user-friendly, up-to-date, and aligned with Rotary's mission.
- Work closely with committee members to ensure website content is accurate and timely.
- Work with Cobourg Rotary to ensure Club Runner is accurate and updated.

E. Sponsorship Management

- Assist with the development of sponsorship packages
- Ensure sponsorship information is properly communicated to relevant audiences.

F. Membership Recruitment and Retention

- Work with the Membership Committee to create strategies for attracting new members
- Work with Membership Committee to create strategies to retain existing members

G. Event Promotion

- Work with the event committees to promote event details across all media platforms
 - Support event committees to create messaging and content to reach all audiences
 - Assist event committees with promotional materials and signage as needed
- Events include but not limited to: Waterfront Festival, Ribfest, February Fun Event, local parades

• **H. Branding**

- Ensure Cobourg Rotary branding is consistently used across all platforms, materials and Clothing

I. Messaging and Signage

- Create clear and consistent messaging for all communication materials.
- Design and produce signage for events and ensure adherence to Rotary International's guidelines.

J. Partnering and Coordination

- Interface with partners and other organizations from a marketing point of view.
 - Rotary International ○ Rotary District 7070
 - Government Agencies (Town of Cobourg, Northumberland County, etc.)

5. Qualifications

The ideal candidate should possess the following qualifications:

- Demonstrated experience in social media management, marketing, and communication roles.
- Proficiency with online tools & website management platforms (i.e. WordPress, Square, Trello).
- Experience with community volunteer organizations and event promotion.
- Strong graphic design skills for the creation of marketing materials.
- Excellent written and verbal communication skills.
- Ability to work independently and within a committee structure.
- Knowledge of Rotary International's mission and values is a plus.
- Knowledge of the Cobourg Rotary is a plus.

6. Submission Requirements

Interested applicants are invited to submit the following:

- **Resume**
 - **Cover Letter:** Introduce yourself or your agency and explain your relevant experience.
 - **Proposed Approach:** Outline how you would execute the tasks outlined in the Scope of Work.
 - **Examples of Work:** Provide samples of previous work relevant to marketing, social media management, website management, or other communications.
 - **Proposed Budget:** Submit an itemized budget for the proposed work, including hourly rates or project fees.
 - **References:** Provide at least two references from previous clients or employers.
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7. Evaluation Criteria

Submissions will be evaluated based on:

- **Experience and Qualifications:** Demonstrated ability to perform the scope of work.
 - **Proposed Approach:** Creativity and understanding of Cobourg Rotary's needs and identity.
 - **Budget:** Cost-effectiveness and alignment with the Rotary's resources.
 - **References:** Positive feedback from previous clients.
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8. Timeline

RFP Release Date: January 24th, 2025

Proposal Submission Deadline: February 10th, 2025 by 5:00 PM ET

Candidate Interviews (if applicable): TBD

Anticipated Start Date: March 3, 2025

9. Submission Process

Please submit your proposal by email to Lynda Kay at lynda.s.kay@gmail.com no later than 5:00 PM ET on Monday, February 10th, 2025. Late submissions will not be considered.

10. Contact Information

For any questions related to this RFP, please contact:

Lynda Kay

Email: lynda.s.kay@gmail.com

The Rotary Club of Cobourg looks forward to receiving your proposal and appreciates your interest in helping us continue our mission of service and community engagement.

This RFP has been developed based on the Marketing and Communication Committee's Terms of Reference, as outlined in the Cobourg Rotary's strategic documents. All information submitted in response to this RFP will be treated as confidential.