

REQUEST FOR PROPOSALS

SOCIAL MEDIA COORDINATOR –

GREATER ZION CONVENTION & TOURISM OFFICE

PROPOSALS DUE: May 22, 2025 at 4pm MT

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I. Introduction and Overview

As the main destination marketing organization for Washington County, UT, the Greater Zion Convention & Tourism Office is seeking the services of a social media coordinator. The selected Contractor will work in conjunction with the Greater Zion marketing team, led by the Marketing Manager, Ed Aurrecochea, to develop and implement a robust and comprehensive multi-channel social media strategy. The Greater Zion Convention & Tourism Office reserves the right to refuse any and all proposals.

The core functions of this contract position include:

1. Build and execute a flexible, strategy-aligned social media plan based on competitive research, platform trends, benchmarking, and audience targeting.

2. Generate, edit, publish, and share daily content (original text, images, video, or HTML) that engages audiences, fosters collaboration, responds to interactions, and tags relevant individuals or organizations.
3. Set up, optimize, and maintain social media pages to elevate visibility and brand presence.
4. Moderate all user-generated content in alignment with brand tone and style guidelines.
5. Engage stakeholders and community through active social media interaction and community management.
6. Create and collaborate on editorial calendars and syndication schedules in Asana, aligning with an annual content roadmap while remaining nimble to changes.
7. Be proactive and flexible in cross-departmental collaboration, particularly with last-minute events or initiatives.
8. Capture and create content live on-site across events and activations.
9. Coordinate and manage photographer, videographer, and influencer partnerships.
10. Capture and create media assets (photo, video, graphic) and ensure delivery to Greater Zion media libraries.

KEY DELIVERABLES

1. **Monthly Social Media Calendar:**

Follow the full-year content calendar in Asana and work with the Marketing Manager to build and maintain this plan. While the calendar provides structure, be prepared to adapt as last-minute events or priorities arise. Maintain flexibility while staying aligned with the overarching annual strategy.
2. **Daily Posting:**

Publish consistent posts/stories on Facebook and Instagram under Greater Zion's main identity, including sports-related and seasonal content. Occasionally support other Greater Zion social accounts.
3. **Audience Engagement:**

Provide timely and comprehensive engagement on Facebook, Instagram, LinkedIn, and YouTube—comment replies, DMs, and moderation.
4. **Original In-Market Content (7–12 posts/week):**

Focus on timely events, partner properties, local people, and regional attractions. Plan efficient production days to capture multiple pieces of content across platforms. Prioritize video formats, which tend to outperform stills.
5. **YouTube Channel Management:**

Develop a strategic posting cadence using Asana's calendar. Coordinate with the Marketing Manager and Webmaster for long-form video opportunities (e.g., testimonial-based content). Manage all aspects of pre-production (calls, permits, collaborators).
6. **Performance Reporting:**

Submit bi-weekly performance reports to help track progress, guide content planning, and optimize strategy. Participate in weekly Monday marketing meetings to align efforts, share insights, and identify areas of opportunity or adjustment. Reports must include:

- Social media metrics with week/month/year comparisons
 - Recommendations (what to stop, start, continue)
 - Content performance highlights
 - Breakdown of all content created (videos/photos/live coverage)
7. **Asset Management:**
Upload content to the shared Dropbox. Organize for easy access and future re-use for seasonal promotions or event campaigns.
 8. **Live Event Coverage:**
Attend and/or coordinate timely coverage of events, activities, and press-worthy moments.
 9. **Content Requests:**
Use Asana to communicate content needs with team members in a clear and timely manner.
 10. **Team Collaboration:**
Attend weekly team meetings, and contribute to brand-building initiatives, campaigns, and cross-channel marketing efforts.
 11. **Content Tools and Creative Resources:**
Use Claude.ai or similar tools for writing and editing. Drone license (Part 107) preferred. Familiarity with Artlist and AI-generated voiceover tools is a plus. Must demonstrate excellent writing and editing skills for text, photo, and video.
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II. Required Qualifications

The individual submitting a proposal represents that they are fully qualified, staffed and equipped to properly perform any agreed upon conditions and work as requested in this bid proposal and as represented in their proposal.

The Contractor is expected to demonstrate the following competencies throughout their work:

- Self-motivated, collaborative, and flexible problem solver.
 - Creative and resourceful with strong social fluency.
 - Strong understanding of content performance and digital trends.
 - Proven experience in social strategy, engagement, and storytelling.
 - Familiarity with SEO, analytics tools, and audience insights.
 - Understanding of Greater Zion's geography, culture, tourism offerings, and recreation.
 - Ability to distill broader strategies into audience-facing content.
 - Adventurous, outdoors-oriented spirit that aligns with Greater Zion's brand.
 - Organized and deadline-driven with excellent multitasking skills.
 - Fluent in written and verbal English; adept at tone and style matching.
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III. Term

It is anticipated that the selected candidate would commence on June 17, 2025 for a one year term.

IV. Selection Process

Greater Zion Convention & Tourism Office shall contract with the social media coordinator and shall be the owner of all materials. The owner's representative is the Tourism Office Director, Brittany McMichael. Questions on bid submittals shall be directed to Ed Aurrecoechea, Marketing Manager, at Ed@greaterzion.com.

All material submitted regarding this bid request becomes the property of the owner and will not be returned to the agency. Disqualification does not eliminate this ownership right. The owner reserves the right to reject or accept any or all proposals or waive any formalities, informalities, or information therein.

Proposals shall include at a minimum the following information:

1. Name, address, phone number, and email of the person applying to the contract.
2. List of any additional individuals, partners, or subcontractors working on the account, if applicable.
3. Demonstrated relative experience, including samples of previous work on contracts similar in size and scope.
4. List of references/clients from past contracts of similar size and scope.
5. Detailed fee and cost summary for a one year term that includes the scope of work outlined herein.

The Greater Zion Convention & Tourism Office will award this contract to a social media coordinator based upon review of the merits of the proposals received. Criteria for these merits include but are not limited to:

1. Demonstrated relative experience with similar clients and scope of work.
 2. Samples of past work.
 3. Positive reference feedback from past clients.
 4. The process, manner and methods of providing the service.
 5. Fees and costs of the proposal based on a yearly contract.
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V. Schedule

1. RFP Issued: May 1, 2025
 2. Proposals Due: May 22, 2025 at 4:00 PM (MT)
 3. Notification of award: June 5, 2025
 4. Contract to begin: June 17, 2025
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VI. Method of Submittal

All bid proposals shall be submitted electronically. Please email an electronic version of your proposal with the subject line "Greater Zion: Social Media Coordinator RFP" to Greater Zion Marketing Manager Ed Aurrecoechea at Ed@greaterzion.com.

Submittal must be received by 4:00 PM, Mountain Standard Time on or before May 22, 2025. All proposals shall be the property of the Owner and will become public record. If a bid proposal submission is received after this deadline, it will not be considered and will be rejected without any further action by the Owner.

VII. Evaluation Criteria

The Greater Zion Convention & Tourism Office shall evaluate the Submittals based on the following criteria:

Criteria	Weight	Score
Criteria One / Qualifications	20	_____
Criteria Two / Demonstrated understanding of the scope of work	20	_____
Criteria Three / The process, manner, and methods of providing the service	20	_____
Criteria Four / Demonstrated relative experience	20	_____
Criteria Five / Positive reference feedback from past clients	5	_____
Criteria Six / Fees and costs	10	_____
Criteria Seven / Washington County, UT based	5	_____
Total Score		_____

VIII. Terms and Conditions

All Candidates who submit a proposal in response to this RFP acknowledge that they have each read and understand this RFP and agree to be bound by the terms and provisions of this RFP including, but not limited to, the following:

Candidate Pricing

All prices, quotes, or proposals shall remain firm for the duration of the RFP process regarding this RFP and until a contract regarding this RFP is executed by Washington County and a Candidate; or if Washington County decides not to enter into a contract with any Candidate to provide the services sought through this RFP.

Governing Law and Exclusive Jurisdiction and Venue

Any contract between Washington County and a Candidate regarding this RFP will be interpreted, construed, and given effect according to the laws of the state of Utah and the ordinances of Washington County, and the courts within Washington County, Utah shall have the sole and exclusive jurisdiction and venue regarding any such contract. No contract will be assigned, in whole or in part, without the written consent of Washington County.

Licensing

The selected Candidate shall obtain all applicable federal, state, and local licenses before any contract between Washington County and the Candidate regarding this RFP is executed. The selected Candidate must maintain such licenses for the duration of the contract between Washington County and the Candidate regarding this RFP.

Modifying or Withdrawing Proposals

Candidates may modify or withdraw their proposals at any time prior to the deadline set for Candidates to timely submit a proposal in response to this RFP.

Independent Contractor

The selected Contractor that enters into a contract with Washington County regarding this RFP shall be an independent contractor and have no authority, express or implied, to bind Washington County to any agreements, settlements, liability, or understanding whatsoever with any third party and shall have no interest in any benefits provided by Washington County to its employees.

Free and Competitive Bidding

Any agreement or collusion among Candidates to fix a price or limit competition shall render the proposal void and automatically rejected. Such conduct is unlawful and subject to criminal sanction.

Conflicting Terms of Provisions

If any portion of this RFP conflicts in whole or in part with a written agreement entered into between the selected party and Washington County subsequent to the issuance of this RFP, the subsequent written agreement between the selected party and Washington County shall control.

Disclosure

All proposals accepted by the County shall become a matter of public record and shall be regarded as public, except those elements of each proposal that are identified by the Candidate as business or trade secrets and plainly marked as "trade secret," "confidential," or "proprietary." Each element of a proposal that the Candidate desires not to be considered a public record must be clearly marked. Any blanket statement (i.e. regarding entire pages, documents, or other non-specific designations) shall not be sufficient and shall not bind the County in any way whatsoever. If disclosure is required under the Utah Government Records Access Management Act ("GRAMA") or otherwise by law (despite the Candidate's request for confidentiality), the Candidate shall promptly comply with such disclosure requirements.

For more information about Greater Zion, visit greaterzion.com

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