



## **Request for Expression of Interest**

### **Explore Quesnel Social Media and Website Coordinator**

#### **1. Introduction**

The City of Quesnel is seeking a qualified individual to develop and implement social media campaigns, create and distribute seasonal tourism newsletters, and update [tourismquesnel.com](http://tourismquesnel.com) as needed and as funding allows. The individual will also be expected to provide reporting on analytics as required by funders and partners.

All projects will focus on visitor and resident recruitment and retention.

Qualifications and experience:

- Experience managing social media pages including the use of user generated content, and social ad campaigns
- Experience with website content management; experience with Drupal CMS preferred
- Excellent writing skills with the ability to write to match a set tone of voice.
- Keen eye for branding
- Attention to detail
- Knowledge of Quesnel and the North Cariboo

The contract will be awarded as soon as a qualified candidate is identified and will end December 31, 2023. The contract may be extended subject to funding availability.

#### **2. Submission Details:**

Expressions of interest should be emailed to Amy Reid, Manager of Economic Development & Tourism [areid@quesnel.ca](mailto:areid@quesnel.ca) with the subject line: Expression of Interest – Social Media and Website.

Submissions will be accepted until the position is filled.



### **3. Inquiries**

Clarification of the terms and conditions of the contract should be directed to:

Amy Reid

Manager of Economic Development & Tourism

250 991 7457

[areid@quesnel.ca](mailto:areid@quesnel.ca)

### **4. Submission Requirements**

- a. Cover Letter
- b. Resume
- c. References

Include availability, expected hourly rate, and details of related personal, volunteer or work experience.

### **5. Working Agreement**

Before any work is completed, successful proponent(s) will be required to enter a contract for services with the City of Quesnel.

The successful proponent will be retained as a contractor to provide services to the City of Quesnel, and will not be, in any capacity, an employee of the City of Quesnel.

The contract will be based on an hourly rate. The number of hours per week or month may vary with project funding availability.

### **6. Responsibilities:**

Initial responsibilities of the Social Media and Website Coordinator:

- Make website updates based on local business participation in 2023 co-operative marketing program
- Use the participants of the co-operative marketing program to develop contest giveaways and related social media campaigns
- Draft and deliver a minimum of two seasonal tourism newsletters featuring businesses in the co-operative marketing program
- Create and boost posts featuring local businesses in the co-operative marketing program
- Provide program analytics after 6 months and 1 year.

Additional responsibilities as funding becomes available:



- Regular posts to @ExploreQuesnel using acquired photos and user generated content (Contractor will have access to the City's brand assets)
- Ongoing updates as needed to tourismquesnel.com
- Developing landing pages, and social media campaigns related to specific projects/themes.
- Provide analytics and reporting details required for grant funding.

**7. Expected Outcomes:**

- Continued growth in social media followers and audience
- Continued improvement in website traffic
- Maintained or improved open rate on newsletters over previous year
- Meet or exceed industry benchmarks