
REQUEST FOR QUOTES

REQUEST FOR QUOTES – SOCIAL MEDIA / DIGITAL MARKETING**DEADLINE: THURSDAY, JANUARY 13, 2022; 10:00 AM****SUMMARY**

The City of Atlanta, Mayor's Office of Cultural Affairs (OCA) is seeking a social media and digital marketing professional to manage our online campaigns and utilize their skill set to promote the programs and initiatives of the OCA. The ideal Candidate will be skilled in executing creative digital marketing concepts to help grow our social media following while remaining on brand with the communication standards of the City of Atlanta.

The OCA's overall digital marketing objective is to create and maintain multi-faceted engagement between our office, our constituents and Atlanta's art community.

The budget for this service is conservative and based on review and consideration of all quotes/estimates. Please feel free to provide more than one cost scenario.

PROJECT/SCOPE OF WORK

The Mayor's Office of Cultural Affairs is seeking a Digital Marketing/Social Media professional, hereby referred to as "Candidate," to manage all promotional campaigns while expanding our digital footprint by maintaining a consistent and engaging social media presence. Consistent and successful use of social media outlets paired with an effective digital marketing strategy are vital prerequisites within this Scope of Work.

Immediate duties include, but are not limited to:

1. Compiling data and media for monthly e-newsletter.
2. Content creation and curation; this can include creating a social media content calendar, taking photographs and keeping a pulse on happenings in the community.
3. Keyword and hashtag creation and monitoring.
4. Responsible tagging and mentions of our partners and affiliates.
5. Analytics and reporting: Tracking the efficacy of campaigns and engagement.
6. Implementing Digital Marketing Strategy tailored to the programs and needs of the office.
7. Social media management/brand management.
8. Gathering/obtaining high resolution images from program staff related to OCA programming. Maintaining a working file of these images is imperative for the work required.
9. Maintaining set social media posting/publishing schedule.
10. Compiling data and graphics for the OCA's Annual Report. This may also include creating a layout for the report (to be determined).

To be considered for this project, submit your quote for services by 10:00 AM, Thursday, January 13, 2022. From these submissions, the OCA will select a service provider.

Project Timeline:

This is an ongoing project. Selected candidate will submit invoices for payment, according to a schedule (to be set upon selection), based on the Purchase Order for these services.

QUALIFICATIONS & REQUIREMENTS

This is an open and competitive process. The ideal candidate must meet the following qualifications:

- ✓ Excellent written and verbal communication skills suitable for a professional environment,
- ✓ The ability to problem-solve and meet deadlines,
- ✓ Keen attention to detail,
- ✓ Remaining accessible to staff (via telephone or email, etc.) during business hours,
- ✓ Proven ability to create and effectively market original web content,
- ✓ Experience utilizing social media marketing tools and SEO
- ✓ The ability to design graphics for social media campaigns,
- ✓ Knowledgeable experience working with Adobe and other design tools.
- ✓ Ability to work comfortable on a PC as well as a Mac.
- ✓ Experience with search engine optimization (SEO), conversion rate optimization and leveraging influencer marketing, a plus
- ✓ Include 3 examples of your work that illustrate your creative expertise and experience with social media engagement.
- ✓ include at least two suggested actions that you would implement to increase our followers and impressions

Conversion optimization, landing page and lead capture tools, a plus.

If the execution of contracted work requires the use of sub-contractors, the selected service provider must clearly state this in their proposal. Sub-contractors must be identified and the work they will perform must be defined.

In your proposal, please provide the name, address, and EIN of the sub-contractor. The OCA will not refuse a proposal based upon the use of sub-contractors; however, we retain the right to refuse the sub-contractors you have selected.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

Provisions of this RFQ and the contents of the successful responses are considered available for inclusion in final service agreements.

For consideration, please submit all proposals to mgarriss@atlantaga.gov by **10:00 am, Thursday, January 13, 2022.**

DEADLINE

Proposals received after 10:00 am EST, Thursday, January 13, 2022 will not be considered.

SELECTION OF QUALIFYING PROPOSALS

Evaluation of qualifying proposals will begin, Friday, January 14, 2022. The selected Candidate will be evaluated on the cost of their proposal and their response to the outlined scope of work.

Selected candidate will be notified no later than Tuesday, January 18, 2022.

All submissions should reference and outline relevant work/project experience in social media marketing, samples of past work and at least two suggested actions that you would implement to increase our followers and impressions.

In order to receive payment for services, the selected designer must be fully registered as a [Spend Authorized Supplier](#) in the City's iSupplier system.

If you are not a Spend Authorized Supplier or are unsure of your supplier status, please visit the City's website to review [step-by-step registration instructions](#) or to check the status of your account.

Important: when accessing the registration page, scroll down the page until you see the option to register as a **Spend Authorized Supplier** (see example below).

To register as a Spend Authorized Supplier, click [here](#)

- Allowed to submit quotes, bids, or proposals as well as receive purchase orders and create/submit invoices. A signed and dated W-9 is required for this supplier type. [IRS Form W-9](#)
- This registration type will take 5-10 business days to review.

To register as a City Supplier/Service Provider:

1. [Click here to register as a Spend Authorized Supplier](#).
2. Follow the prompts on the screen to complete the set up.
3. *You must attach a valid and current W9 for your registration to be considered.* Please ensure that whichever name you use to create your supplier profile matches the business name on your W9.

Supplier Registration Link:

<https://www.atlantaga.gov/government/departments/procurement/home2/supplier-registration>

The city also hosts [free virtual trainings for new suppliers](#) on the first Wednesday of every month. Information for these sessions can be found on the iSupplier page of the City's site.

For any questions or concerns about your Supplier registration, please email Supplierregistration@Atlantaga.gov.

Notarized E-Verify Affidavit

Pursuant to Georgia State Law, private employers of 11 or more employees must be registered with the [Federal E-Verify program](#) and must provide their E-Verify user number on the required affidavit, when applicable. The City of Atlanta requires a completed and notarized e-verify affidavit for all private employers providing services to the City at and above \$2500.

Private employees with less than 11 employees are required to provide evidence claiming to be exempt from the requirement to register and utilize the E-Verify program and such evidence must be presented in the form of a signed memo or affidavit on official business letterhead. Prior year notarized E-Verify affidavits are not acceptable. Registration information is available at <http://www.uscis.gov/e-verify>.

TERMS OF OFFICIAL SERVICE AGREEMENT

The OCA will negotiate terms of official agreement upon selection. All agreements are subject to review by the City of Atlanta's Law Department. All content, coding and graphics used will become the sole property of the City of Atlanta, Mayor's Office of Cultural Affairs.

For questions, please email mgarriss@atlantaga.gov.