



**EASTERN OREGON VISITORS ASSOCIATION (EOVA)
CONTRACT FOR COMMUNICATIONS & CONTENT MANAGEMENT
REQUEST FOR PROPOSALS**

SUBMISSION DEADLINE - October 22,2021

BUDGET - \$12,500, not to exceed

Overview

Eastern Oregon Visitors Association is seeking a qualified Communications and Content Manager to elevate and broaden the Eastern Oregon narrative. As an independent contractor, your responsibilities include creating, improving and maintaining content to achieve EOVA's goals and key performance indicators. Duties will also include sharing content to raise brand awareness and monitoring web traffic and metrics to identify best practices.

Our ideal partner is an experienced professional with demonstrable creative writing skills. As a Communications & Content Manager, you should perform well under deadlines and be detail-oriented. If you are also an expert in content optimization and brand consistency, we would like to meet you. Ultimately, you should be able to oversee all website and consumer e-marketing content initiatives to ensure consumer engagement, brand consistency and a positive consumer experience.

Background Information

The purpose of EOVA is to serve as the Regional Destination Management Organization for Eastern Oregon, as defined by Travel Oregon, the statewide destination management organization; representing the boundaries of Baker, Gilliam, Grant, Harney, Malheur, Morrow, Sherman, Umatilla, Union, Wallowa and Wheeler counties and the Tribal governments therein. The mission of EOVA is to develop, market and promote the Eastern Oregon region as a destination for visitors to enhance regional economic vitality and the quality of life for all residents.

Eastern Oregon's primary destination development and marketing pillars are 1) Agritourism, 2) Culture & Heritage, and 3) Outdoor Recreation. Our consumer-facing communications must reach potential visitors, pique their curiosity, and inspire them to explore the varied experiences throughout our region. Utilizing EOVA's current marketing campaign: "There's More to Eastern Oregon," we seek to leverage and expand upon this theme to highlight the range of offerings in our vast region through content creation with an emphasis on storytelling.

Goals of Contract

- Identify and fill content gaps for consumer-facing communication channels
- Increase content production for visiteasternoregon.com
- Establish and grow audience for consumer e-newsletter
- Elevate and broaden the Eastern Oregon narrative
- Content creation to focus on the storytelling of our region

Scope of Work

Content Creation

- Work with EOVA Executive Director and regional partners to source new content ideas and information.
- Identify content gaps across our subregions, signature events and products, and three destination marketing and development pillars (Agritourism, Culture & Heritage, and Outdoor Recreation).
- Create and publish high quality and engaging content spotlighting Eastern Oregon's four subregions and three destination marketing and development pillars.
- Manage the content creation process from concept, to draft, editing, revisions, and final production.
- Provide or secure supporting assets such as photography, video, audio, graphics, etc. to bring visitor destinations to life.
- Assist director, as needed, with additional marketing and messaging initiatives

Strategic Communications

- Produce quarterly consumer e-newsletter using iContact to highlight seasonal product development and experiences
- Produce a minimum of four feature articles, for the contract period, for use in EOVA's strategic communication channels (website, consumer e-newsletter, social channels)
- Edit content to be channel-specific for EOVA's strategic communication channels

Responsibilities

- Develop content strategy aligned with short-term and long-term marketing targets
- Collaborate with EOVA Executive Director and Marketing Committee to plan and develop site content
- Liaise with EOVA Executive Director and Marketing Committee to ensure brand consistency
- Optimize content according to SEO
- Use content management systems to analyze website traffic and users engagement metrics
- Track and report on all site metrics
- Manage content distribution to online channels to increase web traffic, not to include Facebook and Instagram.
- Develop an editorial calendar and ad placement opportunities
- Craft site promotions, consumer e-newsletters, and online outreach campaigns
- Ensure compliance with law (e.g. copyright and data protection)
- Stay up-to-date with emerging web technologies

Qualifications

- A minimum of five years of demonstrated experience creating content, distributed via a variety of channels.
- Significant project management experience with excellent organizational and time-management skills demonstrated
- Keen attention to detail
- Excellent writing skills in English
- Hands on experience with MS Office, WordPress, and basic Adobe Photoshop skills

- Technical knowledge of HTML and web publishing a plus
- Knowledge of SEO and web traffic metrics a plus
- Superior references from large consumer brands currently utilizing your services
- Familiarity with the Eastern Oregon region
- Eastern Oregon based response a plus

Proposal Content, Preparation and Submission

To be considered, documentation must contain the following information:

- A clear, concise description of how the respondent meets the minimum qualifications.
- No fewer than three professional references that provide details about the respondent’s experience, expertise and performance.
- Selected copies of work relevant to this proposal.
- A description of how the respondent proposes to work with EOVA, including who will be assigned to manage the work under the contract and any other relevant operational information.
- Resumes of all key personnel to be assigned to the contract and resumes for any subcontractors.
- A list of current clients relevant to the scope of work with URL(s) and length of relationships.
- Additional information, if any, relevant to the proposal. This information should be clearly identified in the proposal as an addendum.
- Each respondent must submit one digital copy (pdf format preferred) signed by an authorized representative of the respondent.
- The successful vendor could be eligible for ongoing continued work post contract expiration date.

Ownership

The Eastern Oregon Visitors Association will own all materials and content.

Timeline

October 1, 2021	RFP released
October 22, 2021	Deadline for submission (5pm)
October 27, 2021	RFP reviews
October 29, 2021	Award Contract & Notice to Proceed
June 30, 2022	Contract Expiration

Proposals received in accordance with the RFP will be reviewed, ranked and provided to EOVA’s Marketing Committee for review and recommendation to the Board of Directors for consideration and designation.

Thank you for your interest in responding to this RFP. We look forward to your response.

If you have any questions, please contact Alana Carollo, execdirector@visiteasternoregon.com with subject line: EOVA RFP for COMMUNICATIONS & CONTENT MANAGER

Other Considerations

Confidentiality – The EOVA Review Committee/Board of Directors are subject to the Open Meetings and Public Records Laws of the State of Oregon. Therefore, the proposal submitted may be reviewed in a public meeting and the proposals themselves will be considered public documents. Therefore, it is recommended that proposals not include confidential information.

Acceptance/Rejections of Proposals – EOVA reserves the right, at its discretion, to reject any proposal that does not meet the stated criteria; to waive minor informalities within a specific proposal; to award all, some or none of the work to any applicant; and to revise, cancel or extend this solicitation of proposals or reject all proposals submitted.

Cost for Preparation of Proposals – EOVA is not responsible under any circumstances for any cost incurred as the result of the preparation or submission of the candidates' proposals.

Equal Opportunity – EOVA will consider all Proposals who meet the qualifications equally.

Contract Award – EOVA reserves the right to award one or multiple contracts for the outlined scope of work. EOVA also reserves the right to not award a contract to any candidate, if none are deemed suitable.