



IGNITING CHANGE IN CHESTER COUNTY

2024 Social Media Coordinator Request for Proposal (RFP)

The Fund for Women and Girls is inviting qualified individuals or social media coordination agencies to submit proposals for the role of contract Social Media Coordinator for The Fund for Women and Girls, a 501(c)3 nonprofit organization with a mission to lead and unite the community through philanthropy and advocacy to ensure that women and girls have resources and opportunities to thrive. More information about us is available at www.thefundcc.org.

Project Overview: The Fund is seeking an experienced and creative contract Social Media Coordinator to enhance our online presence, engage our audience, and drive awareness of our programs and initiatives. We expect the time commitment to be approximately 20 hours per month and plan for this to be an ongoing partnership.

Scope of Work: The Social Media Coordinator will be responsible for:

- Embracing and communicating a culture of inclusion, diversity, belonging, and respect in all areas of our social media practice.
- Collaborating with our team to ensure consistent messaging and branding across all platforms.
- Creating and curating engaging content across our social media platforms (e.g., Facebook, Instagram, LinkedIn) in partnership with staff.
- Managing and monitoring our social media accounts, including responding to comments, messages, and inquiries, in partnership with staff.
- Attending and documenting our signature events, Making a Difference Luncheon in May, and our Champions of Change Breakfast in October.
- Occasionally producing social media toolkits for engagement events, as needed.
- Developing and executing a comprehensive social media strategy aligned with our organization's goals and objectives, in partnership with staff.
- Mastery of Hootsuite and Canva is a must.

Proposal Submission Guidelines: Interested candidates are invited to submit a 2-3 page proposal addressing the following key elements:

- **Resume and Portfolio:** Share your resume along with examples of successful social media campaigns and projects.
- **Methodology:** Outline your approach to social media management, including content creation, and engagement strategies, and how you will align content with our mission, our values, and our larger strategic goals.
- **Team:** Specify the key skills and expertise of the proposed team members.
- **References:** Provide three professional references, preferably nonprofit organizations, if possible, with their contact information. They will only be contacted in the final decision-making phase.
- **Cost Estimate:** Provide a detailed breakdown of costs associated with the social media coordination, including any additional expenses or ad spend.

Proposal Submission Deadline: The deadline for proposal submission is Friday, February 16, 2024. Late submissions will not be considered. Please submit your proposal by email to Director of Operations Brandon Szerenyi at bszerenyi@thefundcc.org by February 16.

Evaluation Criteria: Proposals will be evaluated based on the following criteria:

- Relevant experience and expertise
- Creativity and effectiveness of proposed social media strategy
- Methodology and approach
- Cost-effectiveness
- References from previous clients

The Fund for Women and Girls reserves the right to reject any or all proposals received. If you have any questions or need further clarification, please contact Director of Operations Brandon Szerenyi at bszerenyi@thefundcc.org.