



## Marketing & Public Relations Scope of Work (2018-2019)

### OVERVIEW

The Ventura County Civic Alliance (VCCA) is a unique regional collaborative representing a balanced mix of Economic, Environmental, and Social Equity perspectives. Our mission is to work together to promote a healthy and sustainable future for Ventura County. We are seeking experienced public relations professional or firm to join our team.

### GOALS

Increased awareness of organization research, projects, articles and accomplishments  
Increase membership, event attendance and sponsorships.

### SPECIFICATIONS

Project bid is approximately 1/2 content creation and 1/2 project management/administration. This project will include one press release per month (generated by Executive Committee with your edits), which in turn you will post to the website, then use the same PR to create a short newsletter, and weekly social media update. The Social media sites (Facebook, Twitter & LinkedIn) should be monitored a minimum of 4 times a week for comments and messages. Content creation should include 5 hours (text and image creating/editing) per month.

### REQUIREMENTS

- Successfully performed similar media support and public information and awareness campaigns. Contractors should set forth relevant experience in their proposal.
- Three years of experience in public relations services including creation, editing and submission of press releases.
- Mastery of Constant Contact newsletter formats
- Ability to edit website content through WordPress (or similar content management platform)
- Experience with social media marketing campaigns, ads and analytics.

### MILESTONES (by Aug 2019)

- Achieve Marketing Calendar Objectives (attached)
- Newsletter: Increase subscriptions by 10%, Increase opens by 2%
- Social Media: Increase followers by 10%, Increase engagement by 10%

### CALENDAR

RFP Issued: Monday, October 15, 2018

Questions due: Monday, October 29, 2018

Proposals due: 5:00 PM, Friday, November 2, 2018

RFP evaluation awarded: Friday November 15, 2018

Work Begins: November 19, 2018



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### PROPOSAL CONTENT

Proposals should contain the following information (in this order):

- a) Cover Letter
- b) Contractor/Company Profile
- c) Staff Qualifications and Availability
- d) Sub-contractors - If the services are to be sub-contracted
- e) References - minimum of three (3) references
- f) Plan and Approach
- g) Contract
- h) Compensation (monthly fee for objectives and cost for additional hours)

### SCOPE OF WORK

The following provides a general overview of the specific work assignments the Ventura County Civic Alliance (VCCA) will expect the selected consultant/firm to complete. These should not be considered an exhaustive listing of tactics to be employed to meet the goal stated above. VCCA welcomes recommendations to add strategies and tactics to this list that can further enhance VCCA's ability to create awareness of its vision and mission.

The Scope of Work should include three major components: Public Awareness/Media Relations; Web and Interactive Media; and Reputation and Branding. Consultants are asked to provide samples of relevant work which demonstrate the ability to provide support in each major component. The consultants are requested to complete a comprehensive action plan for how they will approach each of the categories listed below; the budget page should itemize anticipated costs for fulfilling the expectations.

#### Public Awareness/Media Relations

Implement both a local and regional (Ventura County) media-relations strategy that elevates the exposure of VCCA to identified audiences via regional news and media organizations such as: VC Reporter, Ventura County Star, The Acorn, Ojai Valley News, local radio, television and social media.

Proactively develop strategy to provide media engagement and opportunities for media coverage and work to facilitate that coverage.

Schedule and support VCCA public and media relations activities with various civic organizations for VCCA spokespeople.

Draft news releases, advisories, and backgrounders to promote VCCA programs, services and events, and generate placement of the same with local/regional news and media organizations.

Monitor and report on effectiveness of VCCA's news releases, story pitches, and activities.



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Generate a measurable increase in media coverage of VCCA's services and activities.

Produce VCCA's monthly e-newsletter

Website/Social Media

Collaborate with the VCCA staff to evaluate and recommend enhancements to the company web pages and promote those pages appropriately to the relevant audiences.

Develop and implement in close cooperation with the leadership team a robust social media outreach targeting the appropriate audience on multiple social media platforms in a strategic communications flow that emphasizes engagement.

Provide ideas for content, write copy and/or edit articles for both the internet and intranet websites.

Provide ideas and a strategy to use other electronic/social media.

Branding and Reputation

The Ventura County Civic Alliance was founded in 2001 as an initiative of the Ventura County Community Foundation, the Ventura County Civic Alliance is a coalition of civic leaders with a shared commitment to the three E's — the Economic, Environmental and social Equity interests of our region. This balance ensures that our research and community dialogue is embedded with a broad and diverse set of perspectives and priorities.

The Civic Alliance focuses in these areas:

- Livable Communities Initiative
- Workforce Education Initiative
- Alliance for Linked Learning
- Center for Public Dialogue
- State of the Region Report

Core Principles and Values

The Alliance holds a set of core beliefs that guides its mission: regional stewardship, open dialogue, collaboration, evenhandedness, unbiased research, and community building and decision making by consensus. We bring together residents and civic organizations to cooperatively explore options and find integrated solutions to the complex economic, environmental and social challenges of our region.

Email proposals to [kmaksimuk@gmail.com](mailto:kmaksimuk@gmail.com) by 5:00 PM Friday, November 2, 2018

More about the Ventura County Civic Alliance can be found at [CivicAlliance.org](http://CivicAlliance.org)

Posted October 15, 2018