Scope of Work (SOW)

Contractor shall be required to provide the following however, not all inclusive in accordance with standard marketing practices; materials, labor, management, expertise, strategic marketing communications, planning, media planning, research as required.

1. Manage overall relationship with client(s), as well as media and interactive agencies of record

2. Provide strategic insight and information that pertain to marketing communication to allow for client direction

3. Act as point of contact (POC) for clients team, channeling questions, requests and information as required

4. Provide ongoing involvement in key research initiatives, awareness, and tracking along with quantitative research to determine quantitative research as required

5. Define overarching marketing communications strategy for client and ensure overall marketing communications and offline strategies

6. Develop creative briefs, upon receipt of input documents from client for each project that describe strategy, specific goals and message of each project

7. Manage all ongoing projects, including timelines and budgets

8. Coordinate with other agencies to ensure an integrated marketing approach and strategy for client

9. Familiarize agencies with clients account, business, products, services, advertising, and media plans

10. Contribute to and advise client on the development and implementation of marketing plans, including marketing communications, advertising, strategy and account planning

11. As required create, prepare, and submit for client approval, marketing communications plans, marketing communications and advertising concepts, rough layouts, rough storyboards, phototstats, past-ups, mechanicals, and the like, and plans for development and execution

12. Execute and implement marketing communications and advertising in finished form, in accordance with clients timely prior written approval, estimate approval, and forward to same to production and media

13. Ensure competitive quotes are obtained and documented as instructed for all work, production and/or media as approved by Procurement

14. Provide copies of all documentation to Procurement for inclusion in contract file

15. Traffic and disperse all necessary materials to media suppliers, printers, and all other parties needed to accomplish clients approved marketing communications effectiveness, opportunities, and needs

16. Take all reasonable precautions to safeguard any and all Concho Valley Council of Governments property and guard against any loss to clients failure of suppliers and obligation to execute properly their commitments