

Bridgeport Downtown Special Services District

REQUEST FOR PROPOSAL

Marketing and Communications Consultant Contract



INTRODUCTION

The Bridgeport Downtown Special Services District [hereafter “DSSD” or “the District”] serves as the business improvement district for the Park City’s central business corridor. The DSSD is charged with fostering a safe, welcoming urban environment, a center for cultural activity, and competitive setting for business. To accomplish this charge, DSSD provides environmental maintenance, beautification, and security services. Furthermore, the DSSD – in collaboration with the City of Bridgeport and local/regional cultural organizations – implements special events and also markets downtown businesses, institutions, and cultural events.

SCOPE OF CONTRACTOR

The Bridgeport DSSD seeks to retain a Marketing and Communications Consultant to develop and implement our external communications strategy across multiple platforms (web, social, print) in alignment with the DSSD’s goals to:

- Promote the preservation and development of the downtown business district;
- Make the area more attractive and accessible; and
- Enhance the public perception of downtown Bridgeport through overseeing and managing its appearance, security, and cleanliness.

This scope of work is contract-based (IRS Form 1099) and will consist of a minimum of 40 to 60 hours per month both onsite and remote office hours. The DSSD has budgeted \$50 per hour for this scope of activity. The DSSD reserves the right to adjust the billable hours, and staffing levels, of any contractor on a regular basis.

The Consultant will manage the Bridgeport DSSD’s image in a cohesive way to achieve our marketing goals and express our views creatively. Below are high-level responsibilities, as well as examples of specific tasks the DSSD is expecting the selected Consultant to take on.

Design print, web-based, street banner, and other communication materials

- Illustrate communication material concepts by designing rough layout of art and copy regarding arrangement, size, type size, and related aesthetic concepts.
- Obtain approval of concept by submitting rough layout for review.
- Complete projects by coordinating with outside agencies, art services, printers, etc.
- Write press releases and organize media coverage of special events.
- Send out regular newsletter email and maintain the email database.

Update the InfoBridgeport.com website and social media channels

- Design and implement a digital marketing strategy that achieves high levels of web traffic and constituent engagement.
- Set specific objectives based on research into current trends and audience preferences; and monitor SEO and web traffic metrics for engagement and other success factors.
- Generate, edit, publish, and share engaging content daily (e.g. original text, photos, videos, and news) that promote Downtown Bridgeport businesses, events, and programming produced by DSSD and partner organizations.
- Communicate with followers, respond to queries in a timely manner, and monitor customer reviews.
- Collaborate with other organization partners to ensure brand consistency.

PREFERRED QUALIFICATIONS

The ideal Consultant will possess a range of technical and relational skills to complete the scope of work, including:

- Strong organizational, project management, and multi-tasking abilities.
- Experience working with nonprofits, small businesses, and government entities.
- Familiarity with Bridgeport and demonstrated initiative, leadership, and ability to work collaboratively with a diverse range of stakeholders.
- Passion for building the local community and economy by developing vibrant district marketing campaigns and communication tools.

Design print, web-based, street banner, and other communication materials

- Graphic design experience using Adobe Creative Suite and generating high resolution materials.
- Written communications skills, excellent copywriting skills, and press release writing experience.
- A degree in communications, marketing, graphic design, or a related field.

Update the InfoBridgeport.com website and social media channels

- Proven work experience as a social media manager.
- Ability to deliver creative content (text, image, and video).
- Knowledge of online marketing channels.
- Content management background for updating websites and sending out email newsletters.
- Solid knowledge of SEO, keyword research, and Google Analytics

HOW TO APPLY

Applicants should send a cover letter, resume, and portfolio or examples of past work – no later than 5:00 p.m. on Thursday, May 10, 2018 – to Lauren Coakley Vincent via email at lauren.dssd@infobridgeport.com

Or in hard copy to:

Bridgeport Downtown Special Services District
Attn: Lauren Coakley Vincent
938 Broad Street
Bridgeport, CT 06604

DSSD will review all proposals for completeness; any that are incomplete may be eliminated. Criteria by which all proposals will be evaluated include:

1. Ability of the proposer to satisfy all requirements for successful completion of the assignment;
2. Cost to the Bridgeport DSSD;
3. Experience in providing the services being requested; and
4. Interview evaluation process, if interviews are conducted.

DSSD reserves the right to reject any or all of the proposers, to waive any informalities in the proposals received, and to accept the proposals deemed in the best interest of DSSD. The Bridgeport DSSD also reserves the right to interview and negotiate with selected respondents after all proposals have been reviewed and award a contract as it deems is in its best interest.

Pre-Bid Conference: DSSD will hold an optional pre-bid informational meeting on **Monday, April 23, 2018 at 10:00 AM** at the DSSD offices (938 Broad Street, Bridgeport, Connecticut) for contractors interested in submitting proposals.