

EXPRESSION OF INTEREST
NORTHEASTERN BC TOURISM MARKETING COOPERATIVE
Social Media and Website Marketing Expert

The Northeast BC Tourism Marketing Cooperative is looking for an enthusiastic individual to oversee marketing initiatives for the www.CelebrateAlaskaHighway.com site and the associated social media pages (Facebook, Google+, Twitter, and Instagram) from August 20, 2018 to March 31, 2019.

This individual is required to have working knowledge of the technology required for website and social media marketing as well as, an intimate knowledge of Northeastern British Columbia. The proponent must be able to manage a budget and work with additional writers/content creators as needed, to showcase the eight (8) communities within the cooperative (Fort Nelson/Northern Rockies Regional Municipality, Fort St John, Taylor, Dawson Creek, Pouce Coupe, Tumbler Ridge, Chetwynd & Hudson's Hope).

<i>Minimum Requirements:</i>	
Website: <ul style="list-style-type: none">• Write and publish at least one (1) blog article a month• Send out to subscription• Reply to comments on the site	Social Media <ul style="list-style-type: none">• Share each of the website blogs• Post a minimum of two (2) posts per week• Reply to comments• Create custom hashtag to use or use existing #AlaskaHighway

Budget:

Website: \$6,672
Social: \$7,828
Total: \$14,500

Payment Schedule:

50% at time of contract signing (\$7,250)
25% at Dec 2018 (\$3,625)
Remaining 25% March 2019 (\$3,625)

Local social media influencers from NE British Columbia are invited to submit an expression of interest indicating the following:

- Experience with technology and social media
- Examples of current sites managed or content created (if applicable)
- Goals to be achieved during the contract
- How will you achieve your goals?
- Why you?

Closing Date: before 4:00 pm PST on August 8, 2018 by mail or email.

ATTN: Krista Vandersteen

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Please note that this is a request for expression of interests and not a call for tenders or request for binding offers. No contractual obligations will arise between the Northeast BC Tourism Marketing Cooperative or Northern Rockies Regional Municipality and any interested party until and unless the Municipality enters into a formal, written contract for an interested party to provide the services outlined in this request for expression of interest.