

The Neighborhood Network Alliance

Request for Proposal

RFP: Communications Coordinator	Proposal Due By: July 15	The Neighborhood Network Alliance
<p>Project Overview:</p> <p><i>We are looking for an individual to work part-time, managing our web and social media accounts to include:</i> 2-3x weekly email blasts via Mailchimp, including content supplied by the NNA and other entities, as requested. 3x weekly social media posts on each of the following platforms: Twitter, IG, Facebook and TikTok Weekly updates of the website thenna.org including content and webpage configuration as requested. Respond to website and social media messages and inquiries. Create a “look” that is consistent across all of the NNA’s platforms, at times requiring graphic design tasks.</p>		
<p>Project Goals:</p> <ul style="list-style-type: none"> ● Increase community awareness of the NNA’s mission. ● Increase participation in NNA sponsored activities. ● Increase support for the NNA. ● Expand the NNA’s reach beyond the South Shore Community and City of Chicago ● Improve the NNA’s responsiveness to inquiries from both the community and other community organizations. ● Support the creation and listenership of the Hey Neighbor! podcast 		
<p>Scope of Work:</p> <p>Per the overview, it’s imperative that the NNA becomes active in the social media space, and that awareness of our mission, programs and goals is communicated both in the South Shore community and beyond. Also, our website should fluidly reflect our mission, goals, and activities. With the creation of the Hey Neighbor! Podcast, the website should work in tandem with the podcast in terms of messaging, news, and dissemination of information. Our social media posts should be engaging, consistent in terms of their “look”, and up to date. We want the public to follow our accounts and to look forward to our posts, as well. Timely response to social media and website inquiries is a must. Using superior writing and graphic design skills, create a recognizable and interesting social media presence and an informative and timely email blast for the NNA.</p>		
<p>Evaluation Metrics and Criteria</p> <ul style="list-style-type: none"> ● Timely, accurate and frequent posting (per the schedule mentioned above) ● Increased engagement on all platforms ● Continual increase of social media followers ● Increased activity via our website including continual building of our contact list <p>Submission Requirements</p> <ul style="list-style-type: none"> ● Resume, detailing relevant experience. ● Proven expertise in Mailchimp, web design and social media management ● Samples of website creation, graphic design expertise and social media accounts managed ● Three relevant references ● Proposed monthly fee for services 		
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