



## PA Wilds Social Media Specialist

### Summary

PA Wilds Center is seeking proposals from individuals and/or firms with experience managing social media accounts for regional brands who would be interested in managing PA Wilds accounts on Facebook and Instagram in 2024. PA Wilds Center has more than 50,000 combined followers on Facebook and Instagram and continues to evaluate how to best engage with and convert the followers into visitors and shoppers.

### Timeline

RFP Issued: November 20, 2023

Responses Due: December 8, 2023 (COB – 5 PM)

Notifications: December 15, 2023

Contract Period: January 1 - December 31, 2024

### Budget

\$12,000/year

### Contact

Send questions and proposals to: LaKeshia Knarr, Entrepreneurial Ecosystem Director, at [lnarr@pawildscenter.org](mailto:lnarr@pawildscenter.org)

### About the PA Wilds Center for Entrepreneurship, Inc.

The PA Wilds Center for Entrepreneurship, Inc., is a 501(c)3 nonprofit organization whose mission is to integrate conservation and economic development in a way that inspires the communities of the Pennsylvania Wilds. The Pennsylvania Wilds is a 13-county region that includes the counties of Cameron, Clarion, Clearfield, Clinton, Elk, Forest, Jefferson, Lycoming, McKean, Potter, Tioga, Warren, and northern Centre.

The PA Wilds Center leads Regional Planning and Partnerships to advance the strategy and Regional Marketing to promote the region's 2+ million acres of public lands as a premier outdoor recreation destination. These efforts seek to diversify local economies, inspire stewardship, attract investment, retain population and improve quality of life.

The PA Wilds Center's core programs seek to help regional businesses and organizations leverage the PA Wilds brand and connect with new market opportunities, including: the Wilds Cooperative of PA (WCO), a network of more than 575 place-based businesses and organizations; Sustainable Commerce, including the physical PA Wilds Conservation Shop and online PA Wilds Marketplace, which feature products sourced from the WCO; PA Wilds brand licensing.

For more information on the PA Wilds Center, visit [www.PAWildsCenter.org](http://www.PAWildsCenter.org). To learn more about the WCO, visit [www.WildsCoPA.org](http://www.WildsCoPA.org). Explore the PA Wilds at [www.PAWilds.com](http://www.PAWilds.com). Find regionally made products at [www.ShopThePAWilds.com](http://www.ShopThePAWilds.com).



## About the PA Wilds Regional Marketing Program

The PA Wilds Regional Marketing program focuses on telling the PA Wilds story, helping to uplift the region's rural communities while also driving digital and physical foot traffic to the region to support local businesses and inspire stewardship. It includes promoting the region and members of the Wilds Cooperative of PA network on PAWilds.com, the region's primary visitor website, as well as social media channels, newsletters and various events. PA Wilds Center also implements a \$120K annual Google Ad Grant campaign that features both PAWilds.com and ShopThePAWilds.com, in addition to other specialized advertising.

- Check out the region's visitor website at [www.PAWilds.com](http://www.PAWilds.com)
- Find PA Wilds on social media at [www.Facebook.com/thepawilds](http://www.Facebook.com/thepawilds) and [www.Instagram.com/thepawilds](http://www.Instagram.com/thepawilds)
- Learn more about PA Wilds Center's regional marketing efforts at [www.PAWildsCenter.org/programs-and-services/lifestyle-marketing/](http://www.PAWildsCenter.org/programs-and-services/lifestyle-marketing/)

## Project Scope

PA Wilds Center is seeking proposals from individuals and/or firms with experience managing social media accounts for regional brands who would be interested in managing PA Wilds accounts on Facebook and Instagram in 2024. With more than 50,000 combined followers on Facebook and Instagram, PA Wilds Center continues to evaluate how to best engage with and convert the followers into visitors and shoppers.

The contractor selected through this Request for Proposals process will play an important role in braiding program messaging into the regional tourism channels. The contractor will submit routine reports on social media growth and provide social media recommendations to raise PA Wilds brand awareness thereby supporting growth of the Wilds Cooperative of PA value chain and sales of PA Wilds made products.

The selected contractor will:

- Manage the core social media channels for the Pennsylvania Wilds place-based brand
  - Serve as the primary voice for the PA Wilds consumer brand on Facebook and Instagram;
  - Schedule compelling social media posts on a regular basis, including:
    - the PA Wilds as a premier outdoor recreation destination;
    - content from the program websites for the PA Wilds ([www.PAWilds.com](http://www.PAWilds.com)) and the PA Wilds Conservation Shop ([www.ShopThePAWilds.com](http://www.ShopThePAWilds.com));
    - members of the Wilds Cooperative of PA, and help attract new members to the program through growing awareness around available resources, tools and benefits;
    - products from the PA Wilds Conservation Shop and also help producers understand how to get their products into the shop
    - core events backed by PA Wilds Center, including PA Wilds Annual Dinner & Awards and PA Wilds Makers Market
  - Cultivate travel influencer activity and partnerships; hashtag strategies and re-sharing opportunities; and communicate with fans for re-sharing permissions and other promotion;
- Help refine social media strategy and assist in braiding together the messaging for the PA Wilds Center's three core programs: the PA Wilds as a place and destination, the Wilds Cooperative of PA (WCO) business network, and PA Wilds commerce platforms – including both the physical PA Wilds



Conservation Shop and the PA Wilds Marketplace, which are operated by the Center and feature products from the WCO value chain

- Assist in developing systems and policies to help streamline these communications;
- Establish meaningful key performance indicators (KPIs) and metrics to track success;
- Identify key audiences and how to best communicate information to them; and
- Determine if there are other channels that should be utilized for maximum engagement;
- Manage paid advertising on Facebook for accounts as requested (note: A separate budget will be established for social media advertising);
- Assist in special promotional needs and day-of content for the PA Wilds Makers Market;
- Attend PA Wilds / WCO Content Meetings as scheduled.

### **Equipment Requirements**

The selected contractor must have basic tools / technology required to maintain social media accounts (computer/laptop, social media accounts).

### **Proposal Requirements**

Proposals should cover and/or include the following:

- Cover Letter summarizing:
  - Your qualifications;
  - Why you joined The Wilds Cooperative and why this project speaks to you personally or professionally;
  - General description of your operation (freelancer, full time graphic designer, etc); and
  - An overview of your social media account management experience.
- Proposed Work Plan summarizing:
  - How you would approach this project to ensure you capture the various aspects of the event;
  - How you would allocate time in order to accomplish the project outcomes; and
  - The equipment you would bring to bear on this project.
- 3-5 references who can speak to your social media account management services.

### **Submission Instructions**

Please submit your proposal in pdf format to LaKeshia Knarr, Entrepreneurial Ecosystem Director, by COB December 8, 2023, at [lnarr@pawildscenter.org](mailto:lnarr@pawildscenter.org). Files over 2MB should be sent using a Dropbox or similar file share method. Include the following in your proposal response.

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Thank you for your interest in responding to this RFP. We look forward to your response.