

Request for Proposal (RFP)
Inbound Specialist / Social Media Content Creator

Issued by: **Sharon Community Development Corporation (SCDC)**

For work in: **City of Sharon, Pennsylvania**

Release Date: September 8, 2025

Proposal Due Date: September 30, 2025

Contract timeline: Upon contract execution for 6 months, with the possibility of extension

1. Introduction

The Sharon Community Development Corporation (CDC), in partnership with the City of Sharon, invites proposals from qualified individuals or firms to provide inbound marketing and content creation services for the City's social media channels.

The selected contractor will manage, design, and execute creative strategies to enhance the City of Sharon's online presence, improve community engagement, and promote Sharon as a vibrant place to live, work, and visit.

The initial contract period will be 6 months from the time of the contract execution, with the possibility of extension. The contract is anticipated to be awarded before the end of October 2025.

2. Scope of Services

The inbound specialist / content creator will be responsible for:

Social Media Management

- Develop and execute monthly scheduled content calendars for the City of Sharon's official social media channels (Facebook, Instagram, LinkedIn, X/Twitter, TikTok, and others as appropriate).
- Produce original engaging multimedia content (graphics, video, photography, copywriting).
- Social listening and monitoring engagement; respond to comments and messages (with the support of SCDC/City staff) in a timely manner, and build community interaction.
- Share and cross-promote content from Sharon businesses, community organizations, and local assets (with appropriate permissions) to highlight and support the local economy.

Content Creation

- Capture and edit photo and video content from events, businesses, and local activities.
- Create branded campaigns that align with the City's economic development, tourism, and community engagement goals.
- Collaborate with Sharon CDC staff, city departments, and community partners for storytelling and promotional opportunities.
- All content should meet accessibility standards so it's inclusive for all uses. This includes adding text to images, captions for videos, and using colors that meet accessibility guidelines.

- Maintain a shared content library, allowing content to be organized, easy to access, and be reused for future campaigns.

Analytics and Reporting

- Track social media performance using analytics tools.
- Provide monthly reports with recommendations for improving reach and engagement.

Additional Duties

- Support inbound marketing strategies, including SEO, blog writing, and e-newsletters, as appropriate.
 - Maintain a consistent brand voice that reflects the City of Sharon's identity.
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3. Deliverables

- Minimum of 3 original content posts per week across multiple platforms.
 - Minimum of 4 short-form videos (Reels/TikToks/Stories) per month.
 - Minimum of 5 content sharing per week.
 - Monthly performance report.
 - Quarterly strategy updates.
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4. Contract Period

Initial contract term: **6 months upon execution of the contract**

Option to renew based on performance and funding availability.

5. Contract Compensation Amount

- **Negotiable**
 - Includes strategy, content creation, posting, engagement, and reporting.
 - Does not include paid advertising spend, which will be budgeted separately.
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6. Proposal Requirements

Proposals should include:

1. Cover letter with summary of qualifications.
 2. Description of approach to content creation and social media engagement.
 3. Portfolio or examples of relevant work.
 4. References from at least two clients.
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7. Evaluation Criteria

Proposals will be evaluated on:

- Relevant experience and qualifications (30%)
 - Creativity and quality of sample work (25%)
 - Understanding of community-based marketing (20%)
 - Cost-effectiveness (15%)
 - References and prior performance (10%)
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8. Submission Instructions

Please submit proposals electronically in PDF format by September 30, 2025 to:

Sharon Community Development Corporation

Attn: Angie Urban

Email: Angie@SharonCDC.org

9. Questions

All questions regarding this RFP must be submitted via email by September 19, 2025. Answers will be shared with all interested parties during the week of September 22nd.

- Proposals Due: September 30, 2025 via email to Angie@SharonCDC.org
- Vendor Selected: By October 17, 2025
- Contract Start: 6 months from execution of the contract, with possibility for extension

We look forward to your proposal to help us communicate and celebrate the City of Sharon's vibrant community life!