



REQUEST FOR PROPOSAL

FOR

CONTRACTED ONLINE MEDIA ROLE

CITY OF SIDNEY

ISSUE DATE: OCTOBER 25, 2024

CLOSING DATE AND TIME: NOVEMBER 25, 10:00 A.M.

CONTACT:
Brandy Stone
Economic Development Manager

Telephone: (308) 249-4870
Fax: (308) 254-3164

CITY OF SIDNEY – REQUEST FOR PROPOSAL

FOR THE CITY OF SIDNEY

INTRODUCTION

The City of Sidney, Nebraska invites qualified firms or individuals to submit Letters of Interest and Statements of Qualification and Experience to develop and execute comprehensive online media strategies to promote the City of Sidney and its initiatives.

1. INQUIRIES AND CORRECTIONS

All inquiries relating to this request shall be addressed to:

Brandy Stone
City of Sidney, Nebraska
P.O. Box 79
1115 13th Avenue
Sidney, Nebraska 69162
(308) 249-4870

2. SUBMITTAL DATE, LOCATION AND OPENING

Interested candidates should submit proposals which indicates interest and qualifications to:

City Clerk
City of Sidney
1115 13th Avenue
P.O. BOX 79
Sidney, NE 69162,

All proposals must be received prior to 10:00 a.m., November 25, 2023. Proposals must be submitted in an opaque sealed envelope plainly marked “Contracted Online Media Role”.

The City of Sidney reserves the right to reject any or all proposals, to waive any or all proposals received, to re-advertise for proposals, or to take any other such action that may be deemed to be in the best interest of the City.

3. INTRODUCTION AND BACKGROUND

The City of Sidney is looking for an expert in social media and content marketing. Our ideal candidate is highly organized, a self-starter, and an excellent verbal and written communicator. They must possess a strong work ethic and have both creative and analytical skills. This position will report directly to the Economic Development Director.

Sidney is a small municipality with a community of approximately 6,400 residents. The City of Sidney operates under a Council-Manager form of government, with a five-member City Council, a Council-elected Mayor and an appointed City Manager. Sidney is located nine miles north of the Colorado state line. Sidney exemplifies a high quality of life and maintains its small-town values.

4. ONLINE MEDIA ROLE AND RESPONSIBILITIES

- Manage and maintain all social media platforms, including but not limited to Economic Development Website, Facebook, Instagram, LinkedIn, and YouTube.
- Create engaging and informative content for social media channels, including posts, images, videos, and infographics.
- Monitor social media trends, tools, and applications to ensure the city remains at the forefront of digital marketing practices.
- Engage with followers, respond to inquiries, comments and messages in a timely and professional manner.
- Collaborate with various city departments to gather information, stories, and updates to be shared on social media.
- Conduct regular social media audits, analyze performance metrics, and provide insightful reports on the effectiveness of social media campaigns.
- Identify opportunities for community engagement and develop strategies to foster a sense of belonging and interaction through social media.
- Stay up-to-date with local events, news and developments in the city to proactively share relevant information on social media platforms.
- Keep track of emerging social media trends and adapt strategies to ensure maximum reach and engagement.
- Monitor online conversations related to the city, respond to public sentiment, and manage any potential crises effectively.
- Collaborate with graphic designers, content writers, and other team members to create visually appealing and compelling social media content.
- Stay knowledgeable about social media policies, regulations, and best practices to ensure compliance and maximize results.
- Conduct live interviews as needed for Economic Development projects and business information sessions.