



## Social Media RFP

The Economic Alliance of Lewis County is looking for a talented social media expert to manage our social media accounts for both the Economic Alliance of Lewis County, and the Tourism Alliance of Lewis County. You will be responsible for creating content over three media platforms-Facebook, Instagram and Twitter.

You will manage our online image in a professional, engaging and cohesive manner to achieve our marketing goals. The Economic Alliance of Lewis County is focusing on clear messaging of our vision and mission statements, achievements and bringing new tourism to Lewis County. We are looking for someone who is familiar with the area and our organization to be able to accurately represent our county, vision and brand.

### Responsibilities:

- Manage three social media platforms-Facebook, Instagram and Twitter
- Monitor and increase social traffic, growth and engagement performance across all brands.
- Oversee community engagement program, and maintain daily engagements (likes, shares, comments and Direct Messages)
- Effectively communicate the company's vision and mission statement in a professional, and engaging manner.
- Have excellent local presence and engagement, and maintain professional, working relationships with local elected officials, organizations, nonprofits, and businesses.
- Build local rapport and loyalty through an active presence in the local online community.
- Generate engagement from outside Lewis County, extending the Alliance's reach and influence, and help attract tourism to Lewis County.
- Monitor social media trends and audience habits.
- Collaborate with other EALC teams, and associated businesses and organizations.

All submissions required by October 27, 2022. If you have any questions please contact me directly.

Please submit written proposal to [todd@lewiscountyalliance.org](mailto:todd@lewiscountyalliance.org)