

Anchorage Museum SEED LAB Social Media Specialist & Creative Buzz Generator Call for Qualifications

The Anchorage Museum is accepting qualifications for someone to lead digital engagement around its SEED Lab project. This person will help to create visual identity, tone and social media strategy for the project. We think social media is about people, conversations and developing deeper engagement and awareness through those relationships. We are seeking fresh, innovative, relevant approaches and someone who is a highly-motivated, creative individual, willing to engage on a daily basis, with the goal of creating a global audience for SEED Lab and its many components as well as community leadership and participation (both online and offline). This person will help to brand SEED Lab in a positive, authentic and distinct way, that will connect to creative, contemporary and hyper-connected people online.

SEED Lab is an initiative at the Anchorage Museum that puts creative practitioners in service of and in partnership with the community in proposing solutions to challenges facing Northern places, people and climate and in establishing the North as a catalyst for change. SEED Lab programs and activities focus on creative and critical thinking as a way for the North to be aspirational and solutions-based and to connect people and ideas in ways that have not occurred before—in a radical, relevant and transformative ways. SEED Lab projects are guided by cohorts, which are cross-disciplinary and include creative practice professionals, community change agents (residents), and other experts.

SEED Lab is supported, in part, by Bloomberg Philanthropies. In February 2018, Bloomberg Philanthropies launched the second round of the Public Art Challenge, a program which supports major temporary public art projects in U.S. cities that address significant local issues, engage communities, catalyze economic development, and enhance the quality of life. The program invited U.S. mayors of cities with 30,000 residents or more to collaborate with artists and arts organizations on developing innovative projects. After receiving over 200 applications, Bloomberg Philanthropies selected five winning projects to receive up to \$1 million each. Anchorage was one of the five winners announced in late fall 2018. The winning project was SEED Lab, which is organized and administered by the Anchorage Museum.

Scope

Develop and implement digital content to ensure curated, innovative, highly-shareable and effective content for social media, web and other digital communications

Work collaboratively with all SEED Lab partners, stakeholders, project leads and Anchorage Museum staff to develop and produce content about SEED Lab

Work with Anchorage Museum Marketing and Public Relations Department staff to develop and manage content for online editorial calendars and digital campaigns, including social media strategy and implementation across multiple platforms

Work with Museum staff to define projects and develop creative solutions, while monitoring project goals, milestones and content effectiveness

Develop editorial tone that expands audiences with a strong, consistent visual approach that is compelling and distinct

Ensure legal compliance regarding copyright and social media regulations

Coordinate visual communication, including photography and videography for social media

Repackage content for multiple platforms and communication vehicles, including re-writing or modifying copy and content written or developed by others

Prepare digital images and other content for sharing on multiple platforms.

Project Budget

Please outline services you can provide for a not-to-exceed amount of \$60,000 over 20-24 months

Meetings

Project update and status meetings will occur regularly, one-on-one and via phone or skype, as appropriate, between the vendor and the Museum's project team.

Status

The selected proponent will be required to enter into a contract with the Museum as an independent contractor.

Hard Copy Proposals may be submitted by March 20, 2019 to:

Anchorage Museum, SEED Lab
Attn: Cindy Burrill
625 C Street
Anchorage, AK 99501

Digital proposals also accepted via email by March 20, 2019 to SEED@anchagemuseum.org

Please submit proposals using the following format

Cover Page

The cover page shall provide the name, physical address, e-mail address, and telephone number of the person(s) available for contact regarding the Proposal. Such person(s) must be authorized to make representations on behalf of the Respondent.

Introduction

Include any brief introductory remarks, as deemed appropriate. Outline the Respondent's background, experience, unique capabilities, project management, related experience, insurance and ability to collaborate with others. Include a statement about why the project is of interest. Also include a statement ensuring that you understand that the contract will be Work for Hire and that the Museum will own all products and will be able to use across platforms and share as needed.

Qualifications

Provide a list of relevant experience and a statement about how your skillsets and interests align with this opportunity. Please address the following skillsets:

Strong interest in and ability to collect, consume, develop and organize great content and get it into the hands of a larger audience

Strong sense of aesthetics and visually-compelling content

Ability to work with professional artists and designers and to communicate the value of art and design to specialty and general audiences

Ability to make connections between ideas or disciplines in ways that reveal new perspectives and offer new insights

Ability to understand the opportunity in SEED Lab branding the Museum, the Museum branding the city, and the city branding the Arctic/North

Understanding of what is fresh and relevant and new on social media

Ability to analyze data and look at information across disciplines to identify specific trends

Superior writing, editing, and proofreading skills

Strong teamwork skills

Strong understanding of nonprofits/arts and culture organizations

Knowledge of the digital landscape, including current industry and user trends, emerging technologies and standards, information architecture and interactive design

Ability to scope, organize and execute multiple projects with interrelated goals, and be able to create and disseminate content, translating complex concepts into easy to understand content

Knowledge of key performance indicators for digital engagement

Proven skills in organization, planning, attention to detail, creative problem-solving and meeting deadlines

Scope of work

Proposals must address the scope of work, describing the general conceptual approach that the Respondent will take to provide the Services and any other information Respondent believes is relevant. Emphasis should be on clarity, brevity and completeness of the response. Identify any and all other resources that will be utilized in completing project tasks.

Service Team

If applicable, provide a summary of key project team members, including roles, biographies, and resumes for the proposed Service team. Please identify the primary contact person. If sole respondent, please provide bio and resume.

Sub-Contractors

Provide a list of the subcontractor(s) Respondent will use for the Services, if any, and the general type of work to be performed by each subcontractor.

Background and Experience

Please provide a list of four (4) previous and/or current clients or accounts for which you or your agency has provided or are providing services that are similar in nature to the Services requested in this RFQ. Identify the work performed and details of the impact, reach and outcomes of the work.

Examples of work

Please provide examples of work that can highlight your experience and ability to perform the Services requested in this RFP. These can be digital links.

References

Please provide contact information for two references who can attest to the Respondent's experience and ability to perform the Services.

Selection

The evaluation team may schedule Interviews with proponents. Proposals are evaluated based on experience relevant to the project, quality of work, and creative approach.

The Anchorage Museum is committed to creating a diverse environment and all qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.