

September 2, 2019

## Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)  
Solicitation: Contractor for digital media services  
Activity: California Fig digital media strategy and execution

The California Fig Advisory Board (CFAB) seeks proposals from qualified contractor(s) to lead California Fig digital media strategy and execution as part of Specialty Crop Block Grant Program initiative. Contractor will be responsible for development of the digital and social media strategy, and for creating content, as needed, to support digital efforts. Selected contractor(s) will work with CFAB marketing staff to plan and implement all aspects of the program.

Activity to include:

- **DIGITAL MEDIA STRATEGY.** Ongoing review of digital presence (website and social media properties) and recommendations for improvement.
- **EDITORIAL CALENDARS.** Monthly editorial calendars to be provided for CFAB social channels – Facebook, Twitter and Instagram. Pinterest boards to be updated and maintained for full integration.
- **ASSET DEVELOPMENT.** Recommendations for and organization of new photography, videos, etc., for digital promotion. Photography to include food styling and ingredients.
- **REPORTING.** Quarterly reporting on social media metrics.

### Qualifications:

Contractor must have:

- Extensive experience in digital media planning and execution.
- Familiarity with all relevant social media platforms.
- Contacts with blogger and social media influencers.
- Knowledge of food, farmers, and, ideally, figs.
- Excellent written and oral communication skills.

### Timeline:

- October 2019 – June 2020 (9 months)

### Funding:

- \$30,000

Proposals should be submitted electronically to the California Fig Advisory Board:

[kstockli@californiafigs.com](mailto:kstockli@californiafigs.com) Open date for this solicitation is: September 2, 2019 and submissions must be received by September 16, 2019. The successful contractor(s) will be notified of selection within one week after submission the closing date.

This solicitation is open to all individuals without regard to race, color, national origin, gender, religion, age, disability, sexual orientation, marital or family status, political beliefs, parental status, or protected genetic information.