

November 16, 2020

## Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)  
Solicitation: Digital media contractor  
Activity: California Fig digital media content and engagement

The California Fig Advisory Board (CFAB) seeks proposals from qualified contractor(s) to lead California Fig digital media strategy and engagement as part of Specialty Crop Block Grant Program initiative. Contractor will be responsible for development of the digital and social media strategy, and for engagement, 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.
- **ENGAGEMENT.** Ongoing monitoring of CFAB social media properties and responding to comments and direct messages. Following relevant influences and engaging accordingly.
- **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:

- December 2020 – November 2022 (24 months)

### Funding:

- \$24,000 (*please provide estimated hours and rate*)

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

[kstockli@californiafigs.com](mailto:kstockli@californiafigs.com) Open date for this solicitation is: November 16, 2020 and submissions must be received by November 30, 2020. 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.