

GRAPHIC DESIGNER & SOCIAL MEDIA SPECIALIST

REQUEST FOR PROPOSAL



PLACENTIA LIBRARY DISTRICT

The Placentia Library District seeks to enter a non-exclusive, project-based agreement with a suitable contractors to provide graphic design & social media service. The contractor will be responsible for providing conceptualization and creation of designs, concepts and layouts, and production of digital, video and photographic content for the District's website, print, digital and social media platforms to support the marketing, advertising, public relations programs and community relations to ensure the District's community, regional, state, and national presence.

Scope of Services

- Develops and creates graphics for wide variety of print and online publications, illustrations, collateral materials, website, video and social media channels.
- Conceptualizes, designs, implements, and maintains innovative and cutting edge high-quality designs for print, website, collateral materials, and social media channels.
- Manages and constantly updates/monitors the District's social media platforms.
- Designs digital District newsletters, graphics, flyers, brochures, library cards, posters, and logos.
- Creates, shoots, edits and produces short videos with short timelines.
- Experience with design programs, such as Adobe Photoshop, Illustrator, InDesign, Premiere Pro, and Canva.
- Shoots digital photos at District and community events to illustrate stories and videos, for use on social media platforms, collateral materials, marketing and advertising the District.
- Coordinates production schedules to ensure projects and assignments are delivered in a timely manner.
- Generates relevant and engaging content for all of the District's social media platforms.
- Provides guidance and support to division departments to assist in the development of their social media strategies.
- Produces graphics, video and photographic content for the District's social media platforms.
- Creates and publishes content across the District's multiple platforms and Constant Contact.
- All work, present and future for the District becomes intellectual property of the District.

Bid Submissions

Bidders are asked to propose the best and most cost-effective solution to meet our requirements while ensuring a high level of service. Proposals must include:

- Experience/Qualifications of the graphic design and social media professional work, including references.
- Samples of Quality of Work must be included as PDFs or link to a portfolio.
- Proposed Hourly Fees and Expenses must be clearly stated for the service.

Anticipated Schedule

Request for RFP Issued:	July 19, 2023
Deadline for Bids:	August 2, 2023 @ 5:00 p.m.
Selection of Bidder & Contract Award:	August 3, 2023

Proposals must be mailed to the Library Director at Placentia Library District, 411 E. Chapman Avenue, Placentia, CA 92870.