



RFQ 2016-001 Contract Marketing Consultant: for “The Way We Worked” Smithsonian Exhibit

Responsible entity: City of Chester

Contract period: November 15, 2016 – June 30, 2017

Deadline for Submission: November 14, 2016

Duties and Responsibilities:

The primary duties and responsibilities of the **Marketing Consultant** are:

- Implement and develop the “Way We Worked” advertising plan
- Advise City of Chester in marketing strategies and opportunities
- Advise and support local partners in marketing strategies and opportunities for their exhibits
- Develop information for posting on City of Chester website, Facebook, & Twitter
- Identify regional and local events and opportunities to promote the “Way We Worked”
- Review all information products and ensure compliance with SC Humanities Council and Museums on Main Street policies
- Maintain records of marketing literature, press and social media in relation to the “Way We Worked”
- Elaborate press releases and other information products as needed
- Track marketing initiatives and make weekly reports

Skills and Specifications:

- Good communication skills
- Ability to articulate effective marketing strategies
- Creativity
- Good writing skills
- Team player

Education and Qualifications:

- Marketing or business degree preferred
- Minimum 3 years’ experience