

## Introduction

The Saskatchewan Arts Alliance (SAA) is looking for a contracted Digital Communications Collaborator to join our team to lead and implement our social media campaigns and produce our monthly newsletter. We are looking for an individual or sole proprietor willing to collaborate to create new and interesting content that's eye-catching.

This role will be responsible for collecting content, writing, formatting, and redistributing information through social media and e-newsletters.

**We are accepting proposals until **September 15, 2024.****

## About Us

The SAA is a non-partisan, member-driven coalition of arts organizations that provides a collective voice for the arts community to the public, government, and arts and culture agencies. The SAA works to strengthen, support and advance the arts ecosystem through advocacy, public education, research, policy development and proactive leadership. Since its establishment, SAA has been a prominent advocate on issues affecting artists and the arts, including public funding to the arts, provincial and federal arts policies, freedom of expression, and artists' working conditions.

SAA is committed to cultivating diversity and inclusion across the organization. This includes efforts towards decolonization and accessibility in our work and mandate.

We're in a time of renovation and renewal; our advocacy for the arts and artists is more important now than ever. Sharing our research and other initiatives creatively through social media and speaking for our community strategically is vital to our work. We maintain a close connection with our membership, supported by a monthly newsletter and social media. This includes listening carefully to the comments coming back to us and responding with consideration.

We are a small collaborative team that cares about keeping things simple and efficient, especially through technology. We are passionate about the arts and our community. We treat each other with respect, fairness, and kindness.

## How We Use Social Media

Our website is [www.saskartsalliance.ca](http://www.saskartsalliance.ca)

We are active on [Instagram](#), [Facebook](#), [X](#) and [LinkedIn](#).

Our Executive Director has a strong communication and social media background and a keen interest in online presence and advocacy. She will monitor our advocacy goals and the best ways to work together. Our Outreach and Communications Lead knows our membership inside and out and how to spark their interest.

Our team is skilled in graphic design, and we need you to be good at it, too. We look forward to your contribution and collaboration to ensure the look and feel suit our style.

We would like you to:

- Contribute to our strategic planning that will happen from fall 2024 into 2025.
- Bring new ideas about new ways of delivering content, we are interested in new technology and software to share information in compelling ways.
- Be comfortable with research documents. You don't need to have a background in research, just be able to parse out research reports in a new and interesting way, including infographics.
- Know how to evaluate and assess social media and online campaigns, well enough to track and report on basic impact metrics of our social media outreach.
- We imagine you working closely with staff members for two to three months at the beginning of the contract to understand what we do, how we would like to share information, the "tone of our voice," and who we are. After that time, we would like you to be able to work independently yet still collaboratively.
- In other words, we want to be able to share content with you through our Slack channel or email and ask you to promote it - and for you to have the autonomy to come up with the words and ways to do that across our social media feeds, and weave it into a well-designed distribution-ready monthly newsletter.

## **Requirements**

We need you to:

- Develop a social media schedule, with one or two stories or news feed posts going out daily.
- Take responsibility for the monthly SAA e-newsletter.
- Write posts and submit them for review and approval based on content provided by SAA staff. We have a lot of interesting research already done, written up into longer documents. We'd send you these and have you read them and craft posts from that content. Or we might shoot you an email with something we find important for our

work. We'd be available to talk to you about it and share our thoughts about what's most relevant and valuable for our goals and membership.

- Lead two-way communication, which means monitoring social media channels for comments that require a response and working with SAA staff to shape appropriate and meaningful responses. This means getting to know our membership, and what matters to them. We are an advocacy-gearred organization, and we hope for active engagement on our social media channels. Listening and responding is an important part of our overall work and goals.
- Receive content for the monthly newsletter, edit the content, and design and layout each newsletter. SAA staff will review each newsletter, and you will be asked to make changes until the final draft is ready.
- Be responsible for the timelines of the monthly newsletter. If required, seek additional content for the newsletter.
- Be involved in developing new communications and advocacy strategies as part of our team.

## **Qualifications**

We are looking for someone who:

- Has strategic vision, who can quickly understand our strategy, and goals, and join our team to make social media sing for us.
- Has experience supporting organizations to deliver on their social media and communication goals.
- Has experience collaborating with others, enjoys a creative collective process, and is willing to be an integrated member of the team
- Is passionate about the arts and engaged in the artistic community in some way.
- Has skills, experience, and talent in graphic design.
- Is at ease with up-to-date information sharing, social media, and graphic design software, especially Canva.
- Has a clear and simple writing style, also able to edit for grammar, wording, and style.

## **Money and Time - Budget Guidelines**

We have a budget range of \$12,000 to \$15,000 for this 12-month contract. For the right candidate, this position could be extended beyond the initial contract into a part-time, permanent position with pension and health benefits.

We need you to be available at least twenty hours a month (and some months might be more, others less, but it would balance out over the year).

## Proposal Guidelines

Please keep your proposal simple. We'd suggest three pages maximum.

- Tell us about your full complement of social media skills and the technology and software you are familiar with.
- Recount your experience up to now, especially other similar projects.
- Explain how you are engaged in the arts.
- Share with us how you keep up with changes in social media, as algorithms shift, and trends vary.

Beyond those three pages, we'd enjoy seeing:

- A previous project portfolio, if you can share it with us without infringing on anyone's privacy or intellectual property. Please do not develop a campaign for us - we don't want you (or any independent artist) to work for free.
- Your résumé or C.V.

## Evaluation

Proposals will be measured on the following criteria:

- Clarity of writing
- Demonstrated understanding of SAA and the work outlined in the RFP
- Match to stated qualifications
- Previous relevant experience
- Proposed costs

Please submit your proposal by September 15, 2024, by emailing Em Ironstar, Executive Director, at [director@saskartsalliance.ca](mailto:director@saskartsalliance.ca)

If you have any questions or need more information, please contact Em Ironstar, Executive Director, at the email above or by phone at 306-550-3463.

We intend to assess the proposals by September 23, 2024, and shortlisted candidates can expect to be contacted sometime around then.