

Request for Proposal (RFP): Social Media Management Services

Issued by: Sevier County Tourism & Events Department

Project Term: Date of Award – December 31, 2026, with possibly to extend longer.

1. Project Overview

Sevier County Tourism & Events department is seeking a creative and organized independent contractor to manage the social media presence for four of the county's primary brands. The goal is to drive engagement, promote local events, and maintain a consistent digital voice across Facebook and Instagram.

2. Managed Accounts

The selected contractor will be responsible for the following official accounts:

- **Small Town Sevier**
- **Sevier County Fair**
- **Sevier Valley Rooster Ride**
- **Rocky Mountain (MTN) Jamboree**

3. Scope of Work & Deliverables

The contractor will report to the Tourism & Events department and will be responsible for:

A. Content Creation & Posting Schedule

A "Post" is defined as a standard Feed Post or Reel. Stories are required daily as supplemental engagement.

- Small Town Sevier -

January 1st - December 31st: 3 posts per week

Posts will be created based on events on the [Small Town Sevier](#) events calendar, in addition to other posts as assigned.

- Sevier County Fair -

January 1st - February 28th : 2 posts per week

March 1st - August 31st : 3 posts per week

September 1st - November 30th : 2 posts per week

December 1st - December 31st : 1 post per week

- Sevier Valley Rooster Ride -

January 1st - February 28th : 2 posts per week

March 1st - August 31st : 3 posts per week

September 1st - November 30th : 2 posts per week

December 1st - December 31st : 1 post per week

- Rocky MTN Jamboree -

January 1st - February 28th : 2 posts per week

March 1st - September 30th : 3 posts per week

October 1st - November 30th : 2 posts per week

December 1st - December 31st : 1 post per week

B. On-Site Content Gathering (Mandatory)

The contractor must be on-site for the minimum number of hours per event to capture raw footage, photos, and live updates:

- **Sevier County Fair:** Aug 5th–8th, 2026 **(4 hours)**
- **Rooster Ride:** Aug 15th, 2026 (Packet pick-up Aug 14th) **(2 hours)**
- **Rocky MTN Jamboree:** Sept 14th–18th, 2026 (Packet pick-up Sept 13th) **(4 hours)**

C. Daily Engagement

- Monitor and respond to DMs and comments daily.
- Repost or create daily stories and updates across all four accounts.
- Share relevant community/user-generated content.

4. Technical Requirements & Ownership

- **Platform Management:** All work must be performed via **Meta Business Suite** and linked to **Archive Social**. Contractor will be granted "Editor" access to accounts.
- **Content Ownership:** All raw and edited assets created during this contract remain the exclusive property of Sevier County.
- **Reporting:** Contractor will follow the specific chain of command provided for each brand for approvals and strategy.

5. Submission Requirements

Interested parties should submit a proposal including:

1. **Portfolio/Examples:** Links to social media accounts you currently manage or past content creation (specifically Reels/Video).
2. **Proposed Strategy:** A brief outline of how you plan to manage the volume of posts for four distinct brands.
3. **Look Continuation:** Explanation of how you plan to keep the current look of the accounts.
4. **Resume:** Please showcase relevant work experience
5. **References:** Contact information for at least two professional clients. (Preferred)

Submissions are due by **March 1st, 2026** via email to Sevierevents@sevier.utah.gov