

## **Social Media Consultant**

Ohio Valley Employment Resource is seeking a social media consultant for multi - site development, staff training and suggested posts/strategies for outreach. Our outreach will be Monroe, Morgan, Noble and Washington counties with separate sites for each county. Our outreach has two focuses: job seekers (on the employment and training opportunities available locally) and local employers (on the employer services available to them).

### Activities of the independent contractor would include:

Development of individual county business sites on a variety of social media platforms: Twitter, Linked In, Instagram, etc.

Review and analysis of existing Facebook accounts

Training of staff on social media platforms and usage advice including security of sites

Weekly motivational outreach posts to encourage new customers for approximately 12 months.

Development of targeted posts for in demand employment sectors or specific employers.

After operational: suggestions for further expansion and improvements.

### Interested parties should respond with:

- 1) Creation timetable of site development for 4 each: Twitter, Linked In, Instagram accounts
- 2) Initial review of sites with OVER and implementation of any agreed upon modifications.
- 3) Outline of proposed training content and duration. Tentatively training for 15 individuals.
- 4) Proposed periodic refresher/question answering/idea generation discussions.
- 5) Availability to provide weekly motivational and targeted posting, including turnaround time for targeted requests
- 6) Compensation structure – i.e. hourly rate, fixed rate for site creation, etc. Please be clear and specific.

**Please respond by July 20, 2020 to [Rebecca@omj15.com](mailto:Rebecca@omj15.com) with cc to [Michelle@omj15.com](mailto:Michelle@omj15.com).**