

## REQUEST FOR PROPOSAL

**Position:** *Publicity Coordinator*

**Works with:** *EKOSingers Board  
Choir Director*

**Reports to:** *Board President*



**EKOSingers**

### Overview:

EKOSingers is a vibrant choir of 40 singers who love to share the joy of singing and performing. Under the artistic direction of Paula Roberts, and accompanied by local jazz pianist Charlie Austin, EKOSingers delivers a diverse repertoire of genres ranging from pop, jazz, and swing to gospel and world music.

Each year the choir undertakes 3 **key events**: two formal concerts; and formal auditions for new singers in early September. The Concerts are presented in early December and late May.

The Board of this non-profit musical organization is seeking an individual who will develop and implement a publicity plan to increase awareness of the choir across the city, increase attendance at concerts and recruit skilled singers.

### Scope of Work:

For each of the 3 **key events** the publicity coordinator will plan, develop content and execute publicity activities which may include:

- Communications with an emphasis on social media;
- Website updates;
- Conventional media – signage, posters, print, PSA's

It is expected that the coordinator will undertake the publicity planning and work as intensive projects in 3 periods of the year prior to each of the events.

### Skills and Experience:

This position requires experience with publicity, marketing, communication tools, social media and other forms of advertising.

The candidate should be well organized, have strong planning, writing and verbal skills, be comfortable interacting with the Board and be able to express ideas clearly.

### **Compensation and Timing:**

The project will commence immediately and will be paid an honorarium of \$1400, plus reasonable preapproved expenses. Payment will be made in 3 installments as project deliverables are completed. This contract may be renewed, subject to review by the Board, in June 2018. The board has established a modest budget to pay for printing and other costs associated with undertaking the publicity work.

### **Application:**

Please submit your letter of interest, outlining why you are suited to this role, your relevant experience or history, and a brief outline of your approach to this position. Please include samples of previous publicity work and references.

### **Contact Information:**

Brian Manning  
Board Secretary  
EKOSingers

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