

# REQUEST FOR PROPOSAL

## Communications & social media support (freelance or contractor)

### AEA Consulting + Global Cultural Districts Network (GCDN)

AEA Consulting and the Global Cultural Districts Network (GCDN) are looking for an individual or small creative agency to support its communications and social media needs on an ongoing basis.

This RFP includes a brief introduction to AEA/GCDN, a presentation of our current communications and social media activities, as well as a series of needs we have identified. The scope of work presented in this document is indicative and will be refined after engagement.

Beyond proven experience in the field of communications and social media management, ideal candidates will be familiar with the language that fits the US market and possess some experience in a global context – as well as a keen understanding of the appropriate business language and tone of the arts and culture industry.

We are accepting proposals in response to this RFP until March 31, 2023.

### Company profile:

AEA Consulting is a global firm setting the standard in strategy and planning for the cultural and creative industries. We are known for our candid and impartial advice that draws on deep knowledge of the cultural sector as well as robust research and analytical insight. For the past 31 years, we have successfully delivered more than 1,200 assignments in 42 countries, helping clients around the world plan and realize vital and sustainable cultural projects.

AEA is a recognized thought-leader in the fields of arts, culture, and urbanism. This position is sustained through the regular publication of original articles, as well as the curation of a popular newsletter featuring a digest of recent content most relevant to our audience. We have offices in New York and London, and staff and associates around the world. Find out more: <https://aeaconsulting.com>

An initiative of AEA Consulting, the Global Cultural Districts Network (GCDN) is an international federation committed to improving the quality of urban life through the contribution of the arts, culture, and the creative industries. Established in 2013, the membership network fosters cooperation and knowledge-sharing among those responsible for conceiving, funding, building, and operating cultural districts and/or urban clusters with a significant cultural element. GCDN is legally a part of AEA Consulting, LLC (i.e. it is not a separate legal entity).

GCDN has over 50 members who convene annually during a week-long exclusive event. Past convenings have been held in Lugano, Singapore, Dubai, Barcelona, London, Brooklyn, Montreal, and Dallas. The next convening will be in Montreal in 2023. GCDN also produces online events, a podcast, a bi-weekly newsletter, and research projects. GCDN also actively supports a public art co-commissioning initiative involving several members of the network. Find out more: <https://gcdn.net>



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## Current marketing & communications ecosystem:

### AEA Consulting

#### Primary Tools:

- Email newsletter The Platform produced on Wordfly
  - Audience of ~3,100
  - The Platform has been distributed irregularly, highlighting AEA writings and other original content. Ideally this would occur once a month
  - We also distribute a “sub-brand” newsletter (to the same distribution list) The Platform Dispatches that is a mix of digest of relevant readings from the field of arts, culture, and urbanism. This occurs bi-weekly (approximately)
- LinkedIn page
  - 4,400+ followers
  - Used to share original content and company updates
  - Also used to amplify GCDN's content/presence

#### Secondary Tools:

- Twitter
  - ~640 followers
  - Mostly used as information feed; support not needed for active conversations
- We are open to using other social media platforms, if minimal additional workflow required (e.g. we are not likely to be producing video content, etc.)

### GCDN

- LinkedIn page → primary social media presence
  - ~1,900 followers
  - Used to repost activities and content from network members
  - Used to share original content and network updates
  - Used to amplify AEA's content/presence
- Bi-weekly members-only newsletter produced on Mailchimp
  - Audience of 450+ contacts – members & colleagues
  - Content is member updates, network updates, and digest of relevant readings from the field cultural districts (culture and urbanism)
- Podcast: The Three Bells
  - Monthly release
  - Steadily but slowly growing global listenership
  - Has its own website and visual identity but no standalone presence on social media
  - <https://www.thethreebells.net/>



## Indicative scope of work / workflow:

### Social media presence for AEA/GCDN:

- Create copy and design for posts according to AEA/GCDN guidelines, based on content provided by AEA/GCDN
- Reposting relevant activities from AEA clients and GCDN members on the relevant pages according to guidelines from AEA/GCDN
- Monitoring and regular reporting of stats and suggestions for improvement/growth

### Production of the bi-weekly AEA/GCDN newsletters, including but not limited to:

- Assessment of current templates, designs, and workflows
- Creation of new templates, designs, and workflows
- Identification and selection of relevant and credible content for the GCDN newsletter
- Regular production and refinement of drafts for the bi-weekly newsletters in accordance with AEA/GCDN schedules
- Monitoring and regular reporting of stats and suggestions for improvement/growth

### Ad-hoc copywriting and design work

- Creating copy and selecting pictures and/or creating illustrations for AEA/GCDN media releases, original content, etc.

### Other value-added services

- Creativity in deploying content to help achieve Key Goals (see below)

The selected individual/company will most frequently communicate with AEA's Office Administrator, who will act as the primary contact to convey needs, set schedules, share content, etc. The contract will be managed by AEA's Managing Principal, with input from GCDN's Director.

The selected individual/company will not be responsible for finding content. All content will be provided by AEA Staff.

## Key Goals

AEA - grow Platform subscribers; maintain open rate / engagement rate. Grow LinkedIn followers

GCDN - grow LinkedIn followers. Increase open rate from current 35% to ~45% (historic rate in 2017)



## Rate / fee

We estimate that this scope of work should not exceed an average of 20h of work per month. We will not consider proposals with an hourly rate exceeding US\$120.

## Assessment of proposals:

Responses to this RFP will be assessed by:

- AEA Consulting's Managing Principal
- GCDN's Director
- AEA Consulting's Office Administrator

Responses to this RFP should contain at least:

- A brief presentation of freelancer/company's profile and experience
- An overview of how you will perform the scope of work, as well as any initial suggestions to refine it
- An indicative hourly rate and estimation of workload to respond to the scope
- Examples of relevant experience and/or portfolio, to include examples of content generated for other clients

Responses to this RFP will be evaluated with the following split between sections:

- Quality of response + demonstrated ability to create quality content + relevance of profile/experience: 75%
- Price: 25%.

Any questions can be directed to: Alyssa Cartwright, Office Administrator, at [acartwright@aeaconsulting.com](mailto:acartwright@aeaconsulting.com)

Responses to this RFP should be sent to:  
Daniel Payne, Managing Principal, at [jobs@aeaconsulting.com](mailto:jobs@aeaconsulting.com)

**AEA CONSULTING / GCDN – MARCH 2023**

