



## INVITATION TO BID

**Overview** – Santaquin City is seeking sealed bids to provide website content management, website design & maintenance, social media representation and public relations services. Services shall be provided based on an hourly service rate that will allow the city the ability to scale the number of service hours provided per month based on preapproved activities and budgetary constraints; with a minimum of forty service hours provided per month. Services can be performed on or off site with an expectation that a limited number of onsite meetings with key staff shall take place weekly. Santaquin City shall be responsible for all hosting services. All other equipment, including but not limited to, computer equipment, software, etc. shall be provided by the service provider.

### **Principal Responsibilities –**

1. Work proactively and collaboratively with city directors, city manager, city council and city mayor, to ensure that municipal programs, departments, and events are appropriately and effectively reflected on the city website. Engage in regular monitoring to ensure that the city's website remains current and relevant.
2. Monitor and troubleshoots web information architecture, navigation and disability access issues on the city web domain.
3. Advise city staff on issues related to content. Reorganize, add, and edit content across the website as needed.
4. Build new web pages in the content management system for the city website as needed.
5. Work with the city staff to support and enhance communications, and public relations activities through online efforts.
6. Collect, present, analyze and utilize web metrics to enhance the city's online efforts. As needed, train and/or manage city employees, and other online

contributors as they create and disseminate content to support the city's digital goals.

7. Other web, online, social media and communications duties as assigned.
8. Contribute to Santaquin City's social media presence, including posting to and monitoring social media outlets used by the city's departments, assisting individual departments as needed and ensuring adherence to city's social media policy.
9. Translating complex city information into intuitive and effective explanations.
10. Understanding city positioning, structure, and messaging platforms.

**Desired Skill Set of Principal Company Representative.**

- 2 years' experience managing content for a city website
- Detail oriented and methodically organized
- Solid analytical and problem solving skills
- Organized planner and can execute with minimal oversight
- SEO expertise
- Strong communicator, both verbally and in writing
- Sound business judgment and decision making skills
- Ability to multi-task, manage multiple deadlines
- Technical experience with website content platforms (Joomla, Wordpress)
- Technical experience with social media content platforms (Facebook, Instagram, Twitter)
- Expertise with MS Office, Microsoft Excel and PowerPoint skills
- Clear understanding of governmental accounting
- Conceptual thinker
- Inclined to simplify the complicated
- Translate governmental jargon into clear and actionable messages
- A gifted storyteller who can bring city and community concepts and events to life

**Submittals.** Sealed bids must be received at the Santaquin City Offices, located at 275 West Main Street, Santaquin, UT, 84655, before 11:00 am, March 21, 2014. All bids should be addressed to the City Offices, Attn: Shannon Hoffman – Re: Website Management Service Provider.

**Bid Opening.** Bids will be publicly opened and read aloud at 11:00 AM on March 21, 2014 at the Santaquin City Offices located at 275 West Main Street, Santaquin, Utah. Formal City Council approval will take place at 6:00 PM on April 2, 2014 at the Santaquin City Council Chamber located at 45 West 100 South, Santaquin, Utah