

Request for Proposals - Marketing Expert, Vancouver Welsh Men's Choir

The Vancouver Welsh Men's Choir (VWMC) is a successful choral group that has been entertaining audiences locally, nationally and internationally since 1980. From its origins as a group of passionate expatriate Welshmen, the choir has grown to 95 members from 24 different national backgrounds. VWMC brings the unique sound of male voices singing in the Welsh/Celtic tradition of four part harmony to deliver to its Mission Statement- *"To share the joy of singing with each other and our audiences in a spirit of fellowship, charity and artistic growth"*. Our charitable focus is on supporting young musicians, through a variety of initiatives.

VWMC has developed a preliminary Marketing Plan, to improve its reach to principal constituencies:

- Audiences
- Donors
- Potential singers

Scope

With this in mind, we are looking to contract with a marketing expert to assist with refining and implementing this plan. We see the work being carried out in three phases:

1. Digital Marketing/Social and Paid Media, Website CRO, SEM/SEO
 - a. Enhance the VWMC Website to improve its website optimization including SEM/SEO
 - a. Develop social media campaign(s)
2. Marketing tactics
 - a. Oversee development of new marketing materials and integration of traditional materials to digital channels
 - b. Develop membership recruitment materials
 - c. Establish contacts with theatre venue marketing departments
3. Marketing co-ordination
 - a. Co-ordinate preparation of marketing materials for concert
 - b. Co-ordinate with Theatre venue marketing departments
 - c. Co-ordinate with ticketing agency (Brown paper tickets)
 - d. Co-ordinate media advertising
 - e. Establish and maintain Public Relations contacts

These tasks are currently being undertaken by volunteers within the choir, so that, once the implementation has been initiated, it may be possible to recruit volunteers to assist with some tasks.

Timelines

Phase 1 – completion by June 30th, 2019

Phase 2 – in time for 2019/20 season, ideally September 2019

Phase 3 – ongoing contract

Budget

An initial budget of \$15,000 has been set aside for the year ending June 30th, 2019. Further funds will be allocated in the subsequent fiscal year, according to the needs defined by the successful contractor. This budget is for the marketing work. Our media and production budget is separate.

Skills

We are looking for a marketing expert, with demonstrated success working with non-profit groups, ideally in the arts sector.

The successful contractor will show a good grasp of the issues VWMC will need to address, and will bring good written and interpersonal communications skills and expertise in digital marketing. Proponents are asked to define their intended approach to the work, as well as the expectations they would have from the choir.

Please submit applications to <https://charityvillage.com/app/job-listings/ebfec30f-9854-e911-80da-14187768272a>

For further information, call Paul Guiton, Past President, at 604-897-5070, or Keith Pelletier at 604-805-8634.