



Request for Proposal (RFP)

Content Coordination & Social Media Execution

Organization Overview

Tourism Harrison River Valley (THRV) is a Destination Management Organization supporting Agassiz, Harrison Hot Springs, Harrison Mills, and Electoral Area C. THRV promotes the region and supports sustainable visitation through strategic marketing and destination development.

THRV's 2026 marketing strategy shifts from awareness-led marketing to a planning-led approach focused on helping visitors confidently plan multi-day trips.

Project Overview

Tourism Harrison River Valley is seeking a partner to support the execution of its content and social media program.

This role is focused on content execution and coordination, ensuring consistent, high-quality output aligned with campaign priorities and supporting an always-on content system. It is not a strategy or heavy content production role. The emphasis is on managing a reliable content system that supports trip planning and aligns with broader marketing activity.

Scope of Work

The selected partner will be responsible for the day-to-day execution of THRV's content program, including:

- Developing and maintaining a rolling content calendar aligned with campaign priorities
- Publishing approximately 3–5 posts per week across primary platforms
- Producing lightweight, short-form video and visual content suited to social channels
- Adapting and extending content from creator partners and internal assets, ensuring consistent use and distribution across channels
- Supporting campaign rollout through coordinated content execution
- Ensuring all content supports trip planning and directs users to relevant website pages, including itineraries and planning content
- Monitoring and responding to comments and messages in a timely and appropriate manner
- Capturing light, in-market content as needed to support ongoing content needs
- Support execution and amplification of long-term creator partnerships



Deliverables

- Ongoing content calendar and publishing schedule
- 3–5 posts per week across primary platforms
- Short-form video and visual content
- Adapted content from creator and internal assets
- Monthly summary of activity and performance

Content should be optimized for engagement and click-through to website content, particularly itineraries and planning pages.

Role Alignment

This role works in coordination with the Tourism Harrison Marketing Manager, who is responsible for strategy, campaign direction, and performance.

The selected partner is responsible for execution and consistency, ensuring that content is delivered reliably and aligned with established priorities. This role operates within a broader marketing system that includes website, campaign, and creator activity.

Budget

Proponents should provide a clear retainer not to exceed \$4,750 per month.

Timeline

RFP Issue Date: **April 13, 2026**

Proposal Deadline: **April 29, 2026**

Start Date: **Flexible – mid to late May**

Proposal Requirements

Proponents should include:

- Overview of relevant experience
- Examples of past work, particularly short-form video and social content
- Approach to managing content calendars and ongoing execution
- Team structure and availability
- Pricing (monthly retainer)
- Two references



Evaluation Criteria

Proposals will be evaluated based on:

- Demonstrated understanding of the role and scope
- Quality and relevance of past work
- Ability to deliver consistent, practical content
- Alignment with budget and expectations
- References

Submission Instructions

Proposals must be submitted electronically to: marketing@tourismharrison.com

Deadline: **April 29, 2026**

Final Note

Tourism Harrison River Valley is seeking a partner who can reliably execute its content program and support the consistent delivery of marketing activity. The focus of this role is on practical execution and alignment, ensuring content contributes to a clear and effective visitor experience.