

REQUEST FOR PROPOSAL – PUBLIC RELATIONS OFFICER – CITY OF JASPER, TX

The following PUBLIC RELATIONS OFFICER RFP includes a background of our city and describes the purpose of the contracted service to the city.

PROJECT OVERVIEW

The City of Jasper, TX is currently in need of a Public Relations Officer that is proficient in website design, social media management, responding to public inquiries and covering city functions such as city council meetings and city hosted events. The person to fill this position needs to always maintain professionalism and engage the public in such a manner. Currently the city's website needs to be overhauled and modernized in order to better serve our community, connect with our residents, and provide a modern experience for online bill payments for permits and utilities. Additionally, we want our redesigned website to reflect the city's culture and values to attract potential new residents. The current site has provided a place for basic information, but is difficult to update and provide event details and updates to residents. We would like the new website to be easily updated and provide the city with analytics to provide insights into the most used features of the site. This will help us understand how our residents (and future residents) are using the website. The selected contractor would ensure that website hosting is completed and will include yearly costs. In addition, we would like the contractor to acquire a *.gov website for Jasper, forwarding the current website (jaspertx.org) to the new *.gov website.

CITY BACKGROUND

Jasper, Texas is known far and wide as the "Jewel of the Forest". Mild winters, low cost of living, high quality of life, and abundant natural beauty make Jasper a great place to put down roots. Located in deep East Texas amid three beautiful lakes, Jasper is a caring community. With a population of approximately 8500 people, Jasper is the county seat of Jasper County. Jasper boasts southern charm and a small town atmosphere while offering many modern amenities.

Residents here enjoy a rich heritage and an outstanding quality of life. Newcomers will find a friendly, charming community with a progressive outlook on the future. Jasper residents have always known what a great place Jasper is to live, work, play, and raise a family. We invite others to come experience life at its best.

QUALIFICATIONS

- Social Media Management minimum 1 year
- Website development minimum 1 year
- Basic programming skills in any languages etc. Python, Java, C/C++.
- Microsoft Office minimum 1 year
- Must live or be willing to relocate to Jasper, TX

EVALUATION CRITERIA

This proposal will be awarded to the best evaluated proposer. The following scoring will be used to evaluate each proposer's response to the RFP.

- A. Cost 40 pts
- B. Experience 30 pts
- C. Local to the Area 30 pts

TIMELINES

RFP Release Date:

November 15, 2022

Response Deadline:

December 30, 2022

Contractor Selection:

January 9, 2023

Intended Start Date:

February 1, 2023

Desired Website Launch Date:

May 1, 2023