

La Casa de la Universidad de California en México, A.C.

Casa de la
Universidad de California
en México

Calle del Carmen #1
Col. Chimalistac, Del. Álvaro Obregón
01070 Ciudad de México
MEXICO
<http://casa.universityofcalifornia.edu>

SOCIAL MEDIA COMMUNITY CONSULTANT

La Casa de la Universidad de California en Mexico, A.C., is seeking to identify and select a consultant that has extensive experience in social media community branding services.

Key Services

The social media Community branding services consultant will plan and post content and campaigns on all social media for Casa de California, collaborating with Alianza UCMX, including Facebook, Twitter, Instagram, and LinkedIn. Other projects include organizing the YouTube channel, assisting with social channels, reporting, and other projects as assigned.

If interested in the Social Media Community Consultant, please forward, before September 3th, your materials to casaucmexico@ucr.edu.

SUMMARY

ABOUT CASA DE LA UNIVERSIDAD DE CALIFORNIA EN MEXICO

Owned by the University of California (UC), and managed by La Casa de la Universidad de California en Mexico, A.C. (Civil Association), and serves as the host of Alianza UCMX's Mexico City Office. Casa de California will be the location for the Social Media Community Consultant.

The University of California (UC) has a long history of strong partnerships and innovative, collaborative efforts with Mexico. The creation of Alianza UCMX in 2019 was achieved by integrating three preexisting UC system-wide programs: the UC Institute for Mexico and the United States (UC MEXUS), the UC-Mexico Initiative, and La Casa de la Universidad de California en México, A.C. (Casa de California). UC Riverside (UCR) serves as the host campus for Alianza UCMX. Alianza UCMX collaborates from Casa de California, located in Chimalistac, Mexico City.

Alianza UCMX is uniquely positioned to foster collaborations between the UC and its Mexican partners to solve problems and seize opportunities in the California-Mexico agenda. Alianza does so by supporting a bilateral approach to basic and applied research as well as two-way mobility of students and professors between California and Mexico. Alianza engages with its academic partners, the private and public sectors, to support the development of a bilateral workforce that serves both Mexico and California and responds to emerging industries' demands in a knowledge-based economy.

Casa de California is looking for an organized and detail-oriented Social Media Community Consultant who has communications and marketing experience. The consultant will provide general communications, social media and digital marketing support.

SECTION 1- SCOPE OF SERVICES

Social Media

- Support and develop content to maintain Facebook page, Twitter account, and Instagram account.
- Help organize video content on the YouTube channel.
- Post photographs and images, write daily posts as indicated, and make note of follower's comments and questions in online conversations on all social media platforms.
- Post social media messages about students, alumni, research, impacts, important information, deadlines, events, and related events.
- Keep up to date with emerging social media platforms.
- Assist with planning and implementing social media advertising.

Social Media Reporting

- Provide weekly updates/reports on follower numbers.
- Generate monthly reporting of channel statistics.

Research and Planning

- Work with the Staff in Casa de California and Alianza UCMX to develop a communication plan and social media calendar for social media sites based upon upcoming events and programs timelines and deadlines.

Qualifications:

- 1) Knowledge of and skillful use of Facebook, Twitter, Instagram, LinkedIn, and YouTube social media platforms. This includes taking and uploading pictures, using images, applying filters, writing posts, responding to comments, and effective use of hashtags for successful campaigns, contests, and promotions.
- 2) Must be able to communicate and interact professionally and effectively with students, faculty, administrators, and the general public in both English and Spanish.
- 3) Must have superior copywriting and copy-editing skills.
- 4) Must have basic photography and image development skills.
- 5) Must have superior ability to develop content that is relevant for Casa de California and Alianza UCMX, as well as the University of California more broadly.
- 6) Fully bilingual (Spanish & English)

Preferred Skills, Knowledge, Abilities, and Competencies:

- Knowledge of social media best practices for business, and proven experience in advancing social networks for a relevant organization.
- Experience with basic video editing software, graphic design programs, and Photoshop desired, but not required.

SECTION 2- CONTRACT DETAILS

This will be a new, six-month, fixed price contract, with a possibility for a six-month month extension, based on performance. Casa de California stakeholders include: Casa de California and Alianza UCMX staff.

SECTION 3 - PROPOSAL SUBMISSION INSTRUCTIONS

3.1 OVERVIEW

- The purpose of this Request for Proposals to obtain information as complete as possible to enable Casa de California (Casa) in partnership with Alianza UCMX to determine which consultant is best able to meet all stated requirements of this RFP. Any statements made by prospective consultants must be complete and accurate. Omission, inaccuracy, or misstatement may be sufficient cause for rejection of your proposal.

3.2 SCHEDULE

- Advertisement & RFP issued to Consultants: 08/16/2021
- Last day for Submitting Written Questions: 08/22/2021
- Proposals due to La Casa de la Universidad de California en Mexico, A.C.: 08/28/2021
- Notifications to Finalists (Top 3): 09/04/2021
- Presentation by shortlisted companies: 09/09/2021
- Vendor Selection: 09/14/2021

3.3 APPLICATION REQUIREMENTS

- Each Prospective Consultant shall submit a proposal electronically to casaucmexico@ucr.edu to include the following attachments:

Attachment A- Capability Statement and Minimum Qualifications (includes cover letter, and work samples, references, and/or client list)

a. Capability Statement -- The purpose of the Capability Statement is to illustrate the consultant's unique capabilities that set them apart from all other consultants. Prospective consultants should describe their characteristics, experiences, and any additional relevant information that demonstrate their skills and abilities that would contribute to their success as a consultant.

b. Minimum Qualifications -- Casa, in its sole discretion, reserves the right to determine if a Consultant meets the minimum eligibility standards, determine whether a proposal is responsive, and select a consultant that best serves its objectives.

Attachment B- Execution Plan (Proposal relative to scope/statement of work)

The purpose of the Execution Plan Section is to demonstrate to Casa that the successful consultant can visualize their overall approach relative to the listed scope of work. An Execution Plan should be developed around fulfilling Casa's requirements within this service's known constraints (i.e. cost, time, resources, quality, expectations, etc.).

Attachment C- Cost Proposal (please outline in pesos and US dollars), payment to the consultant (s) will be made in pesos.

Attachment D- Reference (2 required) contact information only

All materials must be emailed to casaucmexico@ucr.edu.

SECTION 4 – QUALIFICATIONS CONTENTS

4.1 COMPANY DATA (ATTACHMENT A)

The Prospective Consultant must complete all information requested in this Attachment. This document requests information on the following items:

- Contact information
- Signature (of a person authorized to contractually obligate the company)
- Certifications of Responsibility
 - To be considered responsible, at a minimum, Prospective Consultant must be presently engaged in providing the services similar to those required in this RFP, must have appropriate insurance, and must be capable of performing the services outlined in this RFP. Casa de California, in its sole discretion, may reject any qualification in which the Consultant does not meet the Certifications.

SECTION 5 – PROPOSAL EVALUATION AND TIMELINE

5.1 AWARD

1. Any Agreements resulting from this RFP will be awarded to the most responsive and responsible Supplier whose Proposal, in the opinion of Casa de California (Casa), offers the greatest benefit when considering the total value, including, but not limited to, the quality of the Services, and total cost. A responsive Proposer is one whose offer satisfies the Requirements of this RFP. A responsible Proposer is one that is considered capable of performing and is otherwise eligible and qualified to perform in the manner stated in this RFP.

2. Proposals will be evaluated by Casa de California (Casa) using a Best Value Evaluation Methodology which is defined as the most advantageous balance of price, quality, service, and performance. The Evaluators will examine each Proposal to determine, through the application of uniform criteria, the ability of each Proposer to meet specifications.

3. Casa de California (Casa) may request additional information either from the Proposer or others, utilize site visits, Proposer presentations, and make any other investigations as it deems necessary to verify the Proposer's qualifications and ability to successfully meet the requirements of this RFP. Casa de California (Casa) also reserves the right to obtain reports, or similar independent reports for further indications of the Proposer's ability.

4. Casa de California (Casa) reserves the right to reject any proposal in which the information submitted fails to satisfy Casa de California and/or the Proposer is unable to provide the information or documentation within the period requested. Any submitted proposal that fails to comply with the requirements of this RFP will be considered non-responsive and will not be evaluated or eligible for award of any subsequent contract.

5. Any contract awarded pursuant to this RFP will include the requirements and specifications in the RFP, as well as the contents of the proposal response as accepted by Casa de California and will be in writing.

Casa de California selection may be made based on the initial proposals or may elect to negotiate with Proposers selected as finalists. Casa de California reserves the right to negotiate the modification of proposed prices and/or terms and conditions with the Proposer offering the best value to Casa de California prior to the execution of an Agreement. Casa de California reserves the right to withdraw this RFP at any time.

5.2 CANCELLATION OF THE RFP

At any time during the RFP process, Casa reserves the right to reject any or all responses to this RFP, cancel the RFP, amend the RFP, and to waive non-material irregularities in any response received.

5.3 PROPOSAL PREPARATION COSTS

Prospective Consultant will bear all costs incurred in the preparation and submission of the Proposal and related documentation. If Prospective Consultant is the apparent awardee, Prospective Consultant will bear its own costs in negotiating and finalizing an agreement with Casa de California.

5.4 PROPOSAL VALIDITY PERIOD

All Proposals shall remain available for Casa de California acceptance for a minimum of ninety (90) days following the RFP closing date.