Seeking a State-wide Arts, Culture, and Creativity Virtual Network Administrator – Contractor

New Mexico Arts, a division of the Department of Cultural Affairs (DCA), is sponsoring the start-up of a state-wide network for Arts, Culture, and Creativity organizations and individuals using Facebook as a platform. This network is being developed in response a recommendation in the UNM Bureau of Business and Economic Research (BBER) report commissioned by DCA, Building on the Past, Facing the Future: Renewing the Creative Economy in New Mexico, which identified the need for a virtual statewide network. The report recommends that the Department support the development and administration of:

… a web-based platform for statewide networking among creative professionals in New Mexico, and for the collection and distribution of cultural data generated by arts institutions, creative businesses and funders.

The ideal candidate will:

1. Be experienced in 1) social media strategy and building an online presence using Facebook; 2) content strategy and the integration of other social media such as Twitter and Instagram with Facebook; 3) online marketing and event organizing; 4) content development and curation; 5) analytics and reporting tool development; 6) customer service and relationship building; and, 7) writing press releases.

2. Have specialized knowledge about 1) New Mexico’s creative economy including the sectors of arts and heritage (painting, photography, etc.), conventional creative industries (publishing, film, TV, etc.), functional creations, new media and software (design, digital media support, etc.); 2) how New Mexico’s creative professionals organize, network, and manage relationships; and, 3) key influencers in various sectors of the creative economy.

Deliverables, in partnership with New Mexico Arts and DCA representatives, include:

Phase I Rollout – Soft Launch

1. Creation of a network advisory council with members from different sectors and geographic regions.
2. Creation of a logo and page banner.
3. Set up of a Facebook page and facilitation of group formation. Pre-population of pages with existing research and make initial posts.
4. Creation of a welcome video with the DCA Secretary.
5. Identification and invitation of key individuals – trend setters, public figures, influencers - as followers.
6. Identification and invitation of Arts, Culture & Creativity hubs such as arts and cultural districts, arts councils, statewide service groups, and foundations (with members) as followers.

7. Identification and invitation of organizations and businesses in conventional creative industries as followers.

**PHASE II – Hard Launch**

Upon reaching a pre-determined number of followers:

1. Write and distribute official press release.
2. Officially launch the network with a live event, hosted by the DCA Secretary, and live stream it on the Network’s page.

Any subsequent phases will occur under a separate contract.

**Rating Criteria**

The contract will be awarded using the following criteria:

- Knowledge of the various sectors of the NM Creative Economy  25
- Experience in social media and building an online presence using Facebook  25
- Experience in online content development and curation  20
- Experience in online marketing and event organizing  10
- Dependability and reliability  10
- Financial Means  10

**Proposal Submission**

When deciding to apply, please note that New Mexico Arts can only pay on a reimbursement basis for this contract.

Please submit a letter (no more than 5 pages) detailing your or your organization’s interest and experience in relation to the criteria above, a budget, and a timeline.

Please mail, email, or fax all materials by 5 p.m., Friday, August 24, 2018. Anticipated start date is mid-September 2018. Contract length is estimated at nine (9) months for a total value not to exceed $25,000, including GRT.

Submit your proposal or direct your questions to Jenice Gharib, New Mexico Arts, 407 Galisteo Street, Suite 270, Santa Fe NM 87501, 505-827-6490, 800-879-4278 (in NM), fax: 505-827-6043, JeniceE.Gharib@state.nm.us.
Background Information to Assist in Your Application

Building on the Past, Facing the Future: Renewing the Creative Economy in New Mexico

Some creative network examples currently on Facebook: Creative Scotland, CreativeFuture, Association for Creative Industries.

Virtual Network Vision

- To create a virtual space through which creative organizations and professionals can raise their voices and their issues.
- To enrich the existing networks of geography and of creative practices and professions within communities.
- To act as a catalyst for creating the enthusiasm and commitment for working together across geographies and creative practices and professions.
- To share research and information on national and state policy and gather voices for change.

Network Platform Structure Using Facebook

Two Tier:

1. The Page: Has the qualities of a social network which allows individuals to connect to each other directly. Here ties are potentially weaker and members more numerous.
2. Groups: Communities that form around particular interests, professions, creative practices. Groups tend to have fewer members and ties are potentially stronger.
Some reading on social networks and communities:


