

STATEMENT OF WORK
Smithsonian Institution
Smithsonian Folklife Festival
Marketing & Media Relations – Communications Specialist

PROJECT OVERVIEW:

The Smithsonian Institution Center for Folklife and Cultural Heritage (CFCH) is preparing and producing the 2022 Smithsonian Folklife Festival (Festival) on June 22-July 4. The work outlined below is in support of these objectives and must be performed in a manner consistent with CFCH's current strategic goals, the mission, vision, and values of the Smithsonian Institution, and the purpose of the Festival. Work will be undertaken in consultation with SFF director.

STATEMENT OF WORK:

Contractor shall create and implement a strategy for marketing and media sponsorships, developing and refining messaging and materials, and overseeing media requests.

TASKS AND RESPONSIBILITIES:

General

- Create and implement a strategy for Festival marketing and media sponsorships.
- Meet with SFF director and program teams to gain a thorough understanding of the artisans, participants, and activities that will take be part of the 2022 Festival.
- Work with content teams to refine messaging.
- Develop materials such as, but not limited to, press releases and media kits.
- Respond to media requests and schedule interviews.
- Soliciting media sponsorships.
- Produce and implement promotional strategies for Festival programs.
- Scan and collect clipping from newspapers, magazines, and newsletters for coverage relevant to SFF activities.
- Attend SFF production meetings (CFCH staff meetings are option and not to be charged to this contract).

Marketing and Media Outreach and Press Relations

- Apply best practices to promote in-person and live-streamed programming in the 2022 Festival with emphasis on establishing and/or maintaining effective relationships with print and electronic news, education, and entertainment outlets.
- Compile and develop needed materials for marketing and outreach, providing input on messaging and design, suggest design edits ensuring final proofs accurately includes key information, branding, and photos.
- Secure SFF director approval for needed marketing and media materials.
- Track invoices to ensure prompt payment.
- Input event calendar entries in print and electronic media.

SFF22 Media Sponsorships/Partnerships

- Submit a written media sponsorship strategy for SFF22.
- Review SFF sponsorship agreement template.

- Liaise with SFF social media coordinator to ensure media sponsorship commitments are communicated to the appropriate SFF teams.

DELIVERABLES:

- Ongoing--ads and calendar entries promoting activities of the 2022 Festival programs.
- No later than March 14, 2022, submit a written media sponsorship strategy for SFF22.
- No later than April 1, 2022, submit a written communications strategy for marketing and media relations of the Festival.
- No later than August 19, 2022, submit a written communications summary of Festival on-person and live-streamed programming from June – July 2022. In addition to audience statistics and tear sheets, the report must include recommendations for improved outreach.

PERIOD OF PERFORMANCE:

All work shall begin **March 14, 2022** and end **August 26, 2022**, with the option to extend to December 2022.

SI estimates this work will take approximately **720 hours based on the following:**

This is a suggested allocation of hours over the time period.

March: 20 hrs/week = 40 hrs

April: 30 hrs/week = 120 hrs

May + June: 40 hrs/week = 360 hrs

July: 30 hrs/week = 120 hrs

August: 20 hrs/week = 80 hrs

SMITHSONIAN-FURNISHED ITEMS:

The Smithsonian may furnish meeting space, a desk, and computer in the Center for Folklife and Cultural Heritage for in-office work and a Smithsonian email address, following all SI Covid-related guidelines.

DUTY STATION:

Contractor shall report to the following locations at the direction of the SFF director and adhere to directives issued by the COVID-19 Committee:

Center for Folklife and Cultural Heritage
600 Maryland Avenue SW, Suite 2001
Washington, DC 20024

Smithsonian Folklife Festival Site
National Mall
Between 7th and 14th Streets
Washington, DC