

## **Statement of Work**

### **Digital Communications Support Services**

#### **Background**

The Center for Folklife and Cultural Heritage promotes greater understanding and sustainability of cultural heritage in the United States and beyond through research, education, and community engagement. Its signature programs include Smithsonian Folkways Recordings, the Smithsonian Folklife Festival, and key cultural sustainability initiatives including Language Vitality, Indigenous Media Hub, and Cultural Industries. The Center is building its U.S. Latino audience through an outreach campaign to make digital content, programming, and research available in Spanish.

#### **Scope of Work**

The Contractor shall provide professional, technical, non-personal communication support services to the Smithsonian Folklife Festival (SFF), a part of the Center for Folklife and Cultural Heritage (CFCH), Smithsonian Institution (SI).

#### **Statement of Work**

CFCH seeks a contractor to provide English/Spanish communications support services in Spanish and English to reach key Latinx audiences and markets in the United States through digital communications strategies and channels as part of the Building Latino Audiences through Digital Equity and Access project. Reporting to the Latinx Digital Curator and working in conjunction with communications specialists across CFCH, the Contractor will help plan, develop, and implement digital communications strategies for the Center's new and existing Spanish-language content on websites [folklife.si.edu](http://folklife.si.edu), [festival.si.edu](http://festival.si.edu), and [folkways.si.edu](http://folkways.si.edu), including articles, blog and social media posts, and digital programs.

Contractor shall:

- Coordinate across CFCH departments with communications colleagues to develop a unified communications strategy for Spanish-language content and help define target audiences
- Meet with different departments to identify compelling existing Spanish-language assets for target audiences
- Make suggestions and coordinate the creation of new Spanish-language digital content and digital campaigns
- Assist with the writing, development, and distribution of content in Spanish and English, including but not limited to publications, press releases, web and social media content, reports, and videos.
- Edit and proofread public-facing communications and marketing materials in Spanish and English.
- Translate content for use from English to Spanish on social media channels, images, and other distribution platforms.
- Select, create, and/or edit images, graphics and videos.
- Recommend changes to optimize social media results.
- Manage communications and marketing materials, file, copy, store, and perform other clerical tasks.
- Answer inquiries via phone/email and perform other administrative tasks as requested.
- Prepare meeting agendas, reports, and presentations.

- Document media coverage and track metrics.
- Prepare monthly reports on media communications efforts

**Place of Performance**

The work will take place over the period of performance at any off-site location the contractor deems necessary and appropriate to complete the work. Contractor is responsible for own work environment and applications to complete said work. This is a telework position.

**Payment Schedule**

The Contractor shall invoice the Smithsonian on a prorated, hourly basis derived from the firm-fixed price award every month until the award is depleted or until the end of the period of performance, whichever comes first. The invoice should include an itemized summary of services performed during the month.

**Acceptance of Criteria**

The services under this purchase order will be completed to the specifications and approval of Amalia Córdova, Latinx Digital Curator.

**Period of Performance**

The base period of performance for this contract will be from August 1, 2021, through August 31, 2022.

**Performance Standards**

Deliverables shall meet, at a minimum, Smithsonian standards including compliance with all applicable federal, state, and local codes, regulations, guidelines and standards, including, but not limited to the following Smithsonian Directives (SD):

- SD 118: Privacy Policy
- SD 813: Public Information Programs
- SD 814: Social Media Policy
- SD 950: Management of the Smithsonian Web