



## **Request for Proposals CA GROWN Instagram Community Manager**

### **Overview**

The Buy California Marketing Agreement (BCMA) is a nonprofit organization dedicated to promoting California specialty crops within the state of California. Membership consists of commodity boards and California agriculture companies. BCMA licenses the CA GROWN logo to its members for use in packaging and marketing.

### **Scope of work**

The selected Instagram community manager will work with BCMA staff and contractors to create and curate content for the CA GROWN Instagram page, @cagrownofficial. Selected community manager will coordinate Instagram meet-ups, takeovers and special promotions with membership. Instagram community manager will post content as well as manage Instagram community and interact with followers as needed.

The Instagram community manager will post 1-3 times per day, and manage the Instagram account 7 days per week. The goals of the community manager include growing the @cagrownofficial following and helping direct CA GROWN fans to the Instagram pages of members.

### **Requirements**

The Instagram community manager must have experience managing an Instagram account for a company or organization, must have iPhone photography skills and solid writing skills. Selected Instagram account manager will have past experience in hosting Instagram meet-ups and takeovers and will have the ability to manage Instagram promotions involving CA GROWN members.

### **Submitting a proposal**

Proposals should be no more than one page and include a brief background on Instagram community manager and include Instagram experience.

Include a monthly fee requirement.

### **Questions**

Contact: Nick Matteis at (916) 517-9169

Email: [nmatteis@agmasi.com](mailto:nmatteis@agmasi.com)

Contact: Adrienne Young at (559) 618-0154

Email: [adrienne@ayoungco.com](mailto:adrienne@ayoungco.com)

### **Submission**

Please submit proposals by 12:00 PM PST Friday, December 18 to Nick Matteis at [nmatteis@agmasi.com](mailto:nmatteis@agmasi.com).