

# Social Media Specialist

## Indigenous public art

### Call for contractors

**Who:**

Recent graduates in journalism, communications, marketing or other related discipline, artists who engage through social media, persons with experience in social media

**What:**

Someone responsible for Indigenous public art social media channels

**Where:**

Remote work, 1 day in the office/month, in-person events as needed

**When:**

Deadline to apply: June 10th, 8:00 am

Project start: July 1<sup>st</sup>, 2024

Project end August 1<sup>st</sup>, 2025

**How much:**

\$25/hr + GST up to 20 hrs/week



Figure 1 Nahkii Pimpahtaahk Anoosh, Paityn Savoie, 2023

The City of Calgary recognizes and values [equity, diversity, inclusion and belonging](#); and unique dimensions of diversity including race, ethnicity, gender, disability, age, religion, sexual orientation, work style, communication style, learning preferences and others.



**Request for qualifications**  
**Date of issue: April 20<sup>th</sup>, 2024**  
**Submission deadline: 8:00 am, June 10<sup>th</sup>, 2024**

## About the project

The City of Calgary Public Art Program invites Indigenous and non-Indigenous social media marketers, recent graduates and those with experience in social media, specifically Instagram and Facebook.

Individuals with all levels of experience are encouraged to apply. This opportunity is open to local individuals with social media experience and an interest in art of all disciplines. Individual artists or artist teams/collectives are eligible.

The social media consultant will be responsible for maintaining a social media presence through official Indigenous public art channels on Facebook and Instagram. This is included but not limited to posts, video/reels, event posting, spotlighting hired artists, and social media campaigns. The consultant will work closely with the public art communications team, curators, public art liaison, and other staff.

## Goals

This project will:

- Build a social media plan for the Indigenous Public Art program
- Develop the social media presence of the Indigenous public art program
- Engage and build relationships through social media with local Indigenous artists and community members
- Collaborate with other content creators to promote artist opportunities and initiatives through social media channels

## Artist information sessions

Free online and in-person artist information sessions are available for those interested in applying. Please email [indigenouspublicart@calgary.ca](mailto:indigenouspublicart@calgary.ca) for dates, times and locations. Attendance is **not** mandatory in order to qualify for this opportunity.

## Budget

The contractor receives an all-inclusive, maximum budget of **\$25/hr CDN x 15 hrs week x 50 weeks** up to a total of \$18,750.00 + \$5000 for travel and expenses (not including GST).

The total budget includes, but is not limited to supplies and materials, consultation, artist time for public engagement, travel, insurance and design fees.

The consultant is responsible for their project budget and will be paid based on deliverables as per their Scope and Fee contract.

## Questions and clarifications

Submit all questions in writing to [indigenouspublicart@calgary.ca](mailto:indigenouspublicart@calgary.ca) prior to 4:00 p.m. MST on June 5<sup>th</sup>, 2024



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## How to apply

### Submission package

Eligible submissions will contain:

- a) **Letter/email of interest** (maximum of 1000 words) including:
  - Description of your social media experience and philosophy and why you are interested in this opportunity
  - Experience in social media campaigns
  - Experience working with/in Indigenous communities
  - Contact information (phone number, alternate number and email address)

\* Your submission will be rated out of a possible 100 points as outlined in the Evaluation criteria below.

- b) **Images** (maximum of 20)  
Up to 20 images of past social media posts. Links to social media projects are welcome.
- c) **Three references** including contact name, company, current telephone number, address, and email address. You may use past clients, community members familiar with your work.

\*The City reserves the right to contact references without prior notification.

\*References from City of Calgary staff members will not be counted as part of the required references.

### How to submit

- Email [indigenoupublicart@calgary.ca](mailto:indigenoupublicart@calgary.ca) and attach all the required documents.
- Email subject line should include: Social Media Specialist
- Note that the maximum file size for an email is 10 MB. You may submit multiple emails to ensure all files are received.
- Submissions are accepted in electronic form only.
- Links to video work and/or video documentation are accepted.
- Incomplete or late submissions will not be considered.

## Selection process

All eligible submissions are reviewed by a selection panel consisting of three - five City representatives is stewarded by City business unit representative.

Applicants may be invited to an in-person or online interview with the selection panel.

Submissions will be rated out of a possible 100 points according to the Evaluation criteria below.

\*The selection panel has the right to not award any of the submissions, and The City reserves the right to cancel/reissue this opportunity at any time.

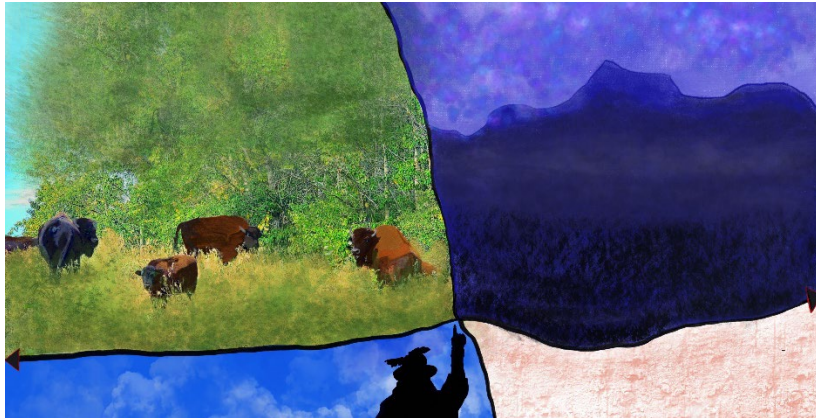


Figure 2 *Guts'ists'i*, Stephanie One Spot, 2023

## Evaluation criteria (100 points)

- A. Understanding of the project: (40 points)
- Why this opportunity appeals to the consultant
  - How the consultants knowledge of social media, and Indigenous art will contribute to this project
  - Knowledge of or connection to the Treaty 7 area and Metis Nation of Alberta (Districts 5 & 6)
- B. Project experience: (45 points)
- Experience in working to a schedule and demonstrated ability to deliver a project on time
  - Demonstrated ability to meet a set budget and deliver a project on budget
  - Demonstrated ability to collaborate with project teams, other interested parties and engage with the public
  - Has experience writing copy

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- Has experience providing social media content calendars as well as creating content for clients.
- C. Public art or advertising experience: (15 points)
- Responsiveness to community engagement and understanding of the project's context in the community
  - Previous public art experience is an asset
- D. Bonus points- extra points may be score if the applicant can
- (20 points) Provide examples of being connected to local Indigenous communities with letter of reference or providing phone numbers for members of Piikani, Siksika, Kainai, Amskaapi'pikuni, Tsuut'ina, Bearspaw, Chiniki, Goodstoney, Metis regions, and other Indigenous nations.



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## Working with The City

To ensure the public art project meets project goals, as well as the requirements of the Public Art Program, the artist or artist team will be required to work closely throughout the project with Public Art Program staff as well as other stakeholders.

Prior to confirmation of award, the selected artist or artist team will be required to:

- Confirm status as a company (or sole-proprietorship);
- Confirm a Commercial General Liability (“CGL”) insurance policy for bodily injury (including death) and property damage in an amount of not less than TWO MILLION DOLLARS (\$2,000,000.00) inclusive limit for any one occurrence;
- Complete a Scope and Fee contract defining project deliverables and payment schedule;
- Sign a City of Calgary Artist Agreement which includes Artist General Terms and Conditions.
- Confirm verifiable Indigenous nation if required

## Administration

The commissioner for this project is:

The City of Calgary  
Box 2100, Station M, Calgary, AB, Canada T2P 2M5  
Mail code #63

There will not be any public opening of submissions.  
There is no cost to the applicant to provide a submission.  
Submissions must currently be provided in English.

## Indigenous public art

Art is the storytelling of a history. Respecting and sharing the unique, local Indigenous traditions, beliefs and practices through public art helps to share Indigenous perspectives and stories. It serves as a reminder that Indigenous people lived on this land long before Scottish settlers named it Calgary, and that every Calgarian has a role to play in acknowledging the past and working toward a brighter future.

Of The City’s public art collection, which began growing in 1911 and now has more than 1300 pieces, less than 3% was created by Indigenous artists. To correct this disparity, we’re taking meaningful steps to improve opportunities for Indigenous artists to consult on, participate in and create public art in Calgary.

We are deeply honored to be the first municipality in Canada with an all-Indigenous team of arts professionals dedicated to delivering more opportunities for Indigenous artists and increasing Indigenous representation in the public art collection.

For more information visit [calgary.ca/indigenoupublicart](https://calgary.ca/indigenoupublicart)



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## Land acknowledgement

The Calgary area where the Bow and Elbow rivers meet is a place of confluence where the sharing of ideas and opportunities naturally come together. Indigenous peoples have their own names for this area that have been in use long before Scottish settlers named this place Calgary. In the Blackfoot language, they call this place Moh'kinsstis. The Stoney Nakoda Nation refer to the Calgary area as Wîchîspa Oyade and the people of the Tsuut'ina nation call this area Guts-ists-i. The Métis call the Calgary area Otos-kwunee.

We would like to acknowledge that this project will be located on the traditional territories of the people of the Treaty 7 region in Southern Alberta. This includes: the Siksika, Piikani, and Kainai, along with the Blackfeet in Montana, collectively known as the Blackfoot Confederacy; the Îethka Nakoda Wîcastabi First Nations, comprised of the Chiniki, Bearspaw, and Wesley First Nations; and the Tsuut'ina First Nation. The city of Calgary is also home to the Métis Nation of Alberta districts 5 & 6. We acknowledge all Indigenous urban Calgarians, First Nations, Inuit, and Métis, who have made Calgary their home.<sup>1</sup>

One of the guiding principles of the Public Art Program is to share, and provide a voice to, the historical context of Calgary; honour that information, and include and embed it in the work going forward. To learn more, watch the video: [Calgary Foundation Land Acknowledgement \(Full\)](#) on YouTube.

1. Moh'kinsstis Public Art Guiding Circle

## Public Art program

The Public Art program's mission is to provide a responsive public art program from which The City, Calgarians and artists collaborate, exchange perspectives and explore familiar and unimagined situations, subjects and opportunities, as they relate to our evolving relationships with our shared history, place and community.

Established in January 2004, the Public Art Program ensures the allocation of 1% for the portion of eligible project capital costs over \$1 million up to \$50 million; and 0.5% for the portion over \$50 million to public art.

The Public Art Policy outlines the diversity of public art opportunities as: discrete, semi-integrated, integrated and temporary works, and allows for artists on design teams, community-based public art, and special projects such as artist residencies.

The City of Calgary has transitioned key components of public art program operations to [Calgary Arts Development](#) (CADA). We are working closely with CADA on community programming, calls for artists, community engagement and the commissioning of new public art. The social media consultant may be asked to work with both organizations throughout their project. The City and CADA are committed to working with artists and Calgarians to creating a positive, meaningful and enriching program for the future.

For more information visit [www.calgary.ca/publicart](http://www.calgary.ca/publicart)