

REQUEST FOR PROPOSALS - Marketing Strategy & Social Media Support Stamford Downtown Special Services District

Overview

The Stamford Downtown Special Services District (Stamford Downtown) is seeking an experienced consultant or agency to provide strategic marketing guidance, hands-on digital and social media support, and professional development to the organization's Director of Marketing.

This short-term engagement is intended to add both strategic expertise and execution capacity. The selected consultant or agency will help plan, create, implement, and evaluate marketing initiatives, with a strong focus on social media, digital content, campaign support, and strengthening the Stamford Downtown brand.

The ideal partner will be comfortable providing high-level strategic recommendations while also assisting with day-to-day marketing execution.

Scope of Services

Marketing Strategy

- Review current marketing efforts, audiences, messaging, and digital presence.
- Provide recommendations to strengthen the Stamford Downtown brand.
- Support campaign planning, audience targeting, seasonal initiatives, and marketing calendars.
- Identify opportunities to promote Downtown as a destination to live, work, visit, dine, shop, and experience.
- Advise budgeting process to optimize ROI of investment in marketing.

Social Media & Digital Support

- Train the Director of Marketing to execute social media management, scheduling, analytics, and paid campaigns.
- Provide guidance on content calendars, reels, short-form video, stories, and digital content.
- Coach on event coverage, audience growth, and performance optimization.
- Provide ongoing technical support and troubleshooting as needed.
- Determine if Stamford Downtown is utilizing the appropriate mix of social media platforms.
- Track and report on performance of each marketing channel.
- Adjust channel strategy to align with overall marketing strategy
- Review and adjust channel and overall strategy based on analytics and conversion tracking (on an ongoing basis).
- Identify opportunities for strategic partnerships and develop creative strategies for implementing those partnerships.
- Implement conversion tracking so Stamford Downtown can identify origin of on-line and how to drive highest ROI.
- Set and track marketing goals with Key Performance Indicators.

Content & Campaign Support

- Train the Director of Marketing regarding the creation of copy and concepts for social media, email, website, events, and promotional campaigns.
- Promote Stamford Downtown events, businesses, restaurants, retailers, attractions, and public spaces.
- Support business spotlights, openings, promotions, and downtown storytelling.
- Coordinate photography, video, graphics, and other creative assets when needed.

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Support of Director of Marketing

The selected consultant or agency will work closely with the Director of Marketing and may assist with:

- Marketing calendars, deadlines, and campaign coordination.
- Technical support for social media and digital platforms.
- Research on marketing tools, trends, and best practices.
- Organization of digital assets and templates.
- Additional support during events and high-volume marketing periods.
- Special marketing projects as assigned.

Desired Qualifications

- Experience in marketing strategy and implementation.
- Strong social media and digital marketing capabilities.
- Experience with a diverse array of social media platforms including, but not limited to, Instagram, Facebook, LinkedIn, short-form video, analytics, and paid social.
- Strong writing, editing, content creation, and project-management skills.
- Experience with events, destinations, downtown districts, businesses, or community organizations preferred.
- Ability to provide both strategic direction, hands-on execution and professional development.
- Ability to work collaboratively with the organization's in-house Director of Marketing and Branding.

Proposal Requirements

1. Background and Experience – Relevant marketing, digital, social media, and consulting or agency experience.
2. Proposed Approach – How you would support Stamford Downtown and work with the Director of Marketing.
3. Availability and Capacity – Proposed hours, staffing, meeting schedule, and availability around major events.
4. Work Samples – At least two relevant examples.
5. References – At least two professional references.
6. Fee Proposal – Proposed hourly rate, monthly retainer, or project fee and services included.

Contract Structure

Stamford Downtown anticipates a short-term engagement of approximately 3 – 6 months, with the possibility of extension based on performance, organizational needs, and available funding.

The selected consultant or agency will work directly with the Stamford Downtown Director of Marketing and is expected to provide an estimated 20 hours per week, with flexibility based on campaign and event needs.

Submission

Submit proposals electronically to marisa@stamford-downtown.com with the subject line "Stamford Downtown Marketing RFP" by 4pm on September 24, 2026.