

# Association of Central Oklahoma Governments **REQUEST FOR QUALIFICATIONS (RFQ)**

## **CONTRACT INFORMATION:**

**CONTRACT TITLE:** Digital Media Content Creator

**DEPARTMENT:** Public Information

**ACOG PRIMARY CONTACT:** Public Information Director

**ANTICIPATED CONTRACT START DATE:** September 1, 2026

**CONTRACT STATUS:** Independent Contractor

## **INFORMATION:**

The Association of Central Oklahoma Governments (ACOG) is the regional planning agency and the designated metropolitan planning organization (MPO) serving the four-county Central Oklahoma region (Oklahoma, Cleveland, Canadian, and Logan Counties). ACOG, located in Oklahoma City, performs work related to enhanced 911 services, community & economic development, water resources, air quality, transportation planning services, and other issues of regional significance.

The Public Information Department manages ACOG's digital communications, social media presence, public information, branding, and public engagement initiatives. Through strategic storytelling and digital communications, ACOG informs member governments, stakeholders, elected officials, and the public about regional projects and programs. For more information about ACOG and the variety of services and programs provided, please access our website at [www.acogok.org](http://www.acogok.org).

## **JOB SUMMARY:**

The Association of Central Oklahoma Governments (ACOG) is seeking Statements of Qualifications (SOQ) from creative and experienced digital communications professionals interested in providing digital content creation services as an Independent Contractor.

The selected contractor will create, publish, schedule, monitor, and evaluate digital content supporting ACOG communications initiatives, including Transportation Planning Services, Central Oklahoma Clean Cities, Drive Electric Oklahoma, Bike Month, BikeFest, agency announcements, and other Public Information projects.

Working under the direction of the Public Information Director, the contractor will execute digital content strategies, create engaging social media content, assist with maintaining content calendars, monitor audience engagement, and support ACOG's growing digital presence.

The contractor will work closely with the Public Information Director and ACOG's Digital Media Specialist I. The Public Information Director will establish communications strategy, messaging, editorial direction, and final approval. The Digital Media Specialist I will provide graphic design, branding oversight, advanced creative production, and final visual design.

## IDEAL CONTRACTOR PROFILE

The ideal contractor enjoys transforming public-sector projects into engaging digital stories that educate and inform the public. The successful candidate is creative, organized, self-motivated, and skilled at repurposing existing communications into compelling social media content that expands ACOG's digital reach and public engagement.

## SCOPE OF SERVICES

### Digital Content Creation

- Develop engaging social media copy, captions, and digital content supporting ACOG programs and initiatives.
- Repurpose blogs, reports, newsletters, presentations, press releases, and other communications into platform-specific social media content.
- Create content promoting Transportation Planning Services, Central Oklahoma Clean Cities, Drive Electric Oklahoma, Bike Month, BikeFest, agency announcements, and other Public Information initiatives.
- Draft content for review and approval by the Public Information Director prior to publication.

### Social Media Management

- Schedule and publish content using ACOG's approved social media management platforms, including Vista Social and Meta Business Suite.
- Assist in maintaining editorial calendars and scheduled content.
- Coordinate posting schedules with the Public Information Director.
- Ensure consistency with ACOG branding, messaging, and communication standards.

### Community Engagement

- Monitor social media channels for comments, direct messages, mentions, and audience engagement.
- Respond to routine inquiries when appropriate and in accordance with guidance provided by the Public Information Director.
- Identify comments, questions, or issues requiring staff response.
- Monitor social media trends and recommend opportunities to improve engagement.

### Digital Content Development

- Create short-form videos, reels, stories, and similar digital content using existing photography, graphics, video, and materials provided by ACOG.
- Collaborate with ACOG subject matter experts to develop informative digital content when appropriate.
- Perform basic video editing, captioning, formatting, and optimization for social media platforms.
- Coordinate with ACOG's Digital Media Specialist I regarding graphic design, branding, and advanced creative production.

## Event Content Support

- Attend ACOG meetings, public events, and outreach activities as requested to develop digital content supporting agency communications.
- Capture interviews, event highlights, and behind-the-scenes content using available ACOG resources.
- Develop post-event social media content highlighting project accomplishments and community engagement.

## Content Planning

- Assist with maintaining social media editorial calendars and campaign schedules.
- Coordinate with the Public Information Director regarding upcoming projects, events, and communication priorities.
- Recommend opportunities to maximize the value of existing communications by repurposing content across multiple digital platforms.

## Analytics & Reporting

- Monitor social media performance and engagement metrics.
- Prepare periodic analytics summaries and recommendations.
- Identify high-performing content and emerging audience trends.

## Artificial Intelligence Tools

- Utilize approved artificial intelligence tools, when appropriate, to improve efficiency in content development, caption drafting, transcription, hashtag research, alt text generation, and related communications activities.
- Ensure all AI-assisted content is reviewed, edited, and approved by the Public Information Director prior to publication.

## REQUIRED CONTRACTOR QUALIFICATIONS:

- Bachelor's degree in Communications, Marketing, Public Relations, Journalism, Digital Media, Graphic Design, Multimedia, or a closely related field, or equivalent professional experience.
- Minimum two (2) years of professional experience creating digital content, managing social media platforms, or developing communications for organizations, businesses, public agencies, or nonprofit organizations.
- Demonstrated experience creating digital and social media content for organizations, businesses, or public agencies.
- Exceptional written communication skills.
- Must be located within the Oklahoma City metropolitan area or otherwise able to reliably attend in-person meetings, interviews, and outreach activities throughout the ACOG service area.
- Experience managing social media platforms professionally.
- Working knowledge of Meta Business Suite and social media scheduling platforms.

- Basic video editing skills for short-form social media content.
- Experience using project management software such as Trello, Asana, Monday.com, or similar collaboration platforms is preferred.
- Ability to manage multiple projects and meet deadlines.
- Strong organizational and time-management skills.

### **PREFERRED EXPERIENCE & SKILLS:**

Preference will be given to candidates with experience in one or more of the following:

- Adobe Creative Cloud and Canva
- Vista Social or similar scheduling platforms
- Photography and digital asset management.
- Analytics reporting and performance evaluation
- Artificial Intelligence tools supporting communications workflows.

### **ESTIMATED TIME STRUCTURE:**

The estimated level of effort for this contract will vary depending upon agency events, campaigns, and communications priorities.

- Typical workload: 8-12 hours per week
- Peak workload during major events and campaigns: Up to 15 hours per week
- Estimated annual level of effort: Approximately 780 hours.

### **WORK STRUCTURE:**

This is a primarily remote Independent Contractor opportunity. Because the contractor will be expected to attend occasional meetings, public events, interviews, and outreach activities within the ACOG region, candidates should reside within the Oklahoma City metropolitan area or be able to reliably travel throughout the region as needed.

- Work primarily from a remote location.
- Participate in meetings via Microsoft Teams as requested.
- Utilize ACOG's project management and collaboration tools, including Trello, to coordinate assignments, monitor project status, track deliverables, and communicate project progress with the Public Information Department.
- Attend occasional in-person meetings, agency events, public meetings, interviews, or outreach activities as requested.
- Collaborate with ACOG staff and subject matter experts to gather information and develop communications content.
- Occasionally attend evening meetings or public events as project needs require.
- Travel throughout the ACOG service area as needed. Approved travel will be reimbursed in accordance with ACOG's mileage reimbursement travel policy.

## COMPENSATION:

ACOG anticipates an annual level of effort of approximately **780 hours** for this contract, with workload varying based on agency events, communications campaigns, and project priorities. The estimated annual budget for this contract is approximately **\$19,500**.

Interested contractors shall submit a **proposed fully loaded hourly rate** with their Statement of Qualifications. The proposed rate should include all labor, overhead, equipment, software, taxes, insurance, and other business expenses associated with performing the services described in this RFQ. Approved travel within the ACOG service area will be reimbursed in accordance with ACOG travel policy.

The selected contractor shall submit monthly invoices with detailed time records. No fringe benefits will be provided.

## STATEMENT OF QUALIFICATIONS (SOQ):

Interested contractors shall submit a **SOQ** in PDF format that includes the following:

- Cover letter expressing interest in the opportunity and summarizing relevant qualifications.
- Current résumé.
- Portfolio demonstrating relevant digital content creation and social media experience.
- Three professional references.
- Proposed fully loaded hourly rate quote, including all labor, overhead, equipment, software, insurance, taxes, and other associated business expenses.

Submit the SOQ by [email](#) to: **Rachel Meinke** ACOG Public Information Director

**Subject: RFQ Digital Media Content Creator (Independent Contractor)**

Submissions must be received by **Monday, August 10, 2026 at 5:00 p.m.**

ACOG reserves the right to reject any or all Statements of Qualifications (SOQ), waive informalities, request additional information, negotiate contract terms, and award a contract in the best interest of the Association. ACOG is an equal opportunity employer (EOE).