

Request for quotation - Vivid Sydney Content and Digital Publisher (Feb 24 – Jun 24)

Request:

Provide a proposal for the provision of Digital Publisher services for 20 weeks of work across the Vivid Sydney Website and CRM channels on a full-time basis (5 days a week, 7 hours a day) with hybrid working.

Project	Vivid Sydney Website & CRM	
Project Lead	Michael Brennan Associate Director Websites Michael.brennan@dnsw.com.au	
Timeline	Initial Brief delivered	18 December 2023
	Deadline for receipt of quote	20 January 2024
	Contract Period	12 February 2024 – 30 June 2024
	<ul style="list-style-type: none"> Proposals received after this time will be considered at the discretion of DNSW. An earlier start date will be considered at the discretion of DNSW. 	
Background	Destination NSW (DNSW) is the lead government agency for New South Wales tourism and major event sectors. The Vivid Sydney website and email program is integral to the delivery of the festival.	
	Website	www.vividsydney.com
Timeline	We are looking at engaging the services required to publish and coordinate digital content on the Vivid Sydney channels, including the Vivid Sydney Website, Email Program and Youtube Channel for the 2024 festival from 12 February 2024 until 30 June 2024.	
Selection Criteria	<ul style="list-style-type: none"> Conformity with below key considerations, specifications and services required Experience with website publishing and CMS management Experience building and deploying eDMs (Salesforce Marketing Cloud preferred) Ability to work under Direction from the DNSW team and Agency Value for money Experience with copy proofing and attention to detail skills 	
Specifications of Services Required	<p>We are seeking to engage digital publishing services to work with the DNSW Consumer Marketing Team to support the delivery of the Vivid Sydney 2024 website and CRM Program, as well as coordination of digital content for wider Vivid Sydney channels.</p> <p>Duration: 12 February – 30 June (4.5 months)</p>	

	<p>Objective: Work 5 days a week publishing website content, preparing the Vivid Sydney CRM program and coordinating content and marketing assets for the 2024 festival.</p> <p>Description of requirements:</p> <ul style="list-style-type: none"> - Maintain, update and build Vivid Sydney webpages and assets including event pages, blogs, banners, navigations etc. - Develop high standard digital content adhering to best practice accessibility and usability guidelines - Review all content to ensure it complies with event details, brand guidelines and ensure content launched on time in line with event announcements – strong attention to detail in a must! - Collaborate with cross functional teams including design, marketing, events, dev and analytics resources (both internal and external) to ensure quality delivery of all briefs - Use Salesforce Marketing Cloud to build and schedule eDMs - Create audience segments and support building and maintaining the MyVivid Leads in Salesforce - Maintain the eDM content calendar and provide top level reporting on sends - Support the Website Manager and Web Development team throughout the design and development of the Vivid Sydney website, including QA - Support the Website Manager in the execution of the Vivid Sydney website project plan using Mondays.com and Jira - Manage a centralised online repository for all event content, index and store information to ensure material is easily retrievable and shared as required by various stakeholders. Content includes, copy, bios, headshots, imagery, video and ticketing links that will be published across Vivid Sydney owned channels including website, eDMs, social media, video reels, as well as paid media. - Providing professional advice and support to stakeholders on content requirements - Basic image editing (resizing) where required for digital assets <p>Description of admin requirements:</p> <ul style="list-style-type: none"> - Attend Digital team WIP – Fortnightly - Attend Vivid team WIP - Weekly - Ad-hoc Meetings with Consumer Marketing - Ad-hoc meetings with agencies - Fortnightly/Monthly invoicing
<p>How To Apply</p>	<p>Quote:</p> <p>Quote to be provided for 5 days a week, 7 hours a day, specifying an hourly rate for the above work, advising any block out dates you can't work. The provided quote is to take into consideration the above productions costs as well as consider the role will on occasion require weekend work, night work, and public holiday work.</p> <p>Please also provide a brief description of your experience relevant to this position and/or a copy of your CV.</p>

<p>General Items</p>	<ul style="list-style-type: none"> • The good/service provider must provide appropriate product liability and public liability insurance. Min \$20 million. • Goods/Services provided must be of the highest quality • Goods/Services must be guaranteed and fit for purpose • The service provider must provide an Australian Business Number or Australian Company Number
<p>Key Considerations</p>	<p>The successful good/service provider will need to enter a contract with Destination NSW which includes, but is not limited to the following terms:</p> <ul style="list-style-type: none"> ○ Ownership of all intellectual property (including copyright) in any project material will vest in and/or be assigned to Destination NSW on a royalty free, for use worldwide, free of charge in perpetuity basis. You agree to execute all documents and do all things required for the purposes of giving effect to this. The project material once assigned will be used by Destination NSW, tourism trade stakeholders, media and or the NSW Government. ○ Indemnifying Destination NSW for all work carried out ○ Abiding by a supplier’s code of conduct as issued by the NSW Government <p>The information in this brief is confidential in nature and must not be discussed with third parties including media.</p>
<p>DNSW will provide</p>	<p>Destination NSW will supply:</p> <ul style="list-style-type: none"> - Vivid Sydney Brand Guidelines including working files of logos, fonts, and creative treatments - Access to website CMS - Access to Email Marketing Platform and CRM Platform

Clarification of requests for quotes:

If you require clarification on the above request, please contact only via email:

- Tessa McMahon (Vivid Sydney Website Manager)
tessa.mcmahon@dnsw.com.au

Please note that any clarification will be given to the other service providers that have been offered the opportunity to provide a quote.

Lodgement Details:

Please email your quotes and supporting documentation (if any) to:

- Tessa McMahon (Vivid Sydney Website Manager)
tessa.mcmahon@dnsw.com.au