



Scope of Work: Digital Content Creator (contract)

July 2024

About Children First

Children First is a fast-paced child advocacy organization that uses research, people power, and coalition building to create the momentum to reform public policies so more children will grow up healthy, well-educated, and ready to take the reins of their communities.

Scope of Work

Social media is an essential tool for Children First to engage the general public to advance public policy that benefits children and teens. We are seeking to enter into a contract with a digital content creator(s) who will develop video and text for social media channels (Facebook, Instagram, X, TikTok) in order to amplify our advocacy efforts.

The digital content creator will be responsible for the idea, execution, and posting of effective social media content at the direction of Children First. This includes travel throughout southeastern Pennsylvania and Harrisburg to capture footage of Children First events, legislative meetings, and in-person interviews.

Children First covers a range of child policy topics including early education, K-12 education, juvenile justice, health, mental health, and parent and youth engagement. The ideal vendor would have the capacity to generate social media content on these topics and have a proven track record in 1) digital storytelling, 2) hard-hitting political messages, and 3) fun/entertaining content that presents complicated issues in a relatable way.

This scope of work can be broken down in multiple contracts with vendors depending on technical/creative capabilities (digital storytelling, hard-hitting political messages, fun/entertaining content) or issue expertise.

Contract Deliverables

- Develop a clear strategy to increase advocacy engagements, post likes and shares, and social media channel followers.
- Implement the strategy after soliciting feedback from staff.
- Meet weekly for editorial direction.
- Develop storyboards, design, and key messaging before production.
- Optimize posts by using available analytics to continually improve the reach.

Minimum Qualifications

- A person or firm with an established track record of followers and visibility (minimum on 7,000) on Facebook, Instagram, X, and/or TikTok.
- Qualified vendors should be able to demonstrate management of social media accounts with a minimum of 7,000 followers.
- Established social media portfolio.
- Excellent editing, organizational, and time management skills.
- Ability to work independently and collaboratively.
- Ability to work quickly without compromising quality or accuracy.
- Ability to travel throughout southeastern Pennsylvania and Harrisburg.
- Spanish fluency language a plus.

Reports To: Communications Director

To apply: Send a letter of interest which indicates your area(s) of expertise - digital storytelling, hard-hitting political messages, fun/entertaining content – and link(s) to a related social media portfolio to info@childrenfirstpa.org.

Compensation: commensurate with experience.