



Request for Qualifications FY 2025-17

Social Media and Marketing Services

Posted June 10, 2025

The North Central New Mexico Economic Development District (NCNMEDD) is seeking a contractor to provide ongoing **Social Media and Marketing Services** for our organization.

Organizational Background

NCNMEDD was formed by a Joint Powers Agreement (JPA) in 1967 by the counties of Santa Fe, Los Alamos, Rio Arriba, Taos, San Miguel, Mora, and Colfax. We were recognized as a federal economic development district in 1968, under the Public Works and Economic Development Act which created the US Economic Development Administration. At the state level, NCNMEDD is one of seven regional councils of government in New Mexico, organized in state statute under the Regional Planning Act. We are considered a special district entity by the state of New Mexico.

NCNMEDD operates various community development programs and is the sponsoring organization for the Non-Metro Area Agency on Aging, which oversees federal Older Americans Act services for older adults 60+. We also provide some direct services to senior citizens. Non-Metro AAA has three service areas which cover all New Mexico counties except Bernalillo, while the NCNMEDD region consists of seven counties named in our JPA, as well as rural Sandoval County. NCNMEDD also has a component unit—the 501(c)3 non-profit organization New Mexico Cares, Incorporated.

Scope of Work

- Set up, monitor and update social media account for NM Cares, to include postings from NCNMEDD and Non-Metro AAA, one to three times weekly.
- Attend weekly organizational meetings to keep abreast of events and activities.
- Attend and photograph organizational events and activities, approximately one activity per month.
- Update NCNMEDD, Non-Metro AAA and NM Cares websites with new content on a weekly basis.
- Develop electronic and printed materials, to include invitations, cards, brochures, event programs, annual reports, etc.
- Provide graphic design upon request.
- Generate press releases or copy upon request.
- Advise NCNMEDD, Non-Metro AAA and NM Cares on marketing strategies as needed.

Responses to this Solicitation

Responses to this solicitation will be accepted on a rolling basis, until a suitable contractor is identified.

To respond to this solicitation, please email a letter of interest and the following minimum information in a single .pdf document to alexi@ncnmedd.com:

1. Qualifications of the firm/contractor and all personnel who will provide services, including a statement of qualifications for each;
2. Number of years and description of experience related to the scope of work;
3. List of similar work performed for at least three clients;
4. Contacts for at least three (3) entities who have received similar services; and
5. Hourly rates for all personnel providing services, indicating rates for specific services, if appropriate.

Contact Alex Ingham, NCNMEDD Deputy Director, at alexi@ncnmedd.com or 505-690-7243 with any questions.