
Tourism and Destination Marketing Contract

Destination Battlefords is seeking an individual or a firm for a contract to provide Tourism and Destination Marketing to strengthen our Tourism presence, promote local experiences, attract events and support sustainable visitor growth.

Duties to be fulfilled under this contract:

- Annual **Marketing & Promotion Plan** with measurable objectives.
 - Production of **seasonal promotional campaigns** and marketing assets.
 - Manage **social media content, calendar and website** with monthly analytics reports.
 - **Grant and funding applications** submitted timely with tracking success rates.
 - Organization and execution of monthly **board meetings**.
 - Minimum of **3–5 event bids or attraction initiatives** per year.
 - Documented partnerships and engagement activities with outcomes reported to the Board.
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Desired Qualifications

- Demonstrated expertise in Tourism and Destination Marketing or equivalent experience.
 - Proven experience in **social media management, content creation, and digital marketing**.
 - Ability to build relationships and work collaboratively with diverse partners.
 - Experience in **event planning and promotion**.
 - Familiarity with the Battlefords region
 - skilled in use of computers, including Microsoft Office Suite programs proficiency with the English language, both verbal and written communications and presentation skills
 - Strong organizational and budgeting skills.
 - Grant writing or funding proposal experience an asset.
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Contract Information

The total value of this contract is **not to exceed \$75,000 per full year for up to a 3-year term** and work will commence upon signature of the contract. A final draft report of duties to be fulfilled under this contract must be provided to Destination Battlefords no later than October 1, of each year.

Evaluation Criteria

Relevant Experience	20%	Qualifications	15%
References	10%	Work Plan	40%
Cost	15%	Total	/ 100%

Following an evaluation of submitted proposals, a short list of proponents will be contacted for interviews.

Additional Information

- The contractor will provide monthly invoicing to Destination Battlefords including expenses incurred with corresponding receipts.
- The contractor will provide reports to Destination Battlefords monthly during the duration of this contract upon request.
- The contractor will submit a draft final report to the Chair of Destination Battlefords no later than October 1, of each year.

Performance will be evaluated annually based on:

- Achievement of deliverables.
- Growth in events, partnerships, and visibility for Destination Battlefords.
- Financial accountability and success in securing external funding.
- And include feedback from stakeholders, partners, and the Board.
- The contractor must provide their own office equipment including computer and mobile device.

Destination Battlefords Strategic Work Plan

This plan focuses on delivering on our Vision and Mission of the organization. We welcome new insights and suggestions.

For additional background information please visit our website [The Battlefords | Everything Under the Sun | Destination Battlefords](https://www.battlefords.ca/about); Strategic Plan under Resources at <https://www.battlefords.ca/about>

Submission Information

Accepting email submissions only.

Send to; ecdev@cityofnb.ca

Subject line: *RFP – Tourism and Destination Marketing Contract*

Format: PDF or Word Document

The proposal submission deadline is Friday, March 27, 2026, at 4:00pm.