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## REQUEST FOR PROPOSAL (RFP) – CONTENT & SOCIAL MEDIA COORDINATOR

RFP #: BMHA 2026-005

Title: Content & Social Media Coordinator

Issue Date: April 17, 2026

Closing Date & Time: Friday, May 8, 2026 at 5pm

Contact Person: Rebecca Chau, Executive Administrator

Email: [admin@burnabyminor.com](mailto:admin@burnabyminor.com)

### 1. About BMHA

Burnaby Minor Hockey Association (“BMHA” or the “Association”) is a community-based, non-profit minor hockey association serving approximately 700 youth from U5 through U21. The Association operates under a volunteer Executive Board and is supported by contracted administrative and development professionals.

BMHA is a member association of PCAHA, BC Hockey, and Hockey Canada and is committed to providing a safe, inclusive, and positive hockey environment for all participants.

### 2. Invitation to Proponents

Burnaby Minor Hockey Association invites qualified individuals or organizations (“Proponents”) to submit a proposal for the provision of services as Content & Social Media Coordinator as detailed below (the “Work”).

This Request for Proposal (“RFP”) outlines the requirements, expectations, and evaluation process for the engagement. The successful Proponent will be required to operate in accordance with BMHA Constitution, Bylaws, Policies, and the rules and regulations of PCAHA, BC Hockey, and Hockey Canada.

### 3. Purpose of this RFP

BMHA is seeking proposals from qualified individuals or organizations to provide services as Content & Social Media Coordinator.

Anticipated start date: June 1, 2026

Proposed contract term: One (1) year, with the option, at the sole discretion of BMHA, to extend the initial term for up to two (2) additional one (1) year periods, for a maximum total term of three (3) years.



#### **4. Scope of Work**

The successful Proponent will provide services to support the operations of BMHA in the role of Content & Social Media Coordinator.

The detailed responsibilities are outlined below.

##### **Overview**

The Content & Social Media Coordinator supports the Association's digital presence through social media, content creation, and communications support. Working in coordination with the Executive Administrator (or designate), this role focuses on creating engaging, timely content and supporting Association communications.

##### **Key Responsibilities**

###### **Social Media & Content**

- Create and publish social media content (approximately 8–10 posts per month) across BMHA platforms.
- Develop graphics and occasional short-form video content to support posts, programs, and events.
- Share player, team, and community highlights, as available and appropriate.
- Maintain a consistent posting presence aligned with key Association activities and timelines.
- Monitor social media channels and respond to comments/messages or escalate inquiries, as appropriate.
- Coordinate and produce the monthly Plays of the Month feature (6 per year), including working with the Plays of the Month Committee to receive selected clips, sourcing and downloading videos (e.g., from YouTube), editing highlights (e.g., trimming, zooming), compiling the final video, confirming content with the committee, and publishing to social media and the BMHA Livestream YouTube channel.

###### **Newsletter Production & Distribution**

- Format, build, and distribute the monthly BMHA online newsletter using the designated platform (e.g., KIT or MailChimp).
- Create supporting graphics and visual elements, as needed.
- Maintain and update newsletter templates and distribution lists.

###### **Communications Support**

- Provide occasional support with website updates and TeamSnap/email communications, primarily during peak periods or as requested.
- Assist with drafting, formatting, or distributing communications during peak periods (e.g., registration, season start) or as requested.



- Maintain working familiarity with BMHA communication platforms to support continuity as needed.

#### Collaboration & Coordination

- Work with the Executive Administrator (or designate) to align on priorities, timelines, and content needs.
- Coordinate with other volunteers or contractors to source content (e.g., teams, events, programs), as needed.
- Support consistency in tone, branding, and messaging across all channels.

#### Other Responsibilities

- Attend key events or meetings occasionally to gather content (optional/as available).
- Perform other related duties as reasonably required to support the Association.

#### Key Deliverables

Deliverables include, but are not limited to, the following:

- Regular and consistent social media activity (as outlined above).
- Graphics and content to support social media posts and newsletters.
- Timely preparation and distribution of monthly newsletters.
- Support for communications during peak periods, as required.

#### System & Technology Requirements

The Content & Social Media Coordinator must be proficient in and able to utilize the Association's required systems, including but not limited to:

- Social media platforms (e.g., Instagram, Facebook, YouTube, X, etc.)
- Design tools (e.g., Adobe Creative Suite, Canva, or equivalent)
- Email marketing platforms (e.g., KIT, MailChimp, or equivalent)
- TeamSnap (communications)
- Website platform (WordPress or similar content management system)
- Google Workspace (Drive, Docs, etc.)

The Proponent is responsible for providing and maintaining their own computer equipment, design software, internet access, and any other tools necessary to perform the Work. BMHA will provide access to required Association platforms. All accounts, content, and materials created remain the property of BMHA.

#### Time Commitment Expectations

This is a part-time contract engagement with a light and flexible workload. Work is ongoing throughout the calendar year, with somewhat increased activity during the hockey season.

Proponents should outline their availability and capacity to support the Work.



## **Additional Responsibilities**

The successful Proponent may be asked to undertake additional duties reasonably related to the role and consistent with the objectives of the Work, as requested by the BMHA Executive or its designate.

## **5. Governance Framework**

The successful Proponent will operate within the governance structure established by the BMHA Executive, and in accordance with the Association's Constitution, Bylaws and Policies.

The successful Proponent will report to the BMHA Executive Board, or a designate appointed by the Executive.

The Proponent does not hold voting authority within the Association.

Reporting expectations may include meeting attendance, updates, invoicing, and performance reviews. Continued engagement may be contingent upon satisfactory performance.

## **6. Submission Requirements**

Proponents should ensure their submission clearly addresses the requirements outlined in this RFP and provides sufficient detail to allow BMHA to evaluate the proposal. Proponents must submit a complete proposal that includes the following:

- Cover Letter/Executive Summary - a brief introduction and summary of the proposal.
- Experience & Qualifications - relevant professional and/or sport experience.
- Proposed Approach - description of how the Proponent would deliver the Work, including workflow, communication practices, tools or systems used, and any processes they would implement to ensure the responsibilities are completed effectively.
- Availability & Capacity - description of availability to support the role, including ability to support peak operational periods.
- Financial Proposal - include proposed compensation structure (e.g., monthly retainer, hourly rate, or seasonal fee), estimated annual cost, billing frequency, whether billing is personal or corporate, and GST status. Proponents should also clearly outline the basis for their pricing, including any key assumptions (e.g., scope interpretation, estimated time commitment, level of support, systems, any exclusions, etc.).
- References - minimum of two professional references
- Conflict of Interest Disclosure - disclosure of any actual or perceived conflicts of interest

Proposals must remain valid for 60 days from Closing Time.



## 7. Proposal Evaluation

Proposals will be evaluated based on relevant experience, demonstrated understanding of the role, proposed approach, qualifications, and overall value to the Association.

BMHA reserves the right to shortlist candidates, conduct interviews, request clarifications, negotiate scope, or not award a contract.

## 8. Independent Contractor Status

The successful Proponent will be engaged as an independent contractor, not as an employee of BMHA. BMHA will issue a T4A where required. The Proponent is responsible for all tax obligations.

## 9. Confidentiality & Data Protection

The successful Proponent must maintain confidentiality of member, financial, and operational information and return all documents and access credentials upon termination.

## 10. Transition & Knowledge Transfer

At the conclusion of the contract, the Proponent must participate in a transition process and transfer all relevant documents, passwords, and materials to ensure continuity.

## 11. General Terms

**Right to Reject** - BMHA reserves the right to accept or reject any or all proposals, cancel or re-issue the RFP, or negotiate with one or more Proponents. BMHA is not obligated to accept the lowest-cost proposal.

**No Binding Obligation** - This RFP does not constitute a binding agreement. No contract will exist until a written agreement is executed.

**Proponent Costs** - All costs associated with preparing and submitting a proposal are the responsibility of the Proponent.

## 12. Submission Instructions

**Submission Method** - Proposals must be submitted electronically in PDF format via email to: Rebecca Chau at [admin@burnabyminor.com](mailto:admin@burnabyminor.com) with the subject line "RFP – Content & Social Media Coordinator – Proponent Name"

**Closing Time** - Proposals must be received no later than **Friday, May 8, 2026 at 5pm (Pacific Time)**. Late submissions may not be considered.