



## Global Community Manager RFP Q & A

### The following are answers to questions Brand USA has received to the RFP for Global Community Manager

Thanks to everyone who submitted questions regarding Brand USA's RFP for Global Community Manager. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, or if we were unable to understand a question, we did not provide an answer.

**Q What does your picture of success look like for this agency or role?**

**A** This agency will provide an experienced, knowledgeable community manager who will have the ability to interact across Brand USA teams, as well as with our International market reps who also share global community management responsibilities.

**Q Do you envision this community management role as being filled by one dedicated individual at an agency, or a small team of people managing the communications with your various in-market partners?**

**A** This role is part of Brand USA's broader community management function and the request is for an individual, but if there is a small team that combined is equivalent to having an individual Community manager, we are open to seeing that scenario.

**Q Are you looking for an agency to provide strategy and guidance to a local team who will then post on channels in-market, or are you looking for an agency to handle in-market channel execution as well, or create sample work and templates for localization by in-market partners?**

**A** This role is more focused on processes and execution role and will be require collaboration with internal teams at Brand USA and various domestic and international agencies and representation firms who oversee the strategy.

**Q Are there existing sources of imagery and video for sourcing, or is that provided by the creative agencies? Are those sources localized for specific markets?**

**A** Yes. All assets are provided by a roster of creative agencies.

**Q** You mention the “Work Environment” in the RFP; are you looking for an agency partner to embed in your DC office? If so, is there a specific frequency required?

**A** Yes, we would like this individual or team to embed in our D.C office regularly, but not necessarily on a full-time basis.

**Q** If we have capabilities to support some in-market activities, would that be in addition to this response?

**A** We are not seeking this solution from this RFP.

**Q** Is paid media management or consulting a part of the role?

**A** No, that is not a part of this RFP.

**Q** Do you have a budget or budget range you are aiming to remain within?

**A** The budget should be comparable to the costs associated with providing the services based on your experience.

**Q** Two (2) writing samples. Can you elaborate on what sort of samples you are looking for, social posts, social strategy document, etc.?

**A** Samples of social media posts, sentiment analysis, content strategies and community management responses.