



Request for Proposals for ECMA Graphic Design Contract

Request for Proposal
East Coast Music Association
Graphic Design
August 30, 2018

Proposals Due: September 19, 2018 at 5:00PM AST

The purpose of this RFP is to solicit proposals from Graphic Designers interested in providing design services for the East Coast Music Association. The proposed contract with the selected designer will commence October 1, 2018 and go until June 15, 2019.

Proposals shall be submitted by email only to kathryn@ecma.com

Attention:
Kathryn Herbert
Chief Administrative Officer
East Coast Music Association
2307 Clifton Street, Unit 5
Halifax, NS B3K 4T9
Phone: 902-423-6770 ext 232
kathryn@ecma.com

ECMA Background Information:

The East Coast Music Association (ECMA) is a regional collaboration of people in the music industry of Atlantic Canada. We are a registered non-profit association dedicated to the music of Atlantic Canada.

Membership is open to all individuals working in any sector of the music industry or those who support the music industry. Membership includes musicians, artists, agents, managers, record companies, studios, media, related corporation and retailers.

Over the past 30 years, the association has been witness to the successes and struggles of hundreds of East Coast artists. ECMA has been a catalyst, bringing music industry representatives from all over the world here to the East Coast to discover and cultivate one of our greatest exportable resources - our music. By doing so, we have also helped build a regional and professional music industry in our corner of the world, one that supports and develops the careers of both the artists and the industry.



The East Coast Music Awards: Festival and Conference is now a five-day, non-stop musical celebration showcasing and recognizing the best of East Coast artists and music. The ultimate goal of this internationally recognized event is to position and promote it as the premiere music event for the public and the music industry in Canada and the conference of choice for artists and industry professionals.

The 2019 East Coast Music Awards: Festival and Conference takes place in Charlottetown, PE from May 1-5.

The ECMA Graphic Designer will be reporting to the Marketing & Communications Manager and the Chief Administrative Officer.

The ECMA Graphic Designer is responsible for the following:

- Updating ECMA Branding and Logos (dates and location)
- Updating existing ECMA signage
- ECMA event signage, including pull up banners, street pole banners, stage signs, posters, rack cards, window clings, billboard designs, tent cards and more
- 2 Event Guides (roughly 116 and 12 pages)
- Delegate badges
- PDF documents (business one pagers, submissions manual and more)
- All digital signage (various sizes)
- All online graphics and designs (social media images, website images, e-vites, online ads and more)
- All print/online advertisements
- Other ECMA designs as needed

Proposal Requirements:

1. Cover letter and resume
2. Online portfolio, including demonstrated ad/signage campaigns, large/multi-page document designs, online graphics and logo design
3. References

Skills and Experience:

- 3-5 years experience in graphic design
- A degree/certificate in graphic design or related field
- Proven ability to execute advertisement, booklet, signage, online and other related designs
- Creativity, plus strong written and oral communication skills

- Have strong organizational skills, and be detail oriented with a strong ability to prioritize to meet deadlines
- Work well under pressure
- Experience working in the music or creative industries considered an asset
- Expertise in Adobe InDesign, Photoshop, Illustrator, Acrobat Pro and other related programs
- Experience with Google Drive and Mailchimp
- Experience graphic designing for social media platforms including Facebook, Twitter, Instagram, and YouTube
- Reliable, hard-working, conscientious and a team player with a positive attitude
- Ability to work flexible hours, including evening and weekends when necessary. Though the contract runs from October to June, the busiest period will be from late January to early May.
- Staff will try to give the designer a reasonable amount of time to create designs. However, quick turnaround times may be necessary in certain instances.

Only applicants selected for interviews will be contacted.

If you have any questions, please contact kathryn@ecma.com