

Guild Hall

RFP FOR MARKETING CONSULTANT

Purpose

Guild Hall seeks proposals from qualified marketing professionals to enhance our organization's visibility and public awareness of our mission and programs, with special emphasis on the use of technology to increase participation and revenue.

Guild Hall Mission

Guild Hall is the cultural heart of the East End: a museum, performing arts, and education center, founded in 1931. We invite everyone to experience the endless possibilities of the arts: to open minds to what art can be; inspire creativity and conversation; and have fun.

Guild Hall presents more than 200 programs and hosts 60,000 visitors each year. The Museum holds six to eight exhibitions, ranging from the historical to the contemporary, and focuses on artists who have an affiliation with the Hamptons. The Theater produces more than 100 programs—including concerts, dance, comedy, film screenings and simulcasts, talks, children's programs, and literary readings—from the classics to new works. In addition to these endeavors, Guild Hall supports the next generation of artists with in-school and on-site Learning + New Works programs and a thriving Teen Arts Council.

<https://www.guildhall.org/>

Objectives and Scope

- Increase public awareness of Guild Hall's programming, service to the community, and institutional successes, improving visibility and engagement with residents and tourists.
- Implement technology-driven marketing (direct marketing, geolocational, etc.) for targeted demographics (new homebuyers for example).
- Target marketing and incentives to residents immediately surrounding Guild Hall.
- Implement tracking and increase conversions (attendance, followers, ticket purchases, memberships, donations, email list subscribers).
- Analyze best platforms for advertising that results in conversions.
- Strategize and recommend the most effective use of social media, increase followers, and explore trends in new media (Instagram, TikTok, etc.).
- Develop and implement campaigns utilizing Google Ads, Facebook/Meta Ads, and YouTube.
- Building on inclusivity and diversity among the audience, expand participation of younger individuals, families, Spanish-speaking communities, Tribal communities, and communities of color.
- Expand media coverage through targeted outreach and engagement.
- Enhance use of existing photo and video content photos/video content to tell the story of Guild Hall.
- Meet with Marketing Committee Chair and participate in Marketing Committee meetings.
- Participate in select team meetings, including staff meetings, marketing and program team meetings.

158 Main St, East Hampton, NY 11937

Proposal Instructions

Interested consultants should submit a proposal that includes:

- Overview of experience and qualifications
- Proposed approach and methodology for achieving objectives
- Examples of past work relevant to this project
- Three professional references

Proposal Submission

Proposals should be submitted electronically **no later than February 10, 2025** to akirwin@guildhall.org, Amy Kirwin, Chief Public Engagement & Impact Officer.

Timeline and Compensation

The selected consultant will work with Guild Hall's Chief Public Engagement & Impact Officer on a contract period covering March 10 through September 5, 2025, at 25 hours a week. Remote work permitted. Background check required for selected consultant.

- RFP Issued: January 27, 2025
- Proposal Submission Deadline: February 10, 2025
- Consultant Interviews: February 10–21, 2025
- Consultant Selection/Notification: February 28, 2025
- Project Kickoff: March 10, 2025
- Project Completion: September 5, 2025

Compensation: \$30,000

Frequently cited statistics show that women and people from underrepresented groups apply to jobs only if they think they meet 100% of the criteria. Guild Hall encourages you to apply if you meet many but not all the criteria and feel you may be a good fit for the role. Guild Hall is an Equal Opportunity Employer and does not discriminate on the basis of age, color, national origin, ethnic origin, citizenship status, disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, marital status, veteran status, or any other characteristic protected by federal, state, or local law in its employment policies. In addition, Guild Hall will provide reasonable accommodations for qualified individuals with disabilities.