



**Request for Proposals:
Social media strategist
3-month contract**

Deadline for Submission: 12:00 PM EDT, July 4, 2025

Subject Line: "Social media strategist RFP"

About Prosper Canada

Founded in 1986, Prosper Canada is a national charity dedicated to expanding economic opportunity for Canadians living in poverty through program and policy innovation.

As Canada's leading champion of financial empowerment, we work with government, business, and community partners to develop and promote financial policies, programs and resources that transform lives and foster the prosperity of all Canadians.

We do not deliver services directly to individuals. Instead, we support public, private, and community sector partners in offering high-quality financial empowerment supports.

In 2024, the Government of Canada committed \$60 million over five years to Prosper Canada to expand free community financial help services and connect 1 million Canadians with low incomes to \$2 billion in additional income.

Prosper Canada values collaboration, human-centered design, and forward thinking. We are committed to diversity, equity, inclusion, and supporting equity-seeking groups, including Indigenous Peoples, racialized communities, persons with disabilities, and those living on low incomes.

Project overview

Prosper Canada is seeking a consultant or consulting firm to serve as a **Social Media Strategist** on a short-term three-month contract. The successful candidate will lead the development and execution of a comprehensive, organization-wide social media strategy that amplifies Prosper Canada's mission, strengthens our brand, and grows engagement across platforms.

Scope of work

The selected consultant will:

- Develop a comprehensive, integrated social media strategy aligned with Prosper Canada's brand and communication goals resulting in a unified and actionable approach to online engagement
- Build a content calendar integrating work across major program areas enabling consistent amplification of key Prosper Canada initiatives:
 - Resilient Futures (A federally funded national partnership initiative)
 - Frontline Partnerships (Training, learning and community development)

- Prosperity Gateways (A municipal financial empowerment integration)
- Tech-enabled FE Tools (e.g., Benefits Wayfinder, Disability Benefits Compass)
- Systems Change and Advocacy (Policy, government relations and thought leadership)
- Provide recommendations on translating complex financial empowerment topics into engaging, accessible content for various audiences (e.g., community members, funders, partners, policy makers) improving message clarity and audience connection.
- Share best practices in supporting the creation of multimedia assets by advising on graphic and video needs strengthening Prosper Canada's visual storytelling capacity.
- Set up social media community engagement workflows and guidance for ongoing management by staff, resulting in a consistent, responsive, and values-aligned online presence that fosters stronger audience relationships and supports organizational goals.
- Set up tracking and reporting processes for key performance indicators (KPIs), supporting ongoing evaluation and data-informed social media strategy adjustments.
- Ensure all social media content is accessible, brand-consistent, and aligned with Prosper Canada's values of equity and inclusion reinforcing Prosper Canada's values in every social media communication.

Deliverables

- An organization social media strategy planning for the next three years.
- 6-month integrated social media content calendar
- Platform-specific content creation (copy and guidance for visuals)
- Monthly KPI tracking templates with summary insights
- A final summary report with recommendations for ongoing social media management

Consultant qualifications

The ideal consultant or firm will have:

- 3–5 years' experience in social media strategy development and execution
- Demonstrated success creating multi-program or multi-initiative campaigns
- Excellent writing, editing, and storytelling skills tailored to social media

- Experience with social media management tools (e.g., Sprout Social, Meltwater, Meta Business Suite)
- Ability to manage multiple priorities and projects simultaneously
- Experience collaborating with Marketing and Communications teams
- Commitment to equity, inclusion, diversity and Prosper Canada's mission

Proposal Requirements

Interested consultants should submit a proposal that includes:

- A brief overview of your experience and approach to social media strategy
- A portfolio or links to 2–3 relevant social media campaigns or content samples
- A proposed work plan and timeline for deliverables
- A budget breakdown aligned with the scope of work
- Two references from recent clients

Scope and budget

Proposal Deadline: July 4, 2025

Contract Start Date: July 14, 2025

Contract Value: \$15,000

Contract Duration: 3 months

Submission Instructions

Submit proposals by **12:00 p.m. EDT on July 4, 2025** to:

Wendy Abbott-Serroul, Sr. Manager Marketing and Communications

wabbottserroul@prosperscanada.org

Subject line: **"Social media strategist"**

For questions or clarifications, please contact us at the email above. Responses to questions may be shared with all applicants.