



REQUEST FOR PROPOSAL

Social Media Strategist

Intimate Hotels of Barbados (IHB) is a consortium of locally owned small hotels, guest houses, villas, and apartments across Barbados, representing authentic Barbadian hospitality. As part of its digital transformation and marketing strategy, IHB seeks to engage a **Social Media Strategist**.

The social Media Strategist is responsible for developing and executing IHB's social media and digital content strategy to strengthen brand awareness, increase engagement, and drive bookings across member properties. This role blends creativity and analytics to tell the story of authentic Barbadian hospitality through compelling content and digital campaigns.

Scope of Work

- **Strategy & Planning:** Develop a monthly content calendar aligned with IHB marketing calendar, promotions and partnerships built around the brand pillars.
 - **Content Creation:** Lead the creative direction for all digital content (static posts, reels, stories) using brand-aligned visuals, photography, and/or short-form video, to produce engaging visual assets.
 - **Management:** Schedule and publish content, engage followers, and maintain a warm brand voice and tone. (Brand guidelines to be provided)
 - **Overseeing:** Online communities across IHB platforms (Instagram, Facebook) and respond to comments, DMs and tags in a professional, friendly tone.
 - **Monitoring:** Trends, performance metrics, and analytics to refine strategy and improve outcomes.
 - **Reporting:** Deliver monthly reports on reach, engagement, and growth with actionable recommendations, plus quarterly reviews.
 - **Format:** Paid ads, and hotel-based content capture
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Qualifications

- Minimum 2 years' experience in social media strategy, preferably within tourism or hospitality.
- Strong understanding of content marketing, SEO, and social analytics.
- Proficiency in Canva, Meta Business Suite, and analytics tools.
- Excellent writing, creative direction, and communication skills.

Proposal Requirements

Kindly submit

1. Profile – Brief overview of individual or agency experience.
2. Portfolio – Links/samples of previous tourism or lifestyle work.
3. Approach– A sample mood board showing proposed creative direction for the IHB brand
4. Budget – A brief outline of your strategic approach and monthly budget
5. References – Two professional client references

Email your proposal to:

Email address: information@intimatehotelsbarbados.com

Subject: *RFP – Social Media Strategist (IHB)*

Deadline: 14 November 2025