

Economic Development Marketing
Copy-Writer Project

The Town of New Milford is seeking an individual to develop a new economic development website to assist the Town's business development efforts.

Apply to Alan J. Chapin, Director of Personnel, Town of New Milford, 10 Main Street, New Milford, CT 06776. Include resume, salary requirements and recent project references.

Posting closes June 11, 2012 at 4:00pm.

New Milford Economic Development

**10 Main Street
New Milford, CT 06776
Phone: (860) 355-5001**

New Milford Economic Development Marketing Copy-Writer

Purpose: The New Milford Economic Development Office and Commission are working to develop a new economic development website and marketing materials to assist with the business development efforts to the Town of New Milford. The written material that is being requested will be used on the website and in marketing collateral which will be distributed to potential economic development prospects, local realtors and potential real-estate investors.

Deliverables:

1. Up to 150 hours of copy written material submitted in hard-copy , .pdf format and Microsoft Word File which discusses:
 - a. Business Resources
 - b. Municipal Services
 - c. Quality of Life and Tourism

Minimum Requirements for Submission:

1. The agency or candidate must submit a resume that includes education and prior work experience in journalism, public relations, communications, advertising or marketing for at least 5 years.
2. The candidate must submit at least 3 examples of marketing related copy materials written by the candidate or agency.
3. The candidate or agency must submit the names, titles and telephone numbers of at least 3 professional references excluding family members.

4. The candidate must prepare and submit a research plan and project timeline for developing copy-written material. This should also include work review by the Economic Development Supervisor. The project must be completed by July 31, 2012.
5. The candidate must submit a rate for the estimated 150 hours of copy written material.

Additional Preferences:

1. The candidate will have prior experience with writing marketing copy for economic development commissions, economic development agencies, economic development non-profit organizations or municipal governments.

Selection Criteria

1. The candidate or agency will be selected based on prior experience writing professionally for a newspaper, advertising agency, public relations agency or marketing firm.
2. The candidate will be selected based on a review of the copy materials submitted to the economic development office.
3. The candidate will be selected based on the responses from the candidate's references.
4. The candidate will be selected based on research plan and project timeline for the project.