Communications Plan SOW

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Prepared for: **The City and County of Durham**

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# General Scope of Work (SOW)

## Executive Summary

This SOW includes the detailed scope of services that communications contractor (“Contractor”) will perform for the City and County of Durham’s Open Data Initiative (“CCDODI”). Contractor will provide services related to CCDODI’s strategic marketing communications needs in the areas of brand planning as it pertains to communications, media planning, creative, and research. These services will be delivered over a period, beginning [date] and concluding [date].

Contractor’s services are described as follows.

* The following sections outline in detail the services that Contractor will provide to support these initiatives.
* Brand Planning and Management Services
* Manage overall relationship between CCDOD, and its media and interactive agencies of record.
* Provide strategic insight and direction that pertain to marketing communications at the program and product level.
* Act as primary contact for CCDODI’s team, channeling questions and requests.
* Define the overarching marketing communications strategy for CCDODI, and ensure the overall marketing communications and offline strategies, as well as the brand positions, are communicated to the relevant media and interactive agencies.
* Develop press releases, creative briefs, upon receipt of input document from CCDODI, for each project that describe the strategy, specific goals and message of each project.
* Monitoring of annual trends and ongoing analysis of resident attitudes and behavior.
* Participate in weekly status meetings and reviews with CCDODI and internal teams.
* Coordinate with other community and internal stakeholders to ensure an integrated marketing approach and strategy for CCDODI.
* Contribute to and advise CCDODI on the development and implementation of marketing plans, including marketing communications, strategy, and research for the contract and subsequent year.

## CCDODI Services

The CCDODI primary contractor remains the primary communications point for CCDODI. For the duration of the engagement, the Contractor will provide a CCDODI services team consisting of the following roles:

* The CCDODI primary contractor is responsible for coordinating the work effort and flow and for ensuring that CCDODI’ needs are met. Specifically, the primary contractor will:
* Develop and manage campaign strategy
* Conduct quarterly scope reviews to ensure Contractor’s efforts and resources are covered by the scope and budget described in this agreement
* Manage status and monthly meetings to review performance and project update
* Write and deliver all reports in an accurate and timely manner
* Coordinate with other CCDODI agencies to facilitate integrated effort
* Review and approve creative deliverables prior to sending to CCDODI services team for final approval
* Respond to CCDODI team requests and work with internal teams to provide guidance and support per CCDODI requests and questions
* Develop and manage project timelines and launch schedules for online social campaigns

## Financial Summary

The following budget was prepared based on the Scope of Services, Timeline and key Assumptions and Dependencies. Contractor will monitor the budget and provide CCDODI with financial reconciliations on a weekly basis. In accordance with the actual work performed, Contractor may reallocate or add certain resources across the project and/or teams as needed based on the actual needs but only with the express written permission of CCDODI. Contractor will not exceed the total stated fees without written permission from CCDODI.

Total Contractor Annual Retainer: $

Monthly Contractor Retainer: $

## Acceptance Form

This section is to verify acceptance of the terms of the SOW contained herewith. The signatories below are company-authorized personnel, and have assessed or consulted with the appointed company agent to assess and agree to the attached SOW.

**Signatures go here.**