



British Columbia Museums Association

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April 9, 2010

Request for Proposals (RFP):

Managing Editor

The BC Museums Association has issued this Request for Proposals ("RFP") for independent communication consultants, freelance writer/editors or publishers, and established publishing companies with proven expertise in producing dynamic, electronic format publications, for the contracted position of **Managing Editor** to produce the Association's quarterly *Museums Roundup* publication.

Deadline: Proposals must be received **by 5:00 pm, Friday, April 30, 2010.**

Brief Description:

The BC Museums Association, (BCMA), the provincial parent association of museums and art galleries in B.C. since 1957, formerly published and distributed *Museums Roundup* quarterly for members and subscribers throughout B.C., across Canada and internationally. *Museums Roundup* offers readers a variety of features and op ed pieces highlighting a broad scope of projects, exhibits and profiles revealing B.C.'s rich heritage, as well as contemporary issues and case studies of B.C. museums and art galleries. Circulation more than *doubled* to 1,000 per 24-page issue by 2006. *Museums Roundup* was previously direct-mailed through a local mailing house, with a complete, downloadable PDF version posted to the "members only" area of the BCMA's website.

To view back issues in PDF: <http://www.museumsassn.bc.ca/Content/Membership/Roundup.asp>

In response to Provincial funding cuts, and to preserve and re-invigorate the longstanding and revered *Museums Roundup* tradition, the BCMA strategically chose to convert *Roundup* to a more dynamic, interactive and sustainable "e-format" that will enable incorporation of hyperlinks to audio podcasts, reader-activated streaming video, and social networking applications to better expand and engage new audiences with stories about our shared heritage and vibrant visual arts community.

Reporting to the BCMA Council's Editorial Committee and the Executive Director, beginning with the Spring 2010 issue, the Managing Editor will assume responsibility for the re-design and timely production of BCMA's quarterly *Museums Roundup* in an exciting, more accessible new online, e-format.

Contract Term:

Candidates must be available to start in May 2010. The initial contract will run to July 31, 2010 inclusive, (commensurate with BCMA's current membership year), and is renewable, subject to pending project funding and a year-end service review conducted by the Editorial Committee. This contract does not preclude concurrent editing or publishing agreements with other sources. However, online publication to pre-set, web-posting deadlines is essential to this contract.

Contract Fee:

Candidates are requested to state their expected **per issue fee** for coordination of features, advertising placement and editing services only. Proposals may include an **additional fee per issue** for Design & Layout services for a combined contract fee; Or must indicate that design and layout services would need to be contracted separately.

Contracted Responsibilities:

- a) Review and revise existing editorial, production and online publishing arrangements, ad rate sheet, publishing schedule, copy submission deadlines, and ad copy criteria;
- b) Participate and advise the Editorial Committee in the transition to an online publication;
- c) Solicit, identify, liaise with, and coordinate contributors, feature articles, photography and all required content per issue;
- d) Undertake a pre-issue consultation with the Editorial Committee and provide a pre-issue outline of content and advertisers;
- e) Copyedit/proofread and format as needed, all issue content to ensure the highest possible standard of writing, editing, artwork, design and photography each issue;
- f) Work with the Editorial Committee and BCMA Secretariat to cultivate an advertiser base; ad copy coordination and placement; provide invoicing details to the BCMA; and circulation of advertiser “e-copies”;
- g) Coordinate editorial copy for each issue;
- h) Design & layout supervision, including proofs and web-posting deadlines;
- i) Provide, or ensure the provision of, a complete PDF version, a separate cover jpg image, and an index of articles for each issue, for archives posting to the website;
- j) Ensure the timely promotion of *Museums Roundup* to members and subscribers via BCMA listservs and new online subscriber email network;
- k) Solicit and monitor member and subscriber response to content and format, and to constantly strive for continued enhancement of the publication;
- l) Work with BCMA to implement and promote a secure, online subscription program to increase the subscriber base for *Museums Roundup*;
- m) Work with the Editorial Committee to propose an editorial plan and production schedule for 2010-11.

Candidate Requirements:

- a) Proven professional experience in the successful design, coordination and production of an online publication;
- b) Demonstrated professional experience in social networking applications;
- c) Excellent analytical, editorial, written and verbal communication skills;
- d) Previous professional experience working independently and promptly to deadlines;
- e) Professional attitude, with a demonstrated attention to detail, visual presentation and a consistent consideration of the publication’s role and audience.

Please Note: Existing *Museums Roundup* issues and design templates were created with, and are available in Adobe “InDesign” software.

Statement of Qualifications:

Respondents are required to submit a specific “Statement of Qualifications” (point form, 3-pages maximum), directly related to the above tasks and responsibilities, including:

- a) Previous experience, listing specific responsibilities working with designers, graphics artists, writers, publishers and/or advertisers;
- b) An outline of related formal training and/or professional experience;
- c) Extent of your current knowledge of, and any relationship(s) with, B.C.’s museums and art galleries community;
- d) IT capabilities and resources, training, desktop publishing experience, working with art file formats, software programs, social networking applications, and computer resources on-hand to perform this role.

How to Apply:

Please include the following in the form of a Proposal and submit to BCMA:

1. A brief covering letter of introduction including:
 - Statement of interest, availability and commitment;
 - Any concurrent or prospective additional contractual commitments;
 - Three current professional publication or publishing references with contact information;
2. The above Statement of Qualifications (as a separate file or document);
3. Please review the Winter 2010 issue of *Museums Roundup*, posted in PDF on the BCMA’s website at www.museumsassn.bc.ca and provide a 1-page, point-form critique. List any suggestions and/or improvements you would make as Managing Editor;
4. Any related online publication samples, including links or means by which the Selection Committee can access them. Please highlight any editorials and/or copywriting samples for easy reference.

E-mailed submissions, with “Managing Editor RFP” in the Subject line, and the 3 required document files (above) attached in Word or PDF emailed to: JHarding@museumsassn.bc.ca

Or, submissions may be made in writing, to be mailed or delivered to:

BC Museums Association – “Managing Editor RFP”

Attn: Jim Harding, Executive Director

Suite 204, 26 Bastion Square

Victoria, BC V8W 1H9

No telephone, email inquiries or in-person inquiries or faxed submissions, please.

Deadline: Must be received by **5:00 pm, Friday, April 30, 2010.**

The BC Museums Association wishes to thank all interested parties in advance, however only those applicants chosen for an interview will be contacted.

The decision of the BCMA will be final. No results will be given to individual applicants. No appeals will be heard or selection rationale given.