



**Membership Relations Services  
to the  
Travel Media Association of Canada**

Reports to: President and Board of Directors of Travel Media Association of Canada

Type: Contract

Location: Canada

Position start date: May 3, 2021

Position Term: One year with an option to renew

Application Deadline: 11:59 PM EST, March 15, 2021

**TMAC**

The Travel Media Association of Canada (TMAC) is the Canadian not for profit association serving industry and all media travel professionals. The association currently has about 300 members — Canadian writers, photographers, videographers, bloggers and social media mavens, as well as highly respected representatives of the travel industry from around the world. Our mission is to foster excellence in travel media coverage on all platforms, to promote professional development, to uphold ethical standards and to encourage the dissemination and exchange of information about travel. We cultivate relationships that result in relevant connections, comprehensive opportunities and successful outcomes. As an organization, we strive for inclusivity, openness and forward-thinking in the ever-changing travel industry environment. TMAC values diversity and equal opportunity.

**Contractor Responsibilities:**

The MRO (Media Relations Officer) plays a key role in achieving TMAC communications, member relations, advocacy and administration objectives through a broad range of activities, tools and channels. Functioning both collaboratively and independently, this

team member helps to build TMAC's brand and organizational profile through providing high impact communications, supporting membership activities and events and in providing administrative support.

#### Broad Responsibilities:

General

Member recruitment

Membership management

Member relations

TMAC Awards administration

Newsletter, social media and other member communication tasks

Exit interviews and surveys

#### General

- Coordinate with and take direction from the Board and from the Membership Committee, Awards Committee and all other relevant Committees of the Board in carrying out all tasks.
- Coordinate and liaise with the CAO on all tasks.
- Make monthly reports to the National Board and Membership Committee summarizing monthly activities, estimates of time spent on broad responsibilities monthly and year-to-date, outline upcoming tasks and provide alerts to any urgent matters.
- Participate in an annual performance review.
- Other duties as assigned by the board.

#### Member recruitment

- Design and implement an annual recruitment drive.
- Receipt of membership applications determine eligibility and work with Media and Industry Committees to approve new and renewed memberships.
- Collect membership renewals and in cooperation with CAO process membership dues.
- Follow up with overdue accounts.
- Design, print and distribute media membership press cards and optional industry ID cards.
- Explore and propose new TMAC membership categories that reflect the changes in the travel industry and the emergence of social media.
- Develop initiatives and strategies to grow TMAC membership.

#### Membership management

- Maintain membership database.
- Provide updated lists to Chapter Chairs on a monthly basis.

#### Member relations

- Respond to enquiries from members in a timely manner with the goal of satisfying all enquiries in a complete and timely manner.
- Respond to enquiries from National Board, National Committee Chairs, Provincial Chapter Chairs.
- Attend chapter meetings and M&M's whenever possible.

#### Member Awards

- Distribute communications for TMAC Awards, including reminders and updates.
- Receive and record all awards entries and distribute to judges as directed by the Awards Committee.
- Follow up with incomplete submissions.
- Prepare a report of submission for Awards Chair to track progress.
- Prepare an awards package for judging including instructions, letters, evaluation forms, etc.
- Oversee judging process.
- Facilitate judge's meeting to review winners and honorable mention lists.
- Provide a report to the Awards Committee for communication to pertinent recipients including sponsors.
- Coordinate payment of judges.
- Attend the annual conference arriving a day or two in advance and be on call 24/7 during the conference.
- Facilitate awards ceremony.
- Prepare certificates for winners.
- Work with Awards Committee to coordinate and arrange an awards presentation including powerpoint, MC selection, signage and onsite supplies.
- Confirm award winner attendance.
- Ensure winners are posted on website and communicate winners in a press release post conference.
- Prepare awards report for Awards Committee and TMAC Board of Directors, including any recommendations about TMAC Awards that come from the conference survey.

#### Newsletter, social media and other member communication tasks

- Develop membership communication strategy across all channels.
- Create and gather content for a monthly e-newsletter that provides news to and about members, celebrates members, addresses current issues in travel and travel media, alerts members to deadlines, etc.
- Create a strategy and carry out internal social media activity and monitor platforms on a daily basis.
- In cooperation with the CAO, administer the functioning and evolution of the TMAC website to best serve members.
- In cooperation with the CAO, develop an SEO plan in order to strategically position TMAC on search engines and help increase rankings for key search terms.
- Utilize analytics to review user experience and seek key insights to help with online guest experience and opportunities to improve.

#### Exit interviews and surveys

- Design and carry out exit surveys and/or interviews with members who have departed or who have not renewed their membership.
- Analyze this exit information, prepare a report at least once a year and present to the Membership Committee and the Board.
- Recommend changes to the MAO roles based on exit data findings.

#### **Competencies:**

Superior and proven interpersonal skills

Intimate and current understanding of the travel media industry

Experience and proven success in recruiting, serving and celebrating the successes of a diverse professional membership base

Proven social media skills

Previous experience with SEO and analytics is an asset

Experience in the development and management of websites

Excellent writing skills

Experience in creating communication tools such as newsletters

Understands the functions of and works easily with non-profit boards of directors

Excellent organizational skills

Excellent communication skills on all platforms

A collaborative leadership style with the ability to foster relationships inside and outside an association

Ability to work to deadlines

Exceptional technical skills with Microsoft Office, Adobe Creative Suite

#### **Compensation**

TMAC estimates that the provision of MRO services will require no less than an average of 20 hours per week.

Please include salary expectations in your bid. The contract may not necessarily be awarded to the lowest bidder.

**Proposal Submission:**

Submissions must be submitted to and will be evaluated by the TMAC Human Resources Committee at this email address only:

Email: [TMACRFPBids@gmail.com](mailto:TMACRFPBids@gmail.com)

ELECTRONIC PROPOSAL SUBMISSIONS ONLY, shall be received by the Bidding System, no later than 11:59 EST on March 15, 2021.

TMAC values diversity and equal opportunity. Everyone is different, so we will take into account individual accessibility needs, including special accommodation, during the recruitment process and, if the successful bidder, on the job.

## **Appendix A**

### **A. False or Misleading Statements**

If in TMAC's opinion, a proposal contains false or misleading statements or references that do not support a function, attribute, capacity or condition as contended by the vendor, then the entire proposal may be rejected.

### **B. Bribery/ Fraud**

Should any Proponent or any of their agents give or offer any gratuity or attempt to bribe any employee or board member of TMAC, or to commit fraud, TMAC shall be at liberty to cancel the Proponent's submission.

### **C. Inquiries, Clarifications and Addenda**

If a Bidder needs to address any discrepancies, errors and/or omissions in the Bid Document, or if they are in doubt as to any part thereof, such changes will not be accepted after the deadline.

Any inquiries must not be directed to other TMAC members or its Board of Directors. Directing inquiries through other channels than the HRC (Human Resources Committee) will result in your submission being rejected.

### **D. Limitation of Liability**

TMAC and its Board members shall not be liable for any information or advice or any errors or omissions that may be contained in the RFP or any data, materials, or documents disclosed or provided to the Proponent pursuant to this RFP or otherwise. TMAC and its Board members make no representation or warranty, either express or implied, in fact or in law, with respect to the accuracy or completeness of this RFP or such data, materials, or documents, and shall not be responsible for any claim, action, cost, loss, damage, or liability whatsoever arising from the Proponent's reliance or use of this RFP or any data, materials, or documents provided. The Proponent should satisfy itself as to the accuracy of the information contained in the RFP through independent means. The only representations and warranties made by TMAC will be those that may be contained in any definitive agreement between TMAC and the Proponent.

Neither the transmission of this RFP to a Proponent nor the acceptance or receipt of a Proposal by TMAC shall be construed as or imply any obligation or commitment on the part of TMAC to enter into a contract or agreement of any kind in respect to any or all of the contents of this RFP.

### **E. No Collusion**

No Proponent shall discuss or communicate with any other person or entity (including, without limitation, any employee, representative, or member of TMAC) about the preparation of its Proposal. Each Proponent's Proposal shall be prepared without any connection, knowledge, comparison of information, or arrangement with any other person or entity responding to the RFP (or any employee, representative, or agent thereof) and each Proponent shall be responsible to ensure that its participation in this RFP is conducted fairly and without collusion or fraud.

### **F. No Publicity or Promotion**

The Proponent shall not make any public announcement or distribute any literature regarding this RFP or otherwise promote itself in connection with this RFP. In the event the Proponent is awarded a contract, the Proponent shall not identify TMAC as a customer of the Proponent and shall not otherwise use TMAC's name or any TMAC mark, without the written consent of TMAC.

#### G. Conflict of Interest

Bidders are required to disclose through the Bidding System, and on an ongoing basis thereafter, any conflict of interest, real or perceived, that exists now or may exist in the future, with respect to this RFP.

The Proponent will be required to identify if the Proponent has any conflict of interest with respect to other work and/or other clients. The Proponent shall ensure that all Subcontractors also have no conflict with respect to other work and/or other clients. No officer or employee of TMAC is, will be, or has become interested, directly or indirectly, as a contracting party, partner, stockholder, surety or otherwise howsoever in or in the performance of the said contract, or in the supplies, work or business in connection with the said Agreement, or in any portion of the profits thereof, or any supplies to be used herein, or in any of the monies to be derived therefrom.

#### H. Rights Reserved by TMAC

TMAC reserves the right, in its sole discretion and without notice or reasons, and without liability to:

1. accept/reject any or all Proposals and/or reissue the RFP in its original or revised form;
2. to extend the time for the submission of proposals;
3. to modify the RFP;
4. by the publication of an addendum or other notice, TMAC shall not be liable for any expense, cost, loss or damage incurred or suffered by any Applicant (or any other person) as a result of its so doing.

Late Proposals shall not be accepted by TMAC's Bidding System.

**HARD-COPY PROPOSAL SUBMISSIONS WILL NOT BE ACCEPTED.**