



Arrowtown - Arrowtown Promotion & Business Association

Social Media Content Creator Brief

Request for Proposal (RFP)

Social Media Content Creator - Part-time role (15hrs per week).

Disclaimer: The successful applicant must reside in the Queenstown Lakes (remote applicants will not be accepted) and you must have the right to work in NZ as this role is not able to be sponsored.

Submission Deadline: 5pm Tuesday 30th June 2026 - Applications will be reviewed as they are received. Please submit by email as below.

Contact Person: Nicky Busst - info@arrowtown.com

1. About APBA/Arrowtown

Arrowtown is a charming historic village known for its gold mining history, preserved heritage buildings and features, tree lined streets, luxury boutique shopping, hidden gems and vibrant arts and food scene. Arrowtown is nestled amongst nature with a diverse

number of walking and biking tracks on its doorstep and close to Gibbston region wine valley. Arrowtown attracts both domestic and international visitors seeking authentic and memorable travel experiences throughout the year, where they can mix with locals buying their morning coffee or picking up takeaways. Whilst very popular in Summer and Autumn, we are looking to grow year round visitation and strengthen the typical shoulder (May/June and Sept) seasons as well as increase visitation in winters for those seeking a true family winter experience, highlighting the unique business and faces behind them in our small town that won "NZ's Most Beautiful Small Town in 2020 & 2023 and Buckingham Street won best street in 2023.

Just 20 minutes from Queenstown, Arrowtown blends rich history with outdoor adventure and small-town warmth, making it one of New Zealand's most picturesque and beloved destinations.

We have 50 businesses across multiple sectors including, activities, hospitality, retail, arts, accommodation and professional services which all require support and differing needs

2. Project Overview

Arrowtown is seeking a creative and experienced social media content creator to produce and manage high-quality, platform-native content for our digital channels, which includes Meta (Facebook, Instagram, Ads) as well as other digital channels, deemed by the new content creator or post the content strategy review.

We are seeking a content creator who is passionate about our village, ideally lives locally (within a 20min drive of Arrowtown) and is looking to stamp their personality and style onto our Arrowtown channels, elevating it with new opportunities to be determined by the new creator and post the social media strategy review which will take place as part of this process to provide the best set up for the individual or agency. This is not a remote role and we are unable to accept applications who do not live in the Queenstown Lakes.

The successful creator will help showcase Arrowtown through engaging visual storytelling that inspires travel consideration, visitation and spend, supporting our local businesses, the personalities behind them as well as its hidden gems and USPs* (*unique selling points).

3. Objectives

The purpose of this engagement is to:

- Create engaging and visually compelling social media content

- Increase destination awareness and engagement
 - Strengthen our SM presence
 - Look to new opportunities/channels for consideration
 - Build a library of high-quality tourism imagery and video assets
 - Capture seasonal experiences, events and local stories
 - Capture the faces/personalities behind our businesses
 - Supporting “Brand Arrowtown”
 - Produce content aligned with current social media trends and best practice
 - Monthly reporting and attendance at occasional members events (evenings)
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4. Scope of Work

The successful creator will be responsible to create and manage our social media content and channels including :

Content Creation

- Capture and edit short-form video content for reels
- Produce high-quality photography assets
- Create and post content on the chosen SM channels (2-3)
- Capture additional story content during campaigns/events
- Deliver social-first content optimised for mobile and relevant platform viewing
- Deliver engaging content that delivers on the chosen objectives

Monthly Deliverables

(Important - Please note this is purely for example purposes as this will be finalized with the new chosen content creator and post the results of our social media strategy session)

- 4-6 reels per month per chosen channel
 - 2 posts per week across chosen channel
 - Regular/daily story content during events, sharing of content
 - Seasonal campaign content as required (e.g Winter or Autumn specific)
 - Daily monitoring of FB & Instagram channels to include: Quality control, responding to comments and responding to DMs across the platforms
 - Responding and handling content collaboration requirements and influencers
 - Reporting (Monthly) for board and members incl annual review at AGM
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5. Platforms

Content will primarily be used across:

- Instagram - <https://www.instagram.com/arrowtownnz/>
- Facebook - <https://www.facebook.com/arrowtown>

But could also be

- Tik Tok - <https://www.tiktok.com/arrowtownnz>
- Youtube - https://www.youtube.com/channel/UCnDinW54mtVPyv_nuxxzMcA

Note: This will be directed by the new content creator in their proposal submission and from the strategy session.

Content should be:

- Vertical-first where appropriate
 - Optimised for mobile viewing
 - Native to current social media content styles and trends
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6. Creative Direction

We are seeking content that is:

- Authentic and experience-led
- Visually high quality
- Engaging and contemporary but with personality
- Social-first in style and pacing
- Up to date with current trends
- Reflective of the unique personality of our destination

Preferred content style: warm, visually rich, story led (community and business), unique, aspirational, relaxed and authentic small-town charm

7. Target Audiences

Our priority audiences include (but not limited to):

- Domestic couples, families, short break travellers
 - Domestic & East Coast Australia “Shopping” Trips
 - Australian short-break travellers, families
 - Winter Ski holidays
 - Luxury travellers
 - Art Enthusists
 - Solo nomads
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8. Key Content Themes

Content may focus on (in no particular order):

- Seasonal experiences
 - Events and what's on
 - Food & Beverage
 - Accommodation
 - Heritage & Culture incl. Lakes District Museum
 - Outdoor activities (biking/walking/running)
 - Special interest - Golf, Gold Panning, Spa
 - Arts Scene e.g Arrowtown Arts Trail
 - Local businesses
 - Scenic landscapes e.g Hero content
 - Hidden gems
 - Visitor itineraries
 - Day in the life of an Arrowtown/Visitor/Business owner
 - Visitor information - weather, how to find us, where to park, public transport etc
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9. Logistics & Expectations

Please outline your ability and availability to:

- Travel within the destination region, e.g. where do you reside
- Capture content during weekdays/weekends as required
- Work collaboratively with local businesses and stakeholders

- Supply your own equipment
- Meet agreed content delivery deadlines and outputs

Please also advise:

- Typical turnaround /lead time requirements
- Availability for ongoing monthly work. - We're looking for a min. 1 year fixed term contract with annual rollover contracts negotiable after the first year depending on the success of the hire and results
- Drone capabilities/certification (if applicable). APBA can support the approval rights through council.

Start Date: Expectation is handover mid-late August

10. Content Ownership & Usage Rights

Please confirm:

- Ownership arrangements for final assets. Whether raw footage/images are included
- Usage rights for ongoing organic and paid digital marketing of the assets
- Any licensing limitations

Preferred arrangement:

- APBA preference is to **fully own all content captured and produced** under this agreement for ongoing use across our digital and social platforms
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11. Budget

Please provide:

- Monthly retainer price (Preferred option)
- and/or hourly rate . If hourly, please specify indication of hours per month if believe different from suggested in contract.

Please clearly outline:

- What the retainer or hourly rate includes
- Any additional costs (travel, accommodation, talent, music licensing etc.)
- Editing inclusions if appropriate

- Revision/editing limits
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12. Submission Requirements

Please include the following in your submission and email to Nicky at info@arrowtown.com by **5pm on Tuesday 30th June**.

A reminder the successful applicant must reside in the Queenstown Lakes (remote applicants will not be accepted) and you must have the right to work in NZ as this role is not able to be sponsored.

Agency / Creator Information

- Name and contact details
- Business overview / Who you are?
- Relevant experience
- Start Date/Availability

Portfolio

Please provide:

- Links to relevant social media work
- Examples of destination, event or business content
- Examples of reels/video content

Content Approach

Please briefly outline:

- Your creative approach to how you would run Arrowtown social, please state some examples and ideas
- Your understanding of tourism storytelling
- How you create engaging social-first content
- What platforms would you concentrate on? And why?
- What happens if you're sick or go on holiday. Do you have a back up person? Or what is the expectation?

Pricing

Please provide pricing details as outlined above.

Logistics/Expectations

Please outline your ability and availability to Point 9 as above

Ownership/Rights

Please acknowledge and either accept the ownership rights in Point 10 above, or detail your expectations on the content ownership

Any questions, please contact Nicky at info@arrotown.com / 027 721 9017

Submissions to be emailed by the deadline: 5pm Tuesday 30th June 2026

Timeline:

All applications will be reviewed as they are received with a final review at close of deadline. All applicants will be notified, whether successful or not, by the end of July.

Interviews will take place between 8th-9th or 13-15th July, please ensure you are available, ideally in person but we will accept online interviews if necessary.

If required, second interviews will take place between 20-22nd July.

Social media strategy facilitation half day to create the strategic focus for Arrowtown socials with the new content creator will take place in the morning (9am to 1pm) on either 28th or 29th July.

Official start date will be mid-late August