

SOCIAL MEDIA COORDINATOR CONTRACT

CONTRACT FOR SERVICES

This Contract for Services ("Contract") is entered into this ____ day of _____, 2025, (hereinafter referred to as the effective date of the agreement) by and between the JACKSON HOLE TRAVEL AND TOURISM JOINT POWERS BOARD, located at P.O. Box 1727, Jackson, Wyoming 83001 (hereinafter referred to as **BOARD**) and Kreedle Media, located at 120 Crabtree Ln., Jackson, WY, 83001 (hereinafter referred to as **Contractor**).

Witnesseth

WHEREAS, the Board desires to procure services for social media coordination; and

WHEREAS, Contractor has substantial skill and experience in providing these types of services; and

WHEREAS, the Board desires to hire Contractor and Contractor desires to provide social media coordination as outlined in the Scope of Work detailed in Exhibit A.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree to the terms and conditions set forth herein.

Article 1. Statement of Work

Contractor shall provide professional services to the Board (hereinafter referred to as "**work**") as more fully described in Scope of Work detailed in Exhibit A.

Article 2. Compensation and Payment

Contractor shall present appropriate vouchers to the Fiscal Manager on a monthly basis. Contractor shall be paid a monthly set fee of \$6,500. The amount paid to the Contractor shall not differ based on hours worked or the type of work performed. The Board shall reimburse the Contractor for any lodging, airline, and conference fees if the Board requests the Contractor to travel. The Board shall pay up to \$100 per diem for overnight travel. The Board may examine all records of the Contractor during reasonable hours for a period up to and including one (1) year after termination of this contract in order to audit and verify the aforesaid charges.

Article 3. Term and Termination

The terms of this Agreement shall commence on the effective date of this agreement and shall expire on June 30, 2026. Notwithstanding the foregoing provision, Contractor or Board may terminate this agreement at any time by giving the other 30 days prior written notice of termination; provided, however, that all compensation earned or costs incurred prior to such termination shall be payable to Contractor. The provisions of Article 8 shall survive termination or expiration hereof.

This agreement shall automatically renew for up to three (3) additional one (1) year terms, unless either party gives thirty (30) days written notice prior to expiration of the current term of its intent not to renew. Termination of the agreement will require a new Request for Proposals (RFP) to be conducted by the Board.

Article 4. Place of Performance

The Board will not provide dedicated office space or equipment for this contract. The Contractor will have access to shared office space rented by the Jackson Hole Travel & Tourism Board.

Article 5. Independent Contractor Status

It is understood and agreed the Contractor will provide the services under this Agreement on a professional basis and as an independent contractor and that during the performance of the services under this Agreement, Contractor and Contractor's employees will not be considered employees of the Board or the Town of Jackson or Teton County within the meaning or the applications of any federal, state, or local laws or regulations including, but not limited to, laws or regulations covering unemployment insurance, old age benefits, worker's compensation, industrial accident, labor, or taxes of any kind. Contractor and Contractor's employees shall not be entitled to benefits that may be afforded from time to time to County, Town, or Board's employees, including without limitation, vacation, holidays, sick leave, worker's compensation and unemployment insurance. Further, the Board shall not be responsible for any such withholding or paying of taxes or social security.

The Contractor understands that they are operating as an independent contractor and shall follow all requirements and guidelines from the U.S. Internal Revenue Service as operating as an independent contractor. The Board only retains the right to control or direct the result of the work and not what will be done or how it will be done. The payment of this contract is a set amount, and no employment benefits are given to the Contractor.

Article 6. Trademark and Trade Name

This Agreement does not give either Party any ownership rights or interest in the other Party's trade name or trademarks.

Article 7. Indemnification

The Board shall indemnify, defend and hold harmless the Contractor and its officers and employees from any and all lawsuits, losses, and liabilities arising from any act of omission or commission by the Board with respect to the Board's statutory duties and obligations. The Contractor shall indemnify, defend and hold harmless the Board from any and all claims, lawsuits, losses and liability arising out of Contractor's failure to perform any of Contractor's duties and obligations hereunder, and from any willful misconduct in performance of the Work that proximately causes injury to a third party.

Article 8. General Provisions

A. Entire Agreement

This Agreement represents the entire and sole agreement between the Board and Contractor with respect to the subject matter hereof and supersedes any and all prior negotiations, understanding, representation, or consulting agreements whether written or oral. This Agreement cannot be modified, changed, or amended, except in writing signed by the both the Board and Contractor.

B. Waiver

The failure of either the Board or Contractor to require performance by the other of any provision hereof shall in no way affect the right to require performance at any time thereafter, nor shall the waiver of a breach of any provision hereof be taken to be a waiver of any succeeding breach of such provision or as a waiver of the provision itself. All remedies afforded in this Agreement shall be taken and construed as cumulative; that is, in addition to every other remedy available at law or in equity.

C. Relationship

Nothing herein contained shall be construed to imply a joint venture, partnership, or principal-agent relationship between Contractor and the Board; and neither party shall have the right, power, or authority to obligate or bind the other in any manner whatsoever, except as otherwise agreed in writing.

D. Assignment and Delegation

Neither party shall assign or delegate this Agreement or any rights, duties, or obligations hereunder without the express written consent of the other. Subject to the foregoing, this Agreement shall inure to the benefit of and be binding upon the successors, legal representatives, and assignees of the parties hereto.

E. Severability

If any provision of this Agreement is declared invalid or unenforceable, such provision shall be deemed modified to the extent necessary and possible to render it valid and enforceable. In any event, the unenforceability or invalidity of any provision shall not affect any other provision of this Agreement, and this Agreement shall continue in force and effect, and be construed and enforced, as if such provision had not been included, or had been modified as provided above, as the case may be.

F. Governing Law

This Agreement shall be governed by, and construed in accordance with, the laws of the State of Wyoming.

G. Paragraph Headings

The paragraph headings set forth in this Agreement are for the convenience of the Parties, and in no way define, limit, or describe the scope or intent of the Agreement and are to be given no legal effect.

Article 9. Notice

For purposes of this Agreement, any notice shall be deemed properly sent and received when sent by certified mail with return receipt requested to the parties at the following addresses:

Jackson Hole Travel and Tourism Board
c/o Teton County Clerk
P.O. Box 1727
Jackson, WY 83001

Contractor
Kreedle Media
PO Box 6312
Jackson, WY 83002

Until or unless changed by one party giving written notice of such change of address to the other party.

Article 10. Authority

The Board represents and warrants to Contractor that the Board has the statutory or other legal authority to retain Contractor's services, and to enter into and perform all of the Board's obligations described in this Agreement. This representation and warranty shall survive the expiration or termination of this Agreement.

Article 11. Board Representative

The Board agrees that the Board Chairperson shall at all times be the sole, duly authorized representative of the Board from whom Contractor shall receive direction as to the Work, and to whom the Contractor shall communicate regarding clarification of Work tasks, and communications to the entire Board.

APPROVAL AND EXECUTION

IN WITNESS WHEREOF the parties have executed this agreement on this _____ day of _____, 2025.

Jackson Hole Travel and Tourism Joint Power Board

Mary Bess, Chair

Attest:

Sam Pope, Secretary

Contractor
Kreedle Media

Kristie Ryan

Exhibit A

Social Media Coordinator Scope of Work

1. Develop, write captions, and publish engaging social media content across multiple platforms for the JHTT-JPB. Ensure timely responses to user inquiries and messages across all social media platforms within 24 hours.
2. Plan, shoot, and edit content tailored for social platforms, ensuring each piece is platform-optimized and aligned with brand messaging.
3. Work in partnership with JHTT-JPB's Marketing Manager on content needs, development of strategy, and production on an as-needed basis.
4. Develop social media strategy and prepare bi-weekly content calendars for social media accounts across all social media channels. Present these strategies weekly to the Marketing Manager and quarterly to the JHTT-JPB's marketing committee.
5. Collaborate with the JHTT-JPB's Agency of Record to develop, produce, and/or distribute content based on annual marketing strategy and content needs.
6. Curate and manage content for the JHTT-JPB shared community asset photo library, CrowdRiff.
7. Track and analyze key performance metrics (engagement, reach, follower growth, conversions, etc.) using social media analytics tools.
8. Test different content formats, posting times, and strategies to improve reach and engagement.
9. Stay up-to-date with platform algorithm changes and adjust strategies accordingly.
10. Stay ahead of social media trends, platform updates, and best practices.
11. Stay informed about trending topics, viral moments, and cultural conversations to keep the brand relevant and top-of-mind.
12. Ensure all content aligns with brand voice, aesthetics, and messaging.
13. Actively monitor social media channels, responding to comments, messages, and mentions in a timely and engaging manner.
14. Foster community engagement by initiating conversations, running interactive campaigns (polls, Q&A, giveaways, etc.), and responding authentically.
15. Build relationships with influencers, brand advocates, and potential collaboration partners.
16. Participate in partner status meetings, monthly JHTT-JPB meetings, and additional meetings as needed.