

April 1, 2022

Jennifer Schmidtke
65 South Street
Woodstock, VT 05091

Re: Independent Contractor Agreement

Client: Woodstock Economic Development Commission
Town of Woodstock, VT
Contractor: Jennifer Schmidtke

1. Services

The Contractor, Jennifer Schmidtke, agrees to effectively execute the job requirements to manage the Digital Media Marketing Program for Woodstock's Economic Development Commission (WEDC). The requirements are contained in Attachment A – Digital Media Marketing Program.

The Digital Media Marketing Manager will report to the Woodstock Economic Development Commission, as described in the attachment. There will be quarterly reviews of job performance, which will be conducted by the WEDC.

2. Terms

The contract period will run from April 1, 2022 through December 31, 2022.

The WEDC will pay the Contractor an hourly fee of \$32.00 per hour, with approximately 15 hours per week anticipated. The Marketing Committee will review the hourly rate and weekly hours after six months. Expenses incurred performing the job function will be reimbursed; any expenses greater than \$100 will require prior approval. Invoices documenting hours, services provided, and expenses will be submitted monthly to the EDC Coordinator. The Town of Woodstock will make payment for these invoices from the EDC's E-5093-062 account.

The Client will report all payments to the Contractor and the IRS on an annual basis using IRS Form 1099-Misc.

3. Contractor Status

The Contractor is an independent contractor and is not an employee of the Client or the Town of Woodstock. Client and Contractor agree that no employee-employer relationship shall be created by this agreement. The Contractor shall not be entitled to any benefits that the Client provides its employees. The Contractor is responsible for all Federal and State taxes on the Contractor earnings. The Client will not provide the contractor workers compensation or equivalent under Vermont law. The Contractor shall use his own discretion and expertise as to how to effectively and professionally provide the services required by the Client.

SIGNED/DATED

Contractor:

Client:

Jennifer Schmidtke

David Green, Acting Town Manager
Town of Woodstock

Date: _____

Date: _____

Attachment A – Digital Media Marketing Program

Digital Media Marketing Manager:

Woodstock Economic Development Commission, Town of Woodstock, Vermont

General Description:

As an independent contractor, the Digital Media Marketing Manager will develop content for and manage the execution of a digital media marketing program to promote Woodstock, Vermont to potential visitors, residents and businesses. The Contractor will work primarily with existing websites and digital media accounts and platforms, but may propose new marketing vehicles to accomplish the goals of the program. The Contractor will develop a quarterly editorial calendar in consultation with a marketing committee made up of members of the Woodstock Economic Development Commission and the Woodstock Chamber of Commerce. The Contractor will report to the Woodstock Economic Development Commission.

Goals of the Program:

- Engage potential visitors, residents and businesses in multiple digital media channels to deepen their interest in Woodstock, Vermont.
- Increase the number of persons engaged as measured by: website visits to www.woodstockvt.com, followers on Instagram, friends on Facebook, subscribers to the Woodstock newsletter, views of social media posts.
- Develop and publish original and curated content that showcases the community assets that make Woodstock an attractive place to live, work and play.
- Generate serious relocation and tourism inquiries from the digital media audience.

The Digital Media Coordinator will manage the following activities:

Social Media:

- Create, manage and execute social media calendars for @WoodstockVT, including Instagram and Facebook accounts
- Research audience preferences and discover current trends
- Develop and create engaging text and image content (and video content where applicable) to attract more followers and engage current audience across channels
- Design posts to sustain readers' curiosity and create buzz around new events, blog posts, and businesses/organizations around town
- Leverage existing social platforms run by local businesses
- Stay up to date with changes in all social platforms ensuring maximum effectiveness
- Maintain an optimal posting schedule, considering web traffic and customer engagement metrics
- Monitor all user-generated content and engage in an appropriate and timely manner
- Manage and maintain the analytics system to track social media engagement and results, and create monthly social media update report. Create and monitor effective benchmarks for measuring the impact of social media programs. Analyze, review and report the effectiveness of campaigns to maximize results
- Support brand storytelling through social media channels and establish consistency of messages across channels

Blog:

- Manage and execute editorial content calendar to ensure story of Woodstock is being told
- Create compelling content to engage both tourists visiting the site and the community living in and around Woodstock, including writing original content
- Publish 3 or more posts per month reflecting mix of relevant, original and informative content on a wide range of subjects to engage readers
- Edit and format all blog posts for publication
- Monitor and analyze web traffic to maintain optimal posting schedule and create engaging content for current audience

Marketing Agencies:

- Work with marketing agencies retained by the EDC, providing necessary support and interactions on a day-to-day basis as needed

ADDITIONAL CONSIDERATIONS:

The Digital Media Coordinator will work as an independent contractor, providing services to the WEDC on a contractual basis, for a twelve-month contract. The Coordinator will not be an employee of the Town of Woodstock (Town) and will control the manner and means in which he/she conducts his/her work. The WEDC will manage the contract and relationship on behalf of the Town. Reasonable and customary administrative expenses such as printing and photocopying will be borne by the Town according to a budget established by the Coordinator and approved by the WEDC.

TERMINATION

Any party may terminate this agreement at any time by giving 30 days written notice to the other party.