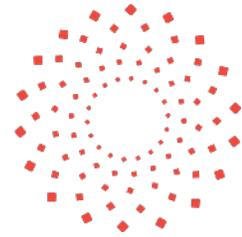


PEMBROKE



Request for Qualification | Independent Social Media Manager Commonwealth Pier

Pembroke is seeking qualifications from an **independent social media manager** to support the launch and ongoing organic social media presence for **Commonwealth Pier**, a new mixed-use waterfront destination in Boston's Seaport neighborhood. Commonwealth Pier is scheduled to open in **Q2 2026**, with activity and programming ramping up seasonally throughout the year. The selected social media manager will embed closely with the on-site team to deeply understand the property, its partners, and day-to-day activity, and translate that into timely, relevant, high-quality social content.

Website: [Commonwealthpier.com](https://www.commonwealthpier.com)

We formally invite you to submit your skills and capabilities as well as a proposal for this project. Please note this is not a paid pitch and anyone accepting the offer to pitch should fully understand the scope of work before responding to this brief.

OVERVIEW

Commonwealth Pier is a welcoming community hub located in the heart of Boston's Seaport neighborhood. We are building a place where locals and visitors can experience a vibrant slice of the city. We will elevate and celebrate the everyday, drawing in people because we enrich moments and experiences.

Comprised of Seaport East and West, Seaport Hotel and the former World Trade Center, reimagined as Commonwealth Pier, this urban waterfront campus is a place that ties Boston's meaningful past to our compelling present and future. Located on Seaport Boulevard with an active marine terminal, Commonwealth Pier will serve as the first stop for many coming to Seaport by land or by sea. Our 3.5 acres of public parks and a robust art program will facilitate our wide-ranging public programming. Additionally, we hope to inspire locals and visitors alike to visit our vibrant mix of community, retail and dining destinations.

Phased Opening:

This engagement is structured across **three phases**, aligned with the property's opening and seasonal activity levels. The scope and expectations intentionally flex based on the amount of on-site programming.

Phase 1: Ramp-Up / Getting Started

(Pre-opening through early activity)

Focus: Foundation building, account setup, and immersion

- Set up and launch Instagram and Facebook accounts
- Publish initial content and align on an overall execution approach to social media
- Spend meaningful time on-site with the XM team to become familiar with the property, partners, and long-term vision
- While there will be limited public activity during this phase, on-site presence is expected to support understanding and preparation

Phase 2: Busy Season (May–September)

Focus: High-touch execution during peak programming and neighborhood activity

- Significant increase in on-site events, programming, and seasonal activity
- Social media manager is expected to be **on-site a minimum of 6 times per month** to document programming and coordinate with the team
- Deliverables:
 - Minimum of **8 pieces of unique in-feed content per month**
 - Includes at least **2 Reels per month**
- Content will largely reflect:
 - On-site programming and events
 - Retailer and restaurant promotions

- Lifestyle moments and seasonal activation at Commonwealth Pier

Phase 3: Standard Level (October–Year End)

Focus: Sustained presence during lower programming periods

- Fewer events and activations, with scaled-back content needs
- Social media manager is expected to be **on-site a minimum of 4 times per month**
- Deliverables:
 - Minimum of **4 pieces of unique in-feed content per month**
 - Includes at least **1 Reel per month**

SCOPE OF SERVICES

This role is **execution-led**, with limited strategic support. Pembroke retains ownership of brand, positioning, and overall marketing strategy. The social media manager is expected to embed with the on-site XM team and operate as a day-to-day extension of the property.

Core Responsibilities (In Scope)

Channel Management & Day-to-Day Operations

- Organic social media management only
- Content scheduling, publishing, and calendar management using **Sprout Social**
- Inbound community management:
 - Monitor and respond to comments and direct messages
 - Flag issues, trends, or sensitivities as they arise
- Conduct social listening and proactively escalate issues to the Pembroke team

Content Capture & Publishing

- Capture and publish organic social media content primarily tied to:
 - On-site programming and events
 - Retailer and restaurant promotions
 - Lifestyle and placemaking moments at Commonwealth Pier
- Serve as the primary provider of **event and lifestyle photography**
 - While additional partners may support select events, baseline photography coverage is the responsibility of the social media manager
- Create day-to-day social graphics as needed
 - Event or restaurant-specific images/graphics may be provided by Pembroke or partners; final responsibilities will be confirmed during contracting

Optimization & Strategic Support

- Provide guidance on best practices, content optimization, and performance improvements
- Support light strategic discussions as requested (strategy support, not leadership)

Out of Scope

- Influencer strategy, outreach, or influencer-hosted events
- Reputation management or review platform monitoring
- Always-on paid social media campaigns
 - Paid support may be requested on an ad-hoc basis but is not anticipated

MEASUREMENT & REPORTING

Pembroke is a **highly data-driven organization**. Robust reporting and performance tracking are critical.

- Develop and track KPIs aligned with organic social media performance and business goals
- Deliver **monthly analytics and performance reporting**, including:
 - Content and format performance
 - Engagement and audience growth trends
 - Key insights and recommended optimizations

AUDIENCE

- Seaport Workforce
- Seaport Residents
- (Greater) Boston Residents
- Visitors and Tourists of Seaport

TECHNICAL REQUIREMENTS

- **Analytics Tools** - to monitor key performance indicators (KPIs) and metrics like engagement rates, click-through rates, and audience demographics.
- **Content calendar**- A content calendar to plan, stay organized, and avoid missed posting dates.
- **Community management** - Address comments, both positive and negative, and engage with followers' tagged photos.
- **Social media audit** - Conduct a social media audit to assess the social media landscape of our peer and competitors.
- **Audience insight** - Use audience insights to understand our audience's demographics and preferences

NON-TECHNICAL REQUIREMENTS

- **Communication** - Strong proactive communication to ensure alignment and transparency.
- **Creativity** - Use creativity to create social media campaigns that stand out from the competition and generate buzz.
- **Content Creation** – Create content that by using storytelling techniques, is relatable, immersive, and accessible.

PROPOSAL FORMAT

We respectfully request your proposal address the following items.

1. **Experience Overview**
 - Experience Overview: History/capabilities/geographical reach/customers
 - Digital Expertise: Provide an overview of your digital marketing expertise, including insight on new releases and how you have supported other brands.
 - Proposed Support Team (If Needed): For any services that you are not able to personally provide, document your proposed support team and their high -evel qualifications.
2. **Social Media Proposal**
 - Approach: Please outline your proposed approach based on the scope of work
 - Case Studies: Provide 2-3 examples of relevant experience, including any placemaking, hospitality, and real estate experience, as well as an example of a digital roadmap/workplan.
 - Timeline: Outline a timeline based on your proposed approach.
 - Budget: Include an itemized budget estimate based on this scope of work. For each of the three phases include your estimate to accomplish the specific needs of that phase. In the spirit of transparency, please include all fees we may incur for the duration of the contract. We would like to see fixed costs as well as your recommended budget for flexible spending such as boosting and influencer support.
3. **Legal/Data Protection Policy**

- Provide a copy of your standard contract.
- Describe any potential conflicts of interest/engagements with competitive properties and how they would be handled.
- Provide additional information on your approach towards privacy/data protection.

Interested parties should submit their proposal via email to Gabriella Messina

ABOUT PEMBROKE - www.pembroke.com

We're an international real estate advisor that acquires, develops and manages properties and places – specializing in mixed-use, residential and office environments in the world's leading cities.

Facilitating the private capital of our investors, we take a long-term approach to real estate, investing in global cities with proven long-term growth potential.

We have offices in Boston, Hamburg, London, Munich, San Francisco, Stockholm, Sydney, Tokyo, and Washington, DC and manage more than 9.8m sq ft / 915,000 sq m in North America, Europe, and Asia Pacific. By combining a global point of view with local expertise, we're able to create and manage world-class properties that deliver the best outcomes for our tenants, investors and the communities in which we work. Please visit Pembroke.com to learn more about us and connect with us on [LinkedIn](#).

We look forward to hearing from you. Please do not hesitate to contact me if you have any questions or need any further clarifications.

SUBMISSION

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*All qualifications **must be under 15 MB** for ease of transfer and must be sent via email rather than via file transfer websites. Please contact me directly with any questions.*