



Miller Theatre Advisory Board – Digital Content Creator

Miller Theatre Advisory Board/Miller Outdoor Theatre

The Miller Theatre Advisory Board (MTAB) is the nonprofit 501(c)(3) that oversees programming at Miller Outdoor Theatre, a Houston treasure for over 100 years. Miller provides professional-caliber performances, always free to the public, enriching the city's diverse communities and welcoming more than 300,000 visitors annually. Programming includes performances by local arts organizations, national and international touring artists, and signature community celebrations such as Juneteenth, Cinco de Mayo, and El Grito.

Miller is currently in the midst of a Capital Campaign to fund major venue improvements, with the first project moving into construction in fall of 2025. Due to additional venue upgrades, programming will pause until summer 2026, while outreach efforts remain a top organizational priority.

Summary

MTAB is seeking information from freelance content creators or small creative teams who specialize in social media storytelling through video, photography, and platform-native content.

The goal of this RFI is to better understand how creators might structure an ongoing working relationship with MTAB to support social media content production and engagement across our primary platforms. Respondents are invited to share how they would approach this work, the types of services they offer, and their pricing structure.

This is not a formal request for proposals; rather, it is an opportunity for MTAB to learn about potential collaborators and the range of services available.

Anticipated Scope of Work

MTAB anticipates engaging a content creator to support ongoing social media storytelling and audience engagement across Instagram, Facebook, and TikTok.

Work may include:

- Creating original social media content including short-form video, reels, still photography, and story content



- Capturing media in person at rehearsals, performances, community events, and behind-the-scenes moments
- Editing and producing short-form video and photo content suitable for social platforms
- Collaborating with MTAB staff to develop content themes aligned with organizational priorities
- Supporting an ongoing social media content calendar with regular posting and scheduling
- Monitoring relevant platform trends and formats, particularly for short-form video
- Supporting basic community engagement such as responding to comments and tagging partners
- Coordinating with MTAB's graphic designer for more complex graphic assets as needed

Example Content Cadence

While final scope may vary based on the creator's proposed structure, typical platform activity may include:

Instagram / Facebook

- Approximately 2–3 feed posts per week
- Approximately 3–5 stories per week

TikTok

- Approximately 1–2 short-form videos per week

Posting cadence may adjust seasonally based on programming, campaigns, or events.

Working Relationship

- Work will be coordinated with the Managing Director and MTAB staff.
- Creators should expect periodic planning meetings and coordination around events and campaign priorities.
- Flexible scheduling is expected, though some in-person content capture will be required at Miller Outdoor Theatre or related events.
- MTAB will provide brand guidance, access to Canva, and coordination with a graphic designer when needed.

Information Requested from Respondents

Individuals or teams responding to this RFI are invited to submit:

- A brief introduction and description of their services
- Portfolio or examples of relevant social media content work



- A short description of how they might approach content creation and collaboration for an organization like MTAB
- Proposed service structure (for example: retainer, project-based, or other model)
- General pricing information or rate structure for ongoing work
- Availability and anticipated start timeline

Submission Information

Interested creators may submit materials via email to:

cdevasco@milleroutdoortheatre.com

Please include “Content Creator – RFI Response” in the subject line.

Submissions will be reviewed on a rolling basis. This RFI will remain open until MTAB determines next steps for engagement.