



Communications and Marketing Support for the Bountagu Big Local Partnership

Background

Big Local is a lottery funded programme that brings significant investment to local communities over a 10-year period. There are 150 Big Local areas around the country which are supported nationally by the Local Trust. Bountagu Big Local (Bountagu) is led by a Partnership of local residents who consult with the community to realise their visions and priorities for the future and make decisions about how the money is spent. The Bountagu Partnership is supported by a small volunteers and staff team and its Local Trusted Organisation, the CVS for Broxbourne and East Herts (CVSBEH). The project is based in and focused on part of the Lower Edmonton ward in N9, please find a map here: www.bountagu.com/map

Evidence from a variety of sources, including widespread community consultation was recently collated to refresh the Bountagu Plan, identifying the area's main objectives and resources. The Plan sets out how the community will continue to invest to achieve the changes the community wants to see over the remaining period of the Big Local

Programme and beyond. Click here <http://www.Bountagu.com/plan> for the most recent plan, published in June 2019.

In the past 18 months, Bountagu have increased their profile in the local area. This has coincided with an increase in new initiatives, events and opportunities for local residents and the community to become involved with the project. Bountagu recognises the importance of good communication and marketing and have a communications sub-group drawn from the Partnership in place. Bountagu now wish to further enhance their existing digital presence and their communication and marketing activities, including social media channels, promotional leaflets and posters, to meet the future aspirations of the organisation.

To address this, Bountagu will commission an individual or organisation with relevant experience to lead on developing and implementing a communication strategy to promote and raise awareness of Bountagu through a wide range of platforms. This opportunity will initially be until end of June 2021. As our current plan runs to the end of June 2021, and at that point we expect to have a new plan for 2021-23 in place with associated funding. However, because that has yet to be approved, we can't make spending commitments beyond this point, although we anticipate we will have a similar need continuing forward after June 2021. A new website is also being separately commissioned.

Task

1. Work closely with the Bountagu Office Manager, Bountagu Partnership and local businesses.
2. Guide the tone, brand identity and message of Bountagu's public communications.
3. Assist Bountagu with the development of a communications strategy.
4. Provide guidelines and instructions to Bountagu volunteers and staff, to ensure that future support for communication and marketing activities can be sustained.
5. Undertake regular social media activities on behalf of Bountagu including Facebook, Instagram and Twitter, linking with the activities of other local organisations.
6. Gather, write & proof-read content for Bountagu website, newsletter, leaflets & press releases.
7. Support the production and design of flyers/posters liaising with a graphic designer when necessary.
8. Co-ordinate the publicity, filming and photography of Bountagu events for PR purposes.
9. Catalogue Bountagu media and press activity and create/manage an image library.
10. Help to identify stronger local connections and establish outlets for distribution of press releases and publicity materials.
11. Work in accordance with CVSBEH / Bountagu policy and practice.
12. Any other duties which contribute to the purpose of the role.

The role will involve accountability to the Bountagu Partnership and regular, relevant consultation with the paid Bountagu staff member. It will build on the consultation and engagement processes followed so far across the area and aim to enhance the capacity of the Partnership through creating stronger local connections. The work

you undertake will capture the values and principles of the Big Local programme, through inclusive and transparent community participation.

Bountagu believe that volunteering is a great way for residents in our area to improve their skills and increase confidence. We would be very interested in your help identifying parts of this work that could be undertaken using volunteer skills alongside yours and going forward.

The expected Outcomes of the work you will undertake will include:

- A raised profile and greater awareness of Bountagu and its activities
- A communications and marketing strategy for the organisation
- A high quality and consistent written message across all Bountagu media platforms
- An information and image library providing access to previous Bountagu media

Budget

We anticipate that this this commission opportunity will initially be until end of June 2021. It is expected that the hours of work will vary from week to week. We would not expect working hours to exceed 30 hours per month. These hours would be flexible and include evening and weekend work to be agreed in advance. Your proposals should indicate your hourly budget for this task. Your final figure should include VAT, if applicable.

Selection Criteria

The successful applicant will demonstrate:

- Up-to-date IT skills and experience of managing social media platforms and websites.
- Experience in growing and engaging social media followers.
- Previous experience of developing and marketing a brand.
- Ability to support the production of clear, informative, attractive and appropriate materials.
- Good presentation skills with an excellent standard of written and spoken English.
- Ability to be flexible, plan, prioritise and manage workload and deadlines.
- Good interpersonal facilitation and engagement skills.
- Knowledge of the Bountagu Big Local background and geographical area.
- Understanding of the Big Local programme principles and requirements.
- A keen interest in people, the local community and their needs.
- An understanding of equal opportunities and a commitment to all sectors of the community.
- Ability to work independently and within a team of volunteers and staff and volunteers.
- Enthusiasm to develop and share knowledge and skills with staff and volunteers.
- Willingness to work flexible hours.

Tender Timeline

Tender circulated	18 th December 2020
Closing date for proposals	25 th January 2021
Steering group consider applications for short listing	26 th January 2021
Interviews held	Week beginning 1 st February 2021
Successful applicant appointed	5 th February 2021
Applicant starts work, including first meeting and review of proposed Action-Plan with Bountagu Partnership working group	Week beginning 8 th February 2021
Update report presented to Bountagu Partnership.	Monthly
Contract initially due for end/review	31 st May 2021

Application process

Please send your proposal by e-mail to info@Bountagu.com and enter Communications and Marketing Tender in the subject box by **25th January 2021**. You should include a brief outline of your relevant skills and experience, your proposed methodology and approach, along with an hourly budget. Please try to keep your proposal to four sides of A4.

Further support and clarification

If you would like to discuss any aspect of this tender, please email Michele Henry, Bountagu Chair on chair@Bountagu.com with the telephone number you wish to be contacted on. You may also call Ian Richardson from CVSBEH on 07817 245025 (office hours only).