



Terms of Reference for PR, Marketing and Communications Tender

Support between June – December 2021

May 2021

1.0 Background to the Community Foundation for Northern Ireland

1.1 Vision

The Community Foundation for Northern Ireland connects people who care to causes that matter. For over 40 years the Community Foundation has been a trusted, secure means through which donors choose how, when and where they give, by helping them to set up funds, supporting them to make grants and to see the impact of their donations on local communities in greatest need.

1.2 Values

We work together and with others in line with our values – generous, thriving and together.

Generosity:

We encourage generosity in everything we do; we look out for each other; we deal with everyone with compassion, empathy and understanding. We are flexible in how we work with staff, donors and grantees.

Thriving:

We see the potential within both our staff and the communities we work in and are committed to help both reach their full potential.

Together:

We will only make the change we want to see together. We value participation, working with others and bringing people together.

2. Strategic Priorities

Within our current strategy we have prioritised a number of themes, programmes and funds:

- 1. Promoting Philanthropy**
- 2. Building Sustainable Communities**
- 3. Supporting Community Voice**
- 4. Prioritising People on the Edges**
- 5. Thriving after the Conflict**

3. PR, Marketing and Comms Support

We want to contract additional PR, Marketing and Communications support between June and Dec 2021 to successfully raise the profile, build audiences and effectively communicate the Community Foundations mission and messages. Working to meet our strategic and operational objectives, we are looking for hands-on support with maintaining and developing the Foundation's position and profile across a broad range of tools and channels.

2.3 Key aspects of the contract –

- Working closely with the In house Communications team, fund and programme leads
- Providing hands on support for the development and delivery of an integrated communications plan for programmes and campaigns, that raises awareness of and positions the Foundation. This will include
 - Stakeholder communications across a range of platforms
 - Working on specific funds, programmes, campaigns and events
 - Supporting stakeholder relationships internally and externally
 - Implementing the corporate communications & PR plan,
 - Writing content for digital, press releases, statements and briefings
 - Media relations and achieving media coverage,
 - Contributing to regular internal meetings
 - Design and production of promotional materials within budget and foundation/brand guidelines
- Providing strategic PR and Comms advice

2.4 Monitoring and Reporting

The consultant/agency will report to the Community Foundation's Director of Development. Reporting regularly she/he may also be required to engage in and contribute to operational and strategic planning.

Targets and KPI's will be agreed at the outset and progress on these will be monitored.

3.0 Timescale & Costs

3.1 Delivery Timetable

The contract will start in June 2021 and is expected to be 45 – 50 days over the period June – Dec 2021. The contract may be extended further by mutual agreement.

3.2 Costs

Proposals should include the total daily rate (based on 7 hours per day), including VAT.

4.0 Selection Criteria

Proposals will be selected on their ability to demonstrate appropriate knowledge, skills and capability to develop and deliver on a PR, communications and marketing plan and offer value for money to the Community Foundation. They should highlight the agency/consultant's suitability to fulfil the brief using examples of previous work carried out.

4.1 Scoring and Assessment Criteria

4.1.1 Pass/Fail Criteria

- The ability to deliver in the timeframe outlined
- That the consultant/agency will be contracted on a self-employed basis

4.1.2 Criteria

Criteria	Score
Understanding of the project	10%
Skills, knowledge and capability to deliver on this project, using examples of previous similar projects managed These should include details of previous outcomes.	60%
Approach and Delivery – Location – Management – Access to wider agency skills – values	10%

Value for money	20%
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5. Tender Submission and Appointment Process

Please ensure that you provide information on each criteria area in a clear and concise manner to ensure that this can be reviewed and scored in line with the scoring matrix shown above.

1. Pass/Fail criteria
2. Understanding of the Project and the Brief
3. Skills, Knowledge and Capability
4. Approach and Delivery
5. Costs (should include VAT)

Please also include two references

An electronic copy of your tender proposal should be submitted by 5pm on **Monday 7 June** to N.bell@communityfoundationni.org Tenders received after the closing date will not be considered.

A panel will score submitted tenders, and shortlist for interview on 9 June. Scoring will relate to the requirements outlined in this tender specification and as detailed in Section 4.1.2.

The successful consultant/agency will be contacted in writing at the end of the process. It is hoped to complete this process by 11 June 2021.

7. Further Information

Contact: Siofra Healy, Director of Development

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