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**Celebrating Success – Recruiting a marketing & communication specialist**

**CONSULTANCY BRIEF**

1. **Client**

Forest Economic Partnership. A Community Interest Company registered in October 2019.

1. **Fixed term contract**

* 12 month fixed term contract - 09 Feb 2024 to 09 Feb 2025
* Face-to-face interview panel date – 07 Feb 2024
* Contractor selection and appointment confirmation date – 09 Feb 2024
* Online client/contractor inception meeting – tbc
* Online monthly progress meetings - tbc

1. **Budget**

Budget range £6,500 - 8,000

1. **Contract specification**

Specialist marketing and communications input is required to prepare a FEP Communication Plan 2024-2026, to celebrate the success and innovation demonstrated by Forest of Dean businesses. The FEP Communication Plan will aim to connect with more FoD businesses and social enterprises to:

• increase the awareness of FEP lobbying work, research and sub-group activities.

• design & deliver a new FEP Business Award Scheme to celebrate INNOVATION in 2024.

• set out a sponsorship protocol to support FEP core costs and project activity.

• increase active participation from FEP stakeholders in FEP activity.

1. **Contract key deliverables**

The FEP Communication Plan will need to identify key deliverables or critical success factors that will be monitored by FEP Secretariat and reported to FEP Stakeholder Meetings and FEP Board.

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| **Deliverable** | **Target** | **Deadline** |
| Prepare & finalise a Communication Plan to set out all existing and new activity planned for 2024-25 | Draft document to be presented to FEP Board meeting on 13 March 2024 | Draft 06 Mar 2024  Final 31 Mar 2024 |
| Communication Plan to increase FEP stakeholder membership | 366 stakeholder members - 25% increase on Dec 2023 baseline of 293 members | 28 Feb 2025 |
| Communication Plan to increase FEP stakeholder quarterly meeting attendance | Minimum of 40 attendees per meeting – 25% increase on Dec 23 attendance of 32 | 28 Feb 2025 |
| Communication Plan to measure social media visits, following, post impressions on: Facebook, LinkedIn & Instagram. | Target 30% annual increase on Dec 23 followers  Instagram – 238 followers  Twitter – 410 followers  Facebook – 240 followers and 200 likes  LinkedIn – 160 followers | 28 Feb 2024 |
| Communication Plan to include diversity, equality and inclusion metrics. | Collate evidence of demographic representation s in ads, images, PR and video | 28 Feb 2025 |
| Prepare a proposal for grant funding / company sponsorship | Identify a list of potential sponsorship partners, design sponsorship protocol & information pack | 30 Mar 2024 |
| Prepare a proposal for a new FEP Business Award scheme | Create project plan, identify resources, award ceremony format & the type of award to be presented | 12 June 2024 |
| Prepare a new FEP Top 100 Business Directory – digital format | Include a minimum of 10 businesses from 10 of FoD’s largest employment sectors | 11 Sep 2024 |
| Design & print a hard copy folder to hold information to support 2025 business visits | Print run approx. 1,000 tbc | 22 Nov 2024 |

**Client points of contact**

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