**Clore Leadership Communications Strategy Tender**

Clore Leadership is looking to develop a new communications strategy, profiling and promoting its programmes of work, to support its role as a primary provider of leadership learning.

**Background**

Clore Leadership is a dynamic and inclusive resource for leaders and aspiring leaders in the arts, culture and creative sectors.

We offer a strong and supportive foundation from which leaders at all stages of their career can develop and strengthen their leadership skills, competencies and performance.

Our aim is to inspire and equip leaders to have a positive impact on society through great leadership of culture. We offer opportunities for professionals in our sectors to understand and develop their leadership strengths, providing spaces to challenge prevalent ideas and beliefs and develop confidence in their leadership styles and potential for impact.

We provide leadership development programmes, promote thought leadership and fresh ideas through debate and challenge, and offer access to an incredible network of leaders. Our programmes range from a tailored Fellowship, through intensive leadership courses, leadership development days, seminars, webinars, conferences and events. To offer the broadest spectrum of opinion, we commission and encourage research and provocation pieces from a rich variety of sources, keeping abreast of leadership knowledge and opinion.

From freelancers and entrepreneurs to heads of established institutions, Clore Leadership nurtures dynamic and diverse leaders. Participants on our programmes are drawn from a range of specialisms including the visual and performing arts, film and digital media, libraries, museums, archives and heritage, and cultural policy.

Clore Leadership was initiated in 2003 by the Clore Duffield Foundation, and is sustained by a partnership between private philanthropy and public funding. It has succeeded in creating a sought-after cadre of creative and cultural leaders and inspired investment in leadership on the part of governments, agencies, foundations and charities both nationally and internationally.

Clore Leadership is currently undergoing a period of evaluation; having launched a new visual identity and website earlier this year, its programmes are being developed to best suit the needs of 21st century leaders in the sector. We are looking to develop a communications strategy to optimise engagement with our brand and programmes from a range of stakeholders, profile the organisation and encourage forward facing opportunities with our communications.

**Aims**

* To work with the Communications Manager and wider Clore Leadership team to produce a communications strategy that supports our ambitions and stimulates innovation within our current marketing and communications, as well as offering new opportunities for the future.
* To assess the organisation’s current marketing and communications infrastructure and outputs, with attention to recruitment, advocacy and profiling as well as press and PR, identifying key priorities moving forward.
* To identify key messages for a range of stakeholders and the content and channels best placed to disseminate them, encouraging engagement with Clore Leadership’s programmes and network.
* To work alongside other consultants, where appropriate, eg delivering a Digital Strategy, to assess communications crossover and maximise efficient delivery.

**Guidelines**

We envisage that the work will entail a period of research, including data collection and analysis. We would ask that tenderers set out a proposed scheme of work to be undertaken, together with the proposed fee (including VAT and all expenses) and short biographies of those involved. The budget for this work is up to £10k.

**We invite tenders of up to 1500 words to include the following:**

* Your understanding of the assignment
* An explanation of your suitability for this work
* The methodology you propose
* A work-plan and timetable for the delivery of the work including key milestones
* A budget breakdown which shows the daily rates for all members of the team and any other expenses that need to be included as well as the fees. (Please

include VAT in your costings if you are eligible)

* Short biographies
* Names of two referees

**Expectations and assessment criteria**

We are looking for a consultant/team with:

* Knowledge of up-to-date marketing and communications trends and platforms
* Knowledge and experience of arts and cultural sector
* Experience of communications infrastructure assessment and strategy writing
* Excellent interpersonal and organisational skills

Deliverables:

* Written assessment of current communications infrastructure
* A written communications strategy, including content plan
* Resource proposals and costings for efficient delivery of strategy

Our criteria for assessment of proposals will include:

* The calibre of the proposal in terms of meeting the brief (50%)
* Demonstration of relevant skill, track record and experience of delivering similar types of work to time and budget including stakeholder management. (20%)
* Ability to work with a small, collaborative team, understanding the scale and environment Clore Leadership operates within. (10%)
* Value for money (20%)

**Timescale**

Brief circulated **5 July 2019**

Closing date for completed tenders **19 July 2019, 9am**

Interviews **2 August 2019**

**Submissions and enquiries**

Please email your proposals **no later than 9am on Friday 19 July 2019** to Nadia Niesterowicz-Newstead, Communications Manager at Clore Leadership at [nadia.newstead@cloreleadership.org](mailto:nadia.newstead@cloreleadership.org).

If you would like any further information or clarification for submissions please contact Nadia on the email address above or by calling 020 7420 9434.

We look forward to receiving your applications.