



COMMUNICATIONS AND MARKETING REVIEW

June 2020

Terms of reference:

Background:

Moneywise Plus has been running successfully for 3 years and has helped over 1000 people to develop the financial and digital skills and confidence we all need, to cope with daily challenges such as managing within a tight budget; making savings; using computers and mobile devices; using the internet and online apps etc. Through building life and work skills, we have also supported many to successfully find work or go on to education or training.

The project is funded by the European Social Fund and The National Lottery Community Fund to December 2022.

Led by Reaching People (consortium of voluntary and community sector organisations) the projects' services are delivered by 5 partners each with their own strengths, areas of expertise and reach into the community.

We have had limited communications expertise in the project to date and are looking for support to help us more effectively promote our services to potential clients; referral organisations and other stakeholders going forward for the success of the project.

Expected outputs:

- A report on the effectiveness of current communications and marketing work.
- A proposed, costed and cost-effective communications/marketing strategy.
- An implementation plan addressing priorities, actions, resources and timescales.

Tender process:

Tender should no more than 2 sides of A4 and include:

- An outline of your approach to this work including the key questions to be addressed;
- The cost and timescales to carry out the review and deliver the outputs;
- Outline of your relevant experience and skills.
- 2 references.

The selection decision will be based on the above.

Please send your tender by **5pm, 30 June 2020** to Sangeeta Patel, Project Manager, Moneywise Plus at sangeeta@reachingpeople.co.uk