

Request for proposal

Better Bankside is seeking part-time marketing and communications support to promote the success of the Southwark Climate Collective, celebrate the businesses taking part, and showcase outcomes. Full details of the project, including the background and goals of the initiative, are outlined below.

Should you have any questions, please get in touch with Mim Figueiredo, Project Lead, Southwark Climate Collective, at mef@betterbankside.co.uk

Deadline for responses: Wednesday 4th September 2024.

Project	Southwark Climate Collective – Marcomms Support		
Client name	Better Bankside		
Point of contact	Mim Figueiredo	Phone	0204 5114058
Email	mef@betterbankside.co.uk	Address	18 Great Guildford Street, London

Southwark Climate Collective	<p>The Southwark Climate Collective (SCC) is a sustainability programme supporting 160 small and medium enterprises (SMEs) across Southwark to reduce carbon emissions, cut costs and increase efficiencies.</p> <p>SMEs are keen to act when it comes to sustainability but often don't have the time, funding, resources or skills to do so – this is where Southwark Climate Collective comes in.</p> <p>The programme, which runs through 2024, provides end-to-end support to Southwark SMEs to help them reduce emissions in one of four areas of business operations: energy, waste, freight and supply chains. The support comprises audits, bespoke recommendation reports, training, networking events and one-to-one support through the programme.</p> <p>The Southwark Climate Collective is a partnership led by Better Bankside, working with Southwark Council, Team London Bridge, the Blue Bermondsey and Elephant & Castle Business Forum. The programme is funded through the government's UK Shared Prosperity Fund and supported by the Mayor of London.</p>
Opportunity	<p>We are seeking a part-time marketing and communications specialist to support us in promoting the programme's success, celebrating the businesses taking part, and showcasing outcomes.</p> <p>We already have a range of marketing collateral, including a dedicated SCC website. We are looking to use this collateral across a range of marketing materials that will enable the programme to develop further and leave a legacy.</p>



Scope of work	<p>Scope of work:</p> <ul style="list-style-type: none">• Lead on content creation for programme case studies, including:<ul style="list-style-type: none">○ Defining a consistent format for case studies○ Interviewing up to 10 businesses and creating written case studies of 300 – 600 words.• Use existing SCC collateral to:<ul style="list-style-type: none">○ Design one-page ‘toolkits’, summarising key decarbonisation actions businesses can take based on recommendations provided by our technical partners○ Create a ‘certificate of participation’ for all businesses to receive at the close of the programme in February 2025• Commission and project manage a showreel to tell the SCC story, to include:<ul style="list-style-type: none">○ Sourcing testimonials and soundbites from participant businesses, engagement partners and technical partners○ Key stats and highlights from the programme• Develop, deliver and evaluate a social media plan which will:<ul style="list-style-type: none">○ Align with the wider Better Bankside social media plan/activity (delivered by our social media agency)○ Drive engagement via our existing groups/ pages (SCC and Better Bankside), by curating and sharing impactful content such as:<ul style="list-style-type: none">▪ Case studies▪ Testimonials▪ Insights from cohort-wide reports• Contribute content about the SCC to Better Bankside’s e-newsletters and press releases• Manage the SCC website, to include:<ul style="list-style-type: none">○ Uploading case studies and toolkits to the website○ Refreshing website content in preparation for the end of programme in April 2025.
Skills & experience	<p>To deliver this brief we are seeking someone with:</p> <ul style="list-style-type: none">• Solid marketing and communications experience• A track record of delivering complex marcomms projects to deadlines and budget• Excellent oral and written communications skills• The ability to work effectively with stakeholders at all levels• Competence in email marketing, Wordpress and all standard business software.





Delivery	<p>We anticipate the work to equate to two days per week between October-March 2025, which can be worked flexibly (with the possibility of additional hours as the project develops).</p> <p>The marcomms support will have the option to work remotely or at our offices in London SE1.</p>
How to apply	<p>Proposal submissions must be submitted to: <i>Mim Figueiredo, Project Lead, Southwark Climate Collective</i> mef@betterbankside.co.uk by <u>17:00 on Wednesday 4th September 2024</u></p> <p>Please apply in writing (no more than two sides of A4) detailing your:</p> <ul style="list-style-type: none">• Relevant skills and experience (please provide links to previous work where possible)• Approach to the brief• Day rate <p>Interview dates: 16 – 20 September</p>

