**Invitation to Tender: Design, Communications and Community Evaluation Specialist**

**Contractor brief and tender**

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| **Key Objective of Brief**  | We are seeking a Design, Communications and Community Evaluation Specialist to support the delivery of products, communications and evaluation as part of the Wilder Communities National Lottery Heritage Fund project. The key contract output is to support the completion of the project, meeting agreed outcomes specified in our National Lottery funding agreement. * **Review and apply brand design to printed and digital assets.** (approx. 20 days)
* **Capture videos, quotes, interviews and photos** alongside staff at key agreed activities, working these into sharable stories for social media and evaluation (approx. 6 days)

This contract will involve traveling around the county of Somerset. The majority of activities will take place in the South and East of Somerset (Between Frome, Wells, Glastonbury, Bruton and Yeovil). Meetings will take place online. The main Somerset Wildlife Trust (SWT) office is in Taunton, but the contractor is not expected to visit the office as part of this contract.You will need your own vehicle, and milage is not paid separately but incorporated into the day rate.  |
| **Timescale** | August 2025 – Jan 2025 |
| **Contract value**  | Up to £6,500 (inclusive of VAT and travel expenses. Equivalent max £250 per day)  |
| **Reporting to**  | Contract management will be by the Wilder Communities Manager, working closely with the Wilder Lives Manager and the Communications and Marketing Team.  |

This contract will be expected to deliver all the outputs within the maximum contract budget of £6,500 (inclusive of VAT and travel expenses). The contractor must be prepared to fulfil the entirety of the tender.

As a contractor the expectation is the successful application will be suitably skilled, trained and resourced to fulfil the contract within the budget and timeframe specified. Please be aware this contract does not budget for training or mentoring and the timeframe does not allow for a significant period of settling in or researching.

Contract supervision and check in-meetings will take place every other month (5 meetings) or on request if circumstances require.

**Contract outputs and deliverables**

1. Review, redesign and apply brand to printed and digital assets, ensuring the production of high quality, accessible resources. Assets must be checked for spelling, grammar, plain English and visuals, in both printed and digital formats. Assets will be redesigned using templates, brand colours and the SWT library of images.

You will need to be competent and experienced using the Adobe Creative Suite and Canva. You will need to have good editing and writing skills to assess and amend the text where needed.

Our priority assets are:

* 12 xadvice sheets
* Wilder school grounds pack
* Community Action Pack
* Minimum 4 x template resources
* Youth Strategy

You can view the current versions of some of these resources [here](https://www.somersetwildlife.org/team-wilder/team-wilder-resources).

1. Capture videos, quotes and informal event photographyalongside staff at key agreed activities, working these into sharable stories for social media and project evaluation.

This output will involve the contractor joining 3 staff-led activities including:

* Wilder Together – Saturday 18th October, Glastonbury
* Youth forum or experience day (one session tbc but potential dates are online)

The contractor will record these activities using a variety of mediums, for example written quotes, filming informal interviews, photography etc for use in social media, evaluation and project reports. The contractor will be familiar with seeking consent and media permissions and confident speaking to a wide range of people, putting them at ease and collating stories and content.

Please be aware this output will require traveling throughout Somerset. The day rate is inclusive of your expenses and is the same regardless of the location of the activity or if you are working from home, there is no additional budget for mileage.

**Quality expectations**

General expectations of the contractor.

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|  |  | Essential | Desirable |
| Experience and qualifications | Driving license and use of own vehicle and appropriate business insurance | Tick with solid fill |  |
| Relevant communication or engagement qualification, or equivalent experience.  |  |  |
| Proven competence managing own time and working to deadlines.  |  |  |
| A “people’s person”, experienced in engaging with a wide range of people, and confident facilitating conversations and events.  |  |  |
| Formal event photography or film making experience.  |  |  |
| Understanding of evaluation techniques, or familiarity with project reporting processes |  |  |
| DBS certificate  |  |  |
| Knowledge  | An understanding of barriers people may face when engaging with events or printed and digital assets.  |  |  |
| Familiar with the county of Somerset  |  |  |
| Awareness of nature, wildlife and natural spaces – particularly in the South West  |  |  |
| Skills | Good written and verbal communication skills. |  |  |
| Skilled in using online design packages such as Adobe InDesign to create posters, adverts, leaflets etc. |  |  |
| Skilled facilitating interviews, and engaging with a wide range of people. A people's person.  |  |  |
| Ability to prioritise and stick to task |  |  |
| Other | Able to commence work October 2025  |  |  |
| Able to commit to attending key event dates  |  |  |
| Access to own kit required for the tasks including laptop, design packages, camera or suitable camera phone etc |  |  |

**Travel**

Travel within Somerset using own vehicle is encompassed in the day rate of £250. The contractor will **not** be eligible to claim further travel expenses.

**Equipment and materials**

The contractor is expected to provide their own equipment and materials for completing communication tasks for example – recording equipment and laptop. You should have suitable insurance in place for your equipment.

**Contract Management and Monitoring**

The selected contractor will be issued with a standard SWT contractor agreement. The contractor will invoice on a monthly basis.

The contract is scheduled to begin October 2025, and attendance at our key event on Saturday 18th October is expected.

Contract management will be by the Wilder Communities Manager, working closely with the Wilder Lives Manager and the Communications and Marketing Team. Contract supervision and check in-meetings will take place every other month (5 meetings) or on request if circumstances require.

**Tender Process and Requirements**

To tender for this contract please submit your proposal which will include:

* Your CV/a summary of background, skills and experience (no more than 2 sides of A4).
* Your approach to delivery and how you will meet key criteria in the brief including our quality expectations (no more than 2 sides of A4).
* Complete the application form (link in the advertisement).
* Names and contact details of 2 referees or, alternatively, please attach at least 2 testimonials.
* Your availability to start.