

2019/20 Digital Support Proposal

WWF Scotland is putting out a tender for a digital consultant to provide web and social media support for the Communications Team. Digital support and content creation will span areas including climate, nature and land use. This will help us deliver our ambitious targets in recruiting new supporters, reaching new audiences and increasing engagement in our advocacy campaigns.

We welcome detailed tender documents to be submitted to Juliette Daigre, Head of Communications and Fundraising WWF Scotland (scotland@wwfscotland.org.uk), by midday Monday 4 November, outlining your proposed methodologies, work plans and budget to help achieve our objectives.

Objectives

The consultant will:

- Lead on development of digital assets (infographics, gifs, video, etc) in support of key projects including Christmas suite of stories, Earth Hour, Our Planet and others tbc
- Lead on strategy and content creation for WWF Scotland's new Instagram channel
- Support Media & Comms Manager in developing and testing paid and organic social media content, strategy and reporting across priority areas
- Lead on creation and maintenance of web content for priority areas as agreed with Media & Comms Manager and Head of Comms
- Support Media & Comms Manager in monitoring and reporting on social media strategy and activities throughout the period

Specific priorities for the consultant will include:

- Content creation for our suite of Christmas stories
- Content creation for Earth Hour 2020 and other key Spring moments
- Create content, test, review and ultimately grow our followers and engagement with the youth audience through Instagram, helping shape our Instagram strategy and meet our KPIs (both paid and organic)
- Creating and updating web content
- Creating social media films on our core areas of work to be used across our social channels
- Research and create organic social content and narrative for our climate, nature and land use work areas, including Our Planet
- Monitoring and reporting on social media strategy and activities throughout the period

Ways of Working

- The timescale for the delivery of the tasks for the consultant is anticipated to run until 30 June 2020 (start date ASAP but negotiable).
- The consultant will report to the Media & Communications Manager, meeting weekly to set workplan and reporting in on progress.
- The consultant will join WWF Scotland's Forward Planning Meetings (weekly on a Monday), Communications Team Meetings (fortnightly on a Tuesday), either in person or via zoom, and Campaigns/Social Planning Meetings (monthly on rotating days) and other meetings as required.

- We would prefer the consultant to work from the WWF Scotland office in Edinburgh for at least one day a week to allow face-to-face meetings and interaction.
- The consultant will provide their own laptop, and will have access to the necessary software beyond standard office software e.g. Photoshop and Premier Pro
- The consultant will invoice and be paid on a monthly basis subject to satisfactory delivery of the agreed workplan for the month, and will register on and submit invoices using our online procurement portal.
- All taxes and contributions are to be arranged and paid by the contractor.

Task overview and outputs

We estimate that to deliver the detailed outputs, up to 120 days of work over the period would be required.

Key tasks	Expected outputs
Research and create content to support our Christmas suite of stories	Develop assets as agreed with M&C Manager. M&E.
Plan and create content for Nature 2020 Spring moment	Develop assets as agreed with M&C Manager. M&E.
Research and create content for Instagram (youth audience)	Source images, draft copy and test content, including organic and paid. Monitoring responses and replying when required. M&E.
Create and update web content (with traffic driven from social)	Engaging web pages created for WWF Scotland, with additional blog/web content at key campaign moments for our core campaigns. M&E.
Research and create organic social content and narrative for our core campaigns	Develop assets as agreed with M&C Manager (infographics, gifs, video etc) for key moments to help achieve organic engagement and signup KPIs across our climate, nature and land use work areas. M&E.
Total Time Estimate	120 days