

Communications and marketing support for UK / Africa AgriFood innovation collaboration building project

Invitation to Tender

Document Information

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1 Background to the Project

Innovate UK KTN connects ideas, people and communities to drive innovation that changes lives. Innovate UK KTN works across sectors, via teams of experts, to support innovators to deliver new ideas and address important global challenges.

The AgriFood Team leads on an international project, AgriFood Africa Connect. This aims to bring together UK and African organisations to address African AgriFood challenges. This project is part of the broader GCRF AgriFood Africa programme, a multi-million-pound programme funded as part of the UK government's ODA commitment to boost collaboration between the UK and Africa and develop sustainable management of food production systems in Africa.

The programme has included a number of AgriFood focused networking and knowledge sharing events, articles on key opportunities areas and a portfolio of UK-Africa collaborative Innovation Award projects looking to address African AgriFood challenges.

This project will end on the 31st March 2024 and to ensure its impacts are widely disseminated and captured we are looking for an experienced communications and marketing expert to support the AgriFood team in achieving this goal.

2 Description of work

This tender seeks to identify a communications and marketing expert to support the AgriFood Africa project team to communicate the impacts of the project widely and clearly. The desired candidate will work closely alongside members of the AgriFood team to support in the delivery of a set of activities to disseminate the outcomes of the AgriFood Africa Connect project.

We anticipate this contract to provide ~2 days support per week.

The desired candidate must possess the following skills and experience:

- Technical writer with background and experience writing technical content for science and innovation audiences, with a specific focus on AgriFood.
- Ability to deliver video and article-based campaign content to tight deadlines.
- Detail orientated and analytical regarding data collection for reporting on communication activities.
- Fluent and dynamic technical writer with a flair for writing engaging and high-impact media content.
- Strong background in effective use of social media platforms (especially LinkedIn).
- Demonstrable experience and ability to work collaboratively with clients across teams in a dynamic, responsive, and proactive fashion.

3 Activity Timings & Outputs

Delivery is planned to commence on 1st December 2023 and to be completed by 31st March 2024. The following are the key deliverables for the role:

Deliverable 1	Create a marketing and communications delivery plan aligned with project activities for the period December 2023 – March 2024.
Deliverable 2	Provide regular monthly marketing and communications support aligned to program activities, and in line with the plan created as part of Deliverable 1. Including, but not limited to: <ul style="list-style-type: none"> - Supporting the design, delivery and sharing of a video series to capture program impacts. - Attending weekly team meetings to align and coordinate project activities. - Work with the Reach and Engagement team to align messaging and branding and work within its processes for approval and scheduling. - Preparing and managing social media activities to share project impacts and outputs about the project outcomes. - Reviewing and guiding the writing and launch of articles to describe project outcomes, and ensuring the Innovate UK KTN voice is maintained throughout. - Leading on social media campaigns to disseminate the outcomes of funded projects and to understand the impacts of the programme on those who have engaged. - Developing media articles related to project activities, successes and/or future funding opportunities. - Ensuring the conversion of current web articles and programme pages into useful project legacy pages.
Deliverable 3	Support in the collation of data around communications for the final reporting on the project to funders and key stakeholders.

4 Cost Allocations

The successful proposal will not exceed £17,000. The Contract will be awarded in accordance with a pricing proposal for the successful service provider.

5 Submission

In response to this Statement of Works, please provide the information listed below.

- Short narrative describing how you would approach the project i.e., your design approach.
- One or more examples of a campaign you have previously taken from concept through to roll out. If you do not have an example of this work, please select a suitable alternative piece of work, and associated narrative.
- Initial schedule of costs. Recognising that this would be subject to change and within the constraints of the overall budget, suppliers are asked to submit a timeline of estimated costs for the duration of the project i.e., 1st Dec 2023 – 31st Mar 2024. This should include a daily rate for the labour of those expected to be working on this contract.
- A completed copy of the Pre-Qualification Questionnaire.
- Additional Information. IUK KTN invite suppliers to provide any additional information in the form of video content, imagery, or links, which provide supporting evidence that suppliers recognise and work in accordance with IUK KTN values as an organisation. Suppliers might include evidence of environmental management practices, environmental or social aims and social responsibility, diversity and inclusion policy and practices.
- Legal information i.e. Your standard T&Cs.

Please provide the information requested above to Joanna.scales@iuk.ktn-uk.org by 17:00 GMT, Thursday 9th November 2023 at the latest. Submissions will be assessed on an ongoing basis until this date.

6 Key Milestones

The response to the ITT should be emailed to Joanna.scales@iuk.ktn-uk.org by 17:00 GMT Tuesday 7th November 2023 at the latest.

Offers would be made by the 14th November 2023.

The final contract would be expected to start on December 1st and run through until the 31st March 2024.

7 Evaluation structure

Submissions will be scored equally against the following five areas; understanding of the technical African AgriFood innovation landscape; previous experience and sample work; approach to working relationship; value for money; alignment with Innovate UK KTN values.

8 Terms and Conditions

This invitation to tender is subject to “Innovate UK KTN’s Terms and Conditions of Contractor Engagement – Company Edition”, which are provided separately.