

# Digital Skills - Workforce for the Future

## Call for Digital Marketing Consultants

### Introduction

The University of the West of England, Bristol (UWE Bristol), are offering bespoke support for SMEs based in the West of England through their Digital Skills - Workforce for the Future project. This project is funded by the European Social Fund and the [West of England Combined Authority](#).

Information on the support provided through the project is available here: [HOME - Digital Skills - Workforce for the Future](#).

### About UWE Bristol

UWE Bristol has successfully run a large number of economic development programmes across the South West, including Scale Up 4 Growth in the West of England and Gloucestershire ([www.scaleup4growth.co.uk](http://www.scaleup4growth.co.uk)) and the Digital Innovation Fund ([www.digitalinnovationfund.co.uk](http://www.digitalinnovationfund.co.uk)). The University is passionate about supporting local economies and has awarded over £7m of grants to the region's businesses, generating £15m of local investment and creating and safeguarding over 1000 jobs.

### The role of the Digital Consultants

We are looking to create a bank of external Digital Marketing Consultants to deliver bespoke courses and provide mentoring support to SMEs engaged with the project, starting from October 2021. Delivery will continue until the project closure on 31 March 2023.

Digital Marketing delivery may include:

- Development and delivery of Digital Marketing Workshops/courses as and when required such as:
  - Introduction to Digital Marketing workshops
  - Digital Marketing Strategy
  - Video production and content creation
  - Social media workshops
  - Web analytics
  - SEO
- Mentoring support for SMEs to embed learning

The exact content of courses will be determined based on our discussions with SMEs and may comprise of any combination of the above mentioned and beyond, so a broad and in-depth knowledge across Digital Marketing is required.

### Commitment

Consultants will work with UWE Bristol staff across the duration of the project to determine timescales and schedules for delivery.



- Repeat delivery will be dependent on success and SME demand
- The length of specific courses will be determined by the consultant, but in negotiation with the UWE Bristol team, based on the topic requested
- Delivery of courses is expected to primarily be face to face, and take place at:
  - UWE Bristol, Frenchay Campus, Coldharbour Ln, Bristol, BS16 1QY
  - Some delivery may take place online
- Transport to and from Frenchay Campus will not be expendable

## Payment

Payment will be made upon completion of each individual course and agreed between you and UWE Bristol. Consultants will need to be set up as suppliers to UWE Bristol and will be required to provide invoices for their services.

## Applications

Applicants must demonstrate the following:

- Prior experience of delivering Digital Marketing workshops/courses
- Prior experience of providing Digital Marketing consultancy services
  - Experience of delivering the above within a business setting is desired
- Knowledge of the business landscape in the West of England is desired

Applications will be assessed against the following criteria:

1. Relevant experience
2. Delivery plan
3. Value for money - please provide your day rate
4. Environmental sustainability

To apply, please provide a CV and covering note explaining how you meet the above criteria, and listing your areas of expertise, to the Digital Skills - Workforce for the Future team ([DigitalWorkforce@UWE.ac.uk](mailto:DigitalWorkforce@UWE.ac.uk)) no later than 11.59pm on 12 September 2021.

The team will get in touch to let you know if you've been successful shortly afterwards. You will need to be set up as a supplier on the University systems and sign a contract prior to undertaking work.