

Specification brief for delivery of marketing including social media marketing, blogging and newsletters for the Business & IP Centre Northamptonshire

1. INTRODUCTION

Business & IP Centre Northamptonshire

The Business & IP Centre (BIPC) Northamptonshire, is part of Northamptonshire Libraries and Information Service, at Northamptonshire Central, Brixworth, Kettering, Towcester and Wellingborough Libraries, supports small and medium-sized enterprises (SMEs) and entrepreneurs from that first spark of inspiration to successfully launching and developing a business.

The Centre offers free access to a comprehensive collection of online business & intellectual property resources including market research and company databases.

The Centre also runs a programme of activities including webinars, workshops, 1:1s and events delivered by Business & IP Centre experts (library staff) and partners. For more information regarding the Business & IP Centre please go to bipcnorthamptonshire.co.uk

The Business & IP Centre Northamptonshire is part of a national network of 20 Centres, led by the British Library. For more information on the Network, please go to <https://www.bl.uk/business-and-ip-centre/national-network>

2. SPECIFICATION

Northamptonshire Libraries and Information Service is looking to appoint a supplier to manage their social media marketing across Instagram, LinkedIn and Twitter, write weekly blog posts and manage their monthly newsletter.

The contract will run from January 2022 – March 2023. The maximum budget is £15,000.

3. COMPETENCIES/REQUIREMENTS

The successful bidder will need the following:

- Excellent knowledge of social media platforms and the ability to maximise organic reach
- Ability to create innovative, engaging and interactive content relevant for different social media channels
- Ability to produce a professional weekly blog posts of relevance to local businesses which profile and support BIPC Northamptonshire's offer
- Capacity to both schedule content but also engage with comments as required
- An understanding of, and the ability to work within, the BIPC branding guidelines set by the British Library
- Experience of using MailChimp and the ability to create engaging monthly newsletters

- Experience of running successful paid promotions on social media
- Knowledge of the local SME landscape, including an understanding of local business sectors and an understanding of the needs of local businesses
- Commitment to the objectives of the BIPC Northamptonshire
- Ability to provide monthly reports, and attend monthly meetings with the BIPC Northamptonshire Manager
- Ability to provide ad-hoc statistics on campaigns, if required.

4. SUBMISSION REQUIREMENT

The bidder should provide a proposal including, but not limited to:

- Understanding of the brief and its context
- Proposed plan for meeting the specification requirements e.g. frequency of social media posts, blogs and newsletters, example content, how impact will be measured, etc.
- Evidence of knowledge and relevant experience
- Evidence of capacity to deliver
- Breakdown of costings, hourly rates etc.
- Demonstrable knowledge of the local SME landscape, including an understanding of local business sectors and an understanding of the needs of local businesses.
- Proof of Indemnity Insurance.

Proposals must be limited to 3 pages, with additional appendices if necessary.

5. Reporting and management

The successful supplier will report to the BIPC Manager.

6. Contractual Requirements

Payment will be made monthly by the Library Service on behalf of BIPC Northamptonshire, on receipt of an invoice (with correct PO number) for service delivered as set out in the SLA.