

## **Invitation to Tender: Strategic Communications Support**

**Deadline for submission:** 10am, Monday 16<sup>th</sup> September 2024

### **The role:**

We are looking for a communications specialist (individual/s or agency) with experience of utilising a breadth of communications channels on issues that relate to equity and justice to help develop our communications strategy. This work will be undertaken in the context of an organisational transformation and a commitment to being more transparent in our communications as we continue this journey.

### **About us:**

The Tudor Trust is a grant-making foundation that was established in 1955 with the profits from the construction business George Wimpey. Until 2023, Tudor operated as a family foundation, with a governing body primarily made up of family members of the original founder, along with trusted, long-standing non-family members. The Tudor Trust has moved to an entirely new and independent Board and has also rebuilt its staff team.

As a grant-making trust, Tudor has a well-established reputation for funding smaller, grassroots organisations across the UK. It has long funded work that addresses a diverse range of social issues and solutions to the challenges which exist in local communities. In recent years there have been some key themes such as homelessness, immigration and prison reform.

In 2022, Tudor closed its grant-making to new applicants to make space for a process of reimagining through the lens of anti-racism. This was not without its challenges and led to a period of self-reflection which consequently resulted in significant changes in how the Trust would move forward.

Since January 2024, Tudor has begun winding down its current grant-making and has focused on building a new Board and staff team, alongside developing a new strategy to restart grant-making later this year. The emerging strategy takes a systems thinking approach that centres racial justice and aims to seek out work that demonstrates how systems could be completely transformed for the benefit of thriving communities.

### **Our communications challenge:**

With the launch of the new strategy, how Tudor moves forward as an organisation will be very different to how it operated in the past. This will be of interest to the social justice and community sector, as well as to wider philanthropy. Therefore, we understand the importance of communication in effectively sharing Tudor's strategic approach with its different stakeholders.

Our previous approach to grant-making will be missed by many small organisations in the sector, and it is important that we are able to articulate the changes in ways that speak to the wider social change we want to achieve so that the benefit to communities is understood.

A focus on racial justice can be misinterpreted to mean that we are only funding organisations that are explicitly working on issues relating to race, and that are primarily led by people from Black and minoritised backgrounds. We understand racial justice as a lens that is intersectional, and which can bring about social change for the benefit of all communities.

A systems change approach is complex, and we need to simplify some of our messages while also speaking to the diversity and nuance of the social issues we are addressing.

As a new team of staff and trustees, we need to build our own resilience and to be able to communicate with confidence.

**Specific communications support required:**

We want to work with a partner who has the skills to create our communications strategy, alongside supporting us to deliver specific milestone communications activities during the project timeframe. In this context, we envisage the scope of work to include:

- Working with us to develop our overall communications strategy including workshopping our main messages for different stakeholders, advising on the most effective communications channels to use and tactics that can be deployed (including, but not limited to, our website, social media, mainstream and trade media, and events).
- Developing a calendar of specific milestone communications activities such as placing an article in a trade paper/journal, editing a series of blogs disseminating strategy updates, and recommending other communications that could take place during the strategy launch and initial implementation period.
- Advising on aligning the further development of our website with the communications strategy.
- Advising on a protocol and considerations when managing reactive media.
- Providing specific support for trustees, and in particular the Chair/Chair Designate so that they are comfortable with the communications approach we are taking and understand the risks and opportunities.
- Delivering (or recommending third party experts to deliver) internal workshops to equip staff with the skills necessary to create and deliver communications relevant to their area of work. This may also include developing internal 'brand and communications' guidelines.
- Providing recommendations on different resourcing models for Tudor's future communications needs following the project.

We are also open to other ideas and advice that a communications specialist may have for us when finalising the scope of communications work required.

**Key competencies:**

We are looking to work with an individual, group of individuals, or agencies who can provide and deliver the specific communications support required based on their experience of:

- Creating and drafting an organisational communications strategy, considering the different stakeholders and breadth of communications channels and tactics that can be deployed.
- Collaboratively developing key messages in the context of organisational change and new strategy.
- Media relations and engaging with the media.
- A willingness to work with us in the context of our behaviours framework – brave, integrity, humility, collaborative, creative, inquisitive, compassionate.

**Time period of work:**

The preferred commencement date for this project is as soon as possible in September 2024. We envisage that the project would take place part-time and flexibly over 9 months to allow adequate time for strategy development and for the delivery of the specific milestone communications activities. We anticipate that the work will be virtual with meetings in Tudor's London office as required.

**Budget:**

We do not have an indicative budget for this project as we welcome proposals with recommendations on how this project could be delivered and the time estimated.

**Values:**

At Tudor Trust, we value and celebrate the differences that make us who we are. We respect the unique experiences that everyone brings to the table, whether it's age, cultural heritage, disability and mental health, ethnicity, race, gender identity and expression, sexual orientation, or social background. The Tudor Trust is fully committed to equity, diversity and inclusion in our sector. We want this to be reflected in the diversity of the people who work with us, and we are particularly interested in applications from people from all backgrounds.

**How to apply:**

To apply for this role, please submit a proposal outlining how you, your group or agency meet the requirements of this tender (i.e. the skills to deliver the specific communications support, experience of the key competencies and your alignment to our values). Please also include a proposed timetable for the work and a budget, with day rates shown, that provides an approximate breakdown of the number of days for different activities. This should be no more than 3 sides of A4. Please also provide your CV/CVs of key people who would work on this project.

Proposals should be sent to [resources@tudortrust.org.uk](mailto:resources@tudortrust.org.uk) by 10am, Monday 16<sup>th</sup> September 2024.

If you have any questions about the role, please email [rosiehodsdon@tudortrust.org.uk](mailto:rosiehodsdon@tudortrust.org.uk).