

## INVITATION TO TENDER FOR MARKETING AND COMMUNICATION ACTIONS TO PROMOTE UK AS A DESTINATION OF STUDY IN SPAIN

<b>Deadline for bids:</b>	24:00 on Sunday 30th August 2015
<b>Interviews of selected bidders:</b>	week starting 31 August 2015
<b>Contract period:</b>	Sept-15 December + 10 Jan - 10 March 2016
<b>Contract value:</b>	€20.000 - €25.000
<b>Issuer:</b>	British Council Spain

The successful supplier will report to the British Council, Head of Education, based in Madrid. For further details about the work of the British Embassy and British Council, please see our websites:

- [www.britishcouncil.es](http://www.britishcouncil.es) – [www.educationuk.org/spain](http://www.educationuk.org/spain)
- <https://www.gov.uk/government/world/organisations/uk-trade-investment-spain> & <http://www.ukti.gov.uk/home.html?guid=none>

**Applications:** please send your application to [carolina.jimenez@britishcouncil.es](mailto:carolina.jimenez@britishcouncil.es)

### Background

British Council is the official representative of British Education in Spain and works to promote and safeguard British Education in Spain. Since our establishment in 1940, we have undertaken a major programme of activities to promote educational and cultural relations between Spain and the UK. In addition, we offer a wide range of services including teaching of English (17 Centres in Madrid, Barcelona, Segovia, Valencia, Bilbao and Palma de Mallorca), organise thousands of exams and own a renowned British school in Madrid. We organise 2-3 British Education Fairs per year, mainly for UK Universities, and manage inspections of British Schools in Spain. We work closely with Education authorities in Spain, very specifically for Bilingual Education projects around the country, including teacher training, annual teachers conferences and much more. Thousands of students use British Council tests to measure their level of English and reach international education opportunities through them.

UK Trade and Investment (UKTI) is the UK Government Organisation that supports UK based companies with their international development and encourages foreign investment into the UK. In Spain UKTI has teams based in Madrid, Barcelona and Bilbao. UKTI works closely with the Council in a number of areas, including in the Education sector.

The UK Government has set ambitious targets in support of UK education growth. Over the last 3-4 years, our work in education has already demonstrated impact by showing an

increase in the number of students joining UK Universities, schools or Colleges. The challenge now is to raise general awareness over the opportunities provided by UK Universities and other education institutions. We expect to be able to demonstrate:

- a) A 20% increase on the number of visitors to the British Council annual Education Fairs on 19-21 October
- b) A minimum 2-3% increment in the number of Spanish students signing up for UK universities (HESA statistics, latest available data – 9555 students)
- c) A growth in the number of Spanish students travelling to the UK to learn English, according to English UK statistics.
- d) A larger number of Spanish students in attending schools boarding schools either through “year abroad” programmes or for 3 months.

To enable us to achieve this we want to launch a 6 month fully comprehensive communications and marketing campaign. We are looking for either an expert individual (registered as self-employer) or an agency with expertise in marketing and communication and can demonstrate a capacity to use creative thinking and innovative approaches to marketing. Knowledge of the education sector (group ages 16 – adult) would be preferable. The supplier will be expected to work on a full-term basis for the duration of the contract or, if an agency, to be able to appoint a fully dedicated agent to this project as per the dates and timings specified below.

<b>Description of the work</b>
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1. **To elaborate and deliver a full MARKETING AND COMMUNICATION PLAN** for implementation during the contract period and beyond. The plan should include press, on-line media, radio and TV if possible. Campaigns and messages must be designed for maximum impact and minimum costs (articles rather than adds, programmes and games, prizes, activities and events that call the eye of press and media, rather than paid advertorials). This will be an open document, to be able to add opportunities that may arise (events, activities, etc). It must be based on an audience analysis, and identify key messages for different audiences and through different channels, social media, digital, etc.

The plan should include:

- a) **A complete calendar of education related events** for high visibility and impact to the right audiences, including:
  - Those already planned by British Council (including presentation to schools by Education team and activities by exams and teaching centres throughout Spain), British Embassy, UKTI, VisitBritain
  - Relevant major education events within Spain
  - Any extra necessary events for higher visibility or **specific purposes**. This may be independent activities or, more likely, participation in mayor events that allow brand visibility and photo opportunity.

Suggestions: education Fairs around Spain (especially in areas where we do not normally present UK Education), open days at particularly large private schools in Spain, Shakespeare plays around Spain.

- b) **Requirements for branded Materials for use at events, media campaigns and by/through partners.** Materials must comply with GREAT campaign requirements, be purpose made (for specific events already planned or to be put together through this service) as well as for use by partners and friends of the British Embassy/British Council.

Suggestions: All centres offering UK Education in Spain through TNE agreements. All British Schools in Spain. Posters to be distributed to all Private (and concertado schools). Cards for free distribution in youth areas/bars and sport clubs.

**c) Media Marketing and Communications Campaigns**

- With the objective of enhancing reputation of UK Education in Spain, attracting more visitors to events related to British Education in Spain and increasing overall student numbers to the UK, these campaign(s) should consider traditional and non traditional ways of communication. It is expected that it will be highly visible in most important education monographs through articles and paid advertorials (as funding allows), radio and even TV mentions. But we also expect that there are important elements of digital creative actions, such as viral-digital campaigns, quizzes for engagement through digital various channels, etc.
- The supplier will be in charge of the campaign and is expected to be able to produce key messages, full articles, games/quizzes, manage media contacts and journalists, and take full ownership of media impact throughout the duration of the contract. Suggestions: facebook/twitter campaigns-quizzes. Videos to become “viral” on you-tube. Use of youth bloggers.

2. **To supervise the development of a joined-up data-base for use during the campaign and in future occasions.** The British Council and British Embassy already have a lot of different data-bases with key stakeholders, in excel format. Suggestions for inclusion in this data-base:

- a. Media and dissemination contacts: journalists, digital companies, bloggers, key online networks (on Madrid, Madrid Free, Universia, etc)
- b. BC, BE, VisitBritain, Fundación Hispano-Británica, British Alumni Associations in Spain, UKTI, British Chamber of Commerce
- c. Foundations considered relevant for dissemination of GREAT Education/culture materials
- d. Institutions offering UK education in Spain
- e. British Schools in Spain
- f. Large Private schools in Spain
- g. Bilingual Secondary Schools in Spain

- h. Concertado Secondary schools
- i. Sport centres/clubs
- j. Consejerías de educación
- k. International Relations offices of all Universities in Spain
- l. International Relations offices of Business Centres in Spain
- m. Cultural Sections of City Councils with larger than 100,000 population (and in the metropolitan areas surrounding Madrid and Barcelona, Juntas de Distrito)

**3. To produce an evaluation report of all actions developed and delivered, including recommendations for the future.** Criteria for evaluation will be discussed but, at least, it should include:

- Mass Media actions – measure impact (no of readers) and engagement (followers, likes & forwards)
- Stakeholders partnerships – collect in-kind project contribution, impact of any dissemination actions by partners
- Events – number of participants and calculation of direct beneficiaries

<b>Contract Requirements:</b>
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1. The proposal can be in English or Spanish.
2. The work should include a set of recommendations to maximise our own resources for maximum media impact. Findings or recommendations should wherever possible be supported by empirical data.
3. The contractor is expected to have to attend meetings, and access IT systems and information which is available in Madrid. While being based in Madrid is not a requirement, we will not provide extra funding for trips to Madrid which will need to be regular if the bidder is based elsewhere
4. It is expected the supplier will be fully dedicated, allowing a minimum of 110 working days (or 825 working hours) to this contract. Working hours and location are flexible but the supplier is expected to need to spend long periods at BC premises.
5. The supplier may need to travel around Spain. Travelling costs will be covered in equal terms and conditions as if he/she was a British Council employee (except for travelling to Madrid BC premises if bidder location is outside Madrid).

6. Intellectual Property Rights: Any Intellectual Property created in the course or in connection of the project will belong to the British Council and the British Embassy.
7. Payment: The supplier will receive 5000 euros initial payment and 3 equal amounts payable as agreed previously by both parties, on successful completion of agreed milestones. The last payment will not be actioned until the final evaluation report is received. At this time, if the report includes evidence of impact and the work facilitates future capacity for BC to enhance market reach, an extra 5.000 euros will be paid.
8. Policies: The supplier contracted is required to observe and adhere to the British Council policies, including standards, behaviours and principles, as included in [http://www.britishcouncil.org/new/about-us/jobs/folder\\_jobs/register-as-a-consultant/policies-for-consultants-and-associates/](http://www.britishcouncil.org/new/about-us/jobs/folder_jobs/register-as-a-consultant/policies-for-consultants-and-associates/)

<b>Bidder Requirements</b>
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1. Access to media contacts and proved evidence that he/she has the necessary experience for relationship management with journalists, editors and other key education promotion stakeholders.
2. Experience in education sector in Spain and knowledge of UK Education characteristics is desirable. Previous track record of having worked in marketing campaigns within the education sector
3. Bidders should indicate how they propose to present the evaluation report with an illustration of format and style. This final evaluation & recommendations report is preferred in English.
4. This will be a contract of services, the bidder must be able to invoice either through an agency or because he/she is an “autónomo” with capacity to invoice.
5. While the capacity to read English is essential, expertise in marketing and communication, initiative, creative thinking will prevail. If this were the case, the final report will be accepted in Spanish.