**Freelance Media and PR Consultancy Brief**

**Advocacy survey report and recommendations**

**September 2020**

**Background**

An informal coalition of advocacy organisations[[1]](#footnote-2) have undertaken a joint survey of advocates and from this have developed a set of advocacy principles ([already launched](https://www.voiceability.org/news/upholding-rights-and-valuing-voices-advocacy-principles-for-coronavirus-and-beyond)) and a report (not yet launched). The report recommends ways to address inequalities in health and social care and strengthen people’s rights, so that they can live their lives to the fullest. We would like the survey findings and recommendations to have as much impact as possible. We are in the process of finalising the report and our key messages. We are also currently developing our comms plan to launch the report and the survey findings and will have some social media graphics and video content as part of the launch package. Alongside this, we would like to develop a press and PR plan that seeks to place content/editorials and/or get press coverage in relevant industry, sector, and regional press.

**Outputs & Outcomes**

We are open to discussion about where and how to optimise our reach and impact through this resourcing of press and PR expertise. We are most interested in the outcomes and impact rather than being prescriptive about specific outputs. However, our general expectations are that the following outputs might be produced through this freelance consultancy:

Consultant responsible for the development of the following­­­­­:

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| **Output & Activity** | **When**N.B. timelines are here an estimated baseline but will need to be discussed and agreed with the Consultant |
| Kick off conversations, agreeing workplan, and reading the draft report | w/b 21 Sept |
| Supporting message discipline, media positioning, and rebuttals* Providing feedback on key messages and positioning document
* Providing advice on rebuttals document
* Providing guidance on message discipline, including practical tips
 | w/b 21 Sept |
| PR and media plan with clear media content strategy, outlining potential coverage, including opportunities through:* print & online publications (including specialist press)
* radio
* broadcast
* editorials
* letters to editors

Your plan should include advising us on the best timing for launch (the dates in this table are indicative)  | w/b 21 Sept |
| Drafting content to support the PR and media plan, including:* National press release and template for regional press releases
* Editorial(s) and letter(s) to the editor
 | w/b 28 Sept |
| Pitching, selling-in, and preparing spokespeople for any interviews, including:* Disseminate press releases and proactively sell in and pitch the news item and editorial/letter to editor content
* Rehearsing with spokespeople and supporting interviews for any broadcast or radio pick-up
 | w/b 28 Sept w/b 5 Oct |
| Wrap-up, learning capture, press interest mop-up & handover | w/b 12 Oct |

**Management**

The Consultant will report to Charlotte Gill, Head of Policy, Public Affairs, and Communications at VoiceAbility. The agreement will be between VoiceAbility and the Consultant. While the Consultant will have contact with other members of other advocacy organisations, this will be closely managed in order to avoid confusion around the brief, core deliverables, and feedback. There is a comms sub-group of five organisations but VoiceAbility will be responsible for all feedback and signing off of the Consultant’s work, in consultation with the comms sub-group and advocacy survey group.

**Budget**

We are a charity and therefore always seek value for money in services which we commission. However, cost is not the only consideration. We have already invested significant time and resources in this project, therefore are keen that we can get as much impact from this work as possible. We expect this Consultancy to be spread across a few weeks and to come in between £1000 and £2000, including VAT.

**How to apply**

Please send a proposal outlining how you would deliver this consultancy including the total proposed cost and estimated days to comms@voiceability.org with subject line ‘Freelance PR’. **Please send your email as soon as possible as we would like to move quickly.** Please include the following information:

* A short bio of your background and relevant experience. While we are particularly keen to hear from people who have experience in achieving coverage in the health/social care/disability sectors, it is not a requirement. (no more than 300 words)
* How you approach supporting spokespeople and your experience rehearsing with spokespeople and supporting them to build confidence, message discipline, and clarity (no more than 300 words)
* A sample of your own writing (this may be ghost-written or as yourself), whether in an employed or freelance capacity (the sample can be an attachment or link)
* A sample of press coverage which you have achieved through your own work, whether in an employed or freelance capacity (the sample can be an attachment or link)
* Your CV (no more than two pages)
* Details of two referees, with at least one who can vouch for your freelance work in the past year or is your most recent employer. Please provide:
	+ Name
	+ Job Title
	+ Organisation
	+ Email Address
	+ Phone number

**Questions of further information**

If you have any questions, require clarification on anything within this brief, please call Charlotte Gill on 07920 482 036.

1. Advocacy organisations are those which provide advocates for people who need support to be understood and included in decisions for and about them, including those who lack capacity to express their wishes. [↑](#footnote-ref-2)