



MARKETING AND COMMUNICATIONS SERVICE SPECIFICATION

MANDATE

Equestrian NSW invites Expressions of Interest (EOI) from suitably qualified and competent consultants to assist with marketing and communications, in support of the organization's goals and objectives.

CONTEXT

Equestrian NSW is a not-for-profit, state sporting organization for the disciplines of Dressage, Driving, Eventing, Jumping, Show Horse and Vaulting. We have nearly 9,000 members and are located at Sydney International Equestrian Centre at Horsley Park in western Sydney.

REQUIRED SERVICES

The Consultant will provide the following services:

- Market research to determine the best channels to engage with members and stakeholders.
- Produce content for social media, web sites, e-newsletters, emails, presentations, seminars, workshops, media, advertising and events, to promote Equestrian NSW and develop and protect its brand and reputation.
- Monitoring of digital and social media and reporting regularly to the Equestrian NSW CEO and Marketing and Communications Committee about trends and significant issues.
- Keeping across events calendars in all disciplines, making contact with event organisers and sourcing promotions, images and results.
- Assist with the design of digital communications and merchandise.
- Input to the Annual Marketing and Communications Plan.
- Involvement in the website redevelopment project.
- Development and promotion of a brand ambassadors program, across disciplines and demographics.
- Other responsibilities as directed from time to time by the CEO.

TERM OF ENGAGEMENT

The term of engagement will be 12 months, with options to extend by agreement between both parties.

REPORTING AND INVOICING

- The Consultant will report to the CEO and work in close co-operation with the Marketing and Communications Committee.
- The Consultant will provide a Monthly Report, detailing hours worked, deliverables and related matters.
- The service fee will be an hourly rate, plus re-imbursement for out-of-pocket expenses.
- Reporting and Invoices are to be submitted within five working days of month end and will be paid on the following Tuesday.

INSURANCE

The Consultant will have insurance and provide Certificates of Currency for:

- Public Liability - \$5,000,000
- Professional Indemnity - \$5,000,000

FORMAL AGREEMENT

A formal agreement between the parties, including standard commercial terms and conditions, will be executed prior to commencement of the services.

EXPRESSION OF INTEREST (EOI) REQUIREMENTS

EOIs are to be submitted by Friday 3 Sep 21, via email to bruce@ensw.org.au, including the following:

1. Credentials Document

1-2 pages outlining appropriate credentials, experience & expertise. Consider highlighting in particular:

- Social, digital comms expertise.
- Grassroots or membership-based marketing engagement.
- Holistic management of marketing annual calendars.
- Management of comms in complex stakeholder environments and risk mitigation practises.
- Equestrian sport understanding and empathy.

Note: examples of prior work / marketing comms can be included in a separate appendix (as needed).

2. Rate

- Service fee \$/hour (incl GST).
- Estimate of hours/week expected to fulfill the specification. Please also provide your assumptions used for this estimate (e.g. quantity and type of mktg comms).

2. References

Please provide details of previous client/s that may be contacted by ENSW.

3. Insurances

Certificate of currency for public liability and professional indemnity.