Introduction and purpose

Jersey Heritage invites experienced and suitably qualified providers to submit Expressions of Interest to be included in a preferred supplier list for the supply of creative design, marketing, advertising, and digital marketing services.

1. Timescales for the tender process

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Friday 7 June</td>
<td>Letters to go out to suppliers invited to respond to the Expression of Interest document.</td>
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<td></td>
<td>An invitation notice to be placed in the Jersey Evening Post and on the Jersey Heritage website: <a href="http://www.jerseyheritage.org/supplier-procurement">www.jerseyheritage.org/supplier-procurement</a></td>
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<tr>
<td>Wednesday 19 June</td>
<td>Deadline for Expressions of Interest, including any questions, to be submitted by email to <a href="mailto:Tenders@jerseyheritage.org">Tenders@jerseyheritage.org</a>, covering the information required (see section 5 of this document)</td>
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<tr>
<td>Monday 24 June</td>
<td>Letters and tender documentation to go out to providers shortlisted to tender</td>
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<tr>
<td>Friday 19 July</td>
<td>Deadline for submissions of applications to tender</td>
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<tr>
<td>w/c 29 July</td>
<td>Supplier presentations / interviews</td>
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<tr>
<td>w/c 12 August</td>
<td>Announce selection of preferred supplier(s)</td>
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<tr>
<td>Q4 2019 / Q1 2020*</td>
<td>Commencement of marketing services contract</td>
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*Commencement date TBC with provider.

2. Background

Jersey Heritage is a local charitable organisation that protects and promotes the Island’s rich heritage and cultural environment. We aim to inspire people to nurture their heritage in order to safeguard it for the benefit and enjoyment of everyone.

We are an independent organisation that receives an annual grant from the Government of Jersey to support our running costs. Admission income from visitors, and support from sponsors are also vital to keep us operating.

We are responsible for the Island’s major historic sites, award-winning museums and public archives. We hold collections of artefacts, works of art, documents, specimens and information relating to Jersey’s history, culture and environment. These collections define the Island, hold the evidence for its historical development and act as the community’s memory.

People engage with Jersey Heritage in a variety of ways. They can be:

- Resident visitors and their families
- Overseas visitors
- Members and patrons
- Students
- Event-goers
- Community partners
• Academics and researchers
• People accessing JH online
• Corporate visitors and groups
• Venue hirers, wedding planners and commercial users
• Sponsors and funders, including Government of Jersey
• Trustees, staff and volunteers

We use the word ‘user’ rather than visitor because JH engages with all sorts of people in a range of different contexts. We avoid using the word ‘audience’ because that implies a one-way communication delivered by the supplier (JH) and received by the audience. For JH that process is much more collaborative, engaging the community in creating heritage and thereby fostering a feeling that it is a communal effort and everyone has a part to play.

Jersey Heritage is looking for a marketing agency that understands the users we engage and the passion we have for protecting and sharing the Island’s precious heritage culture.

3. Scope

The service provider will work closely with us to plan, provide and manage a complete marketing service covering all aspects from client liaison, partner management, design, advertising, campaign management and measurement, market analysis and strategic input.

The service provider must be experienced in using all areas of communication including promotion, advertising, design, online and offline media and PR across all public and social networks and the web.

The scope includes planning of the marketing initiatives, in conjunction with the Marketing Manager and Jersey Heritage senior management, to deliver the objectives in the annual strategic plan and the 4-year engagement plan.

3.1. Local engagement

A mix of communication channels, such as posters, radio, JEP, social media, and roadside banners, will be used in order to inspire residents to positively engage with and support Jersey Heritage over a range of activities including:

3.1.1. Membership scheme and member events
3.1.2. Weddings held at our sites
3.1.3. Jersey Archive initiatives, events and filming
3.1.4. Cause messaging
3.1.5. Fundraising campaigns
3.1.6. Events and exhibitions

3.2. Tourism marketing

The marketing service provider will act as the main point of liaison with partners for tourist focussed marketing to ensure a prominent presence and this will include the following:

3.2.1. Advise, book, design and coordinate Jersey Heritage’s presence and advertising in all visitor maps, guides, and other relevant publications including quarterly What’s On.

3.2.2. Design Jersey Heritage Visitor Guide and other visitor marketing collateral as briefed.
3.2.3. Support promotion, and redesign if required, of the visitor attraction passes and other attraction offers and incentives.

3.2.4. Maintain relationship and liaise with Visit Jersey (VJ) to maximise our Gold Partner status. Manage and upload website listings on Jersey.com ensuring accuracy and relevance.

3.2.5. Coordinate ad hoc tourism promotional campaigns as required, including relevant presence and media at airport/s and bus station.

3.2.6. Production of any Jersey Heritage Lets and Venues publicity or promotional material as required.

3.3. Account Management

A professional yet flexible level of account management is required to ensure an efficient delivery of the marketing plan, and effective and open communication between the service provider and Jersey Heritage.

The appointed Account Manager will be expected to participate in:

3.3.1. Business planning, campaign measurement and regular activity updates/meetings.

3.3.2. Data / market analysis and an understanding of trends and influences affecting Jersey Heritage and its users, particularly with the tourist/visitor market.

3.3.3. Recommendations and fresh ideas generation for new activities.

4. Exclusions

Unless agreed as part of a marketing campaign or project, the following activities are not to be included in the contractual responsibilities of the market services provider.

4.1. Brand refresh

It is proposed that the existing brand guidelines will remain as they are currently for the duration of the contract.

4.2. PR and media enquiries

Reactive and planned PR and media liaison will be referred to in the first instance, and mostly managed internally by, the Communications Manager at Jersey Heritage.

4.3. Internal staff communications

Will continue to be managed in-house by Jersey Heritage.

4.4. Jersey Heritage Website design and management

4.4.1. The current Jersey Heritage website is due for a redesign. However, this will be managed separately as a project (budget depending) and will not automatically become the responsibility of the new marketing services provider.

4.4.2. The day-to-day management of the existing website will remain the responsibility of the current consultant for the foreseeable future.

4.5. Social media platforms

4.5.1. Day to day management of Facebook, Instagram, Twitter and other social media platforms is not the sole responsibility of the marketing services provider. The social media team at Jersey Heritage manages general activities in-house.

Further exclusions may be identified at a later stage.
5. **Information to be supplied with the Expression of Interest**

The Expression of Interest should include a statement detailing suitability for the role and any relevant experience.

5.1. To support your Expression of Interest, please provide 3 examples of your work including:
   
   5.1.1. A digital campaign
   
   5.1.2. Printed collateral such as a newsletter or brochure
   
   5.1.3. A project you are proud of:
           Giving a brief outline of the objective/s, budget, campaign and the outcome

5.2. Please also provide details of your cost structure including:
   
   - Hourly / daily charges for account management
   - Hourly / daily charges for design work
   - Handling charges for printing and bought-in materials
   - Additional fees / charges

Questions regarding the Expression of Interest submission should be emailed to Tenders@jerseyheritage.org

6. **Instructions to companies**

Your Expression of Interest must be completed and either emailed to Tenders@jerseyheritage.org or clearly marked Marketing Tender and posted to Jersey Museum, The Weighbridge, St Helier, Jersey, JE2 3NG.

6.1. Jersey Heritage cannot accept responsibility for postal or delivery delays.

6.2. Late responses will not be considered.

6.3. Companies submitting Expressions of Interest will not be entitled to claim from Jersey Heritage any costs or expenses incurred at this stage of the tender process.

6.4. The information received from companies will be treated as private and confidential by Jersey Heritage.

As part of this tender process, you will be expected to meet GDPR and due diligence criteria.