

Invitation to Tender

Communications & Branding



AVANTI SCHOOLS TRUST

Key Aims

Avanti Schools Trust has 12 schools across the UK. We are seeking to invite applications from firms or consultants to support with branding and communications for the Trust.

Requirements

Scope of Services:

1. **Brand Development:** Consultants will assist in creating and refining brand strategies and identities.
2. **Communications Strategy:** Experts will develop and implement effective communication plans, both internal and external.
3. **Messaging and Content Creation:** Consultants will craft compelling messages and content for various platforms, ensuring consistency and alignment with our brand.

Tender Response Document

1. Confirmation that they can provide all the services as listed in the requirements section.
2. Demonstrate track record in providing these services – a brochure or CVs should be provided and a clarification on what services are offered with case studies and examples of quality work.
3. Detail proposed fee structure including:
 - i. Fee structure (Daily/Hourly rate)
 - ii. Monthly retainer option

Other Information

Please also send your submission via email to info@avanti.org.uk with subject: **Avanti Schools Trust - Communications Tender**

Tender Timetable is as follows:

- Tender guidelines issue on Monday 20th May 2024
- Tender submissions to be returned by 1st June 2024, 12pm
- Shortlisted bidders' interview may be required on 4-5th June 2024
- The Contract will be with Avanti Schools Trust and scope of services will be agreed with the successful party.

Any other enquiries relating to this tender should be emailed to info@avanti.org.uk