



INVERCLYDE

CHAMBER of COMMERCE

est. 1813

Marketing Tender Opportunity

July 2021



Key Services

Inverclyde Chamber of Commerce is looking to engage with a digital marketing company in order to help and support with aspects of its digital marketing activity.

Please outline a plan and costs on a monthly basis as we are asking all tenders to be submitted on a total cost per month basis.

This will include the website update, which should be sub-divided into 12 monthly fees, in conjunction with the other work.

On conclusion of monthly/annual estimates for different parts of the support work overleaf, please submit a proposal for your overall monthly fee.

All Bids Should Be Shared with ICC Chief Executive, George McKay by 5pm on Friday 16th July 2021.



Monthly Digital Newsletter

While each month is different and dependent on what is happening, please estimate the time /cost for the monthly ICC newsletter. ICC currently sends a weekly newsletter each week- [click here](#) - with all of the latest business news, events, policy, internal and member updates. This is to become a monthly newsletter, highlighting members news and stories, and forthcoming events. **The ask is to, using the current template, collate, create and release news across our subscribed businesses and members and other platforms. Please state experience and estimate the time/cost per month.**

Ad Hoc Events Newsletter

There will be a requirement to send out ad hoc newsletters as and when required, but we do not envisage this being a piece of major work. **Please state experience and estimate the time/cost per month.**

Press Releases / SCC Updates

ICC currently receives requests from members to support with their news stories as well as regular updates from SCC to push out across the network. This can vary but averages currently at 30 minutes per week. **Please state experience and estimate the time/cost per month.**

Member Updates/Artwork

ICC has started to promote its newest members across social media and celebrate the fact that it is growing its network. This involves the creation of content assets to go out online. **Please state experience and estimate the time/cost per month.**

Social Media Management

ICC has been using Hootsuite to manage and push out its updates. Please calculate, on average, what you estimate, in time and fee, what it would take per week to schedule. **Please state experience and estimate the time/cost per month.**

Events Support

ICC will have three networking meeting per month, (a mixture of face-to-face/virtual) which you should attend to support the team and promote after the event. **Please state experience and estimate the time/cost per month.**

Website Update

It is envisaged that the current WordPress website requires some cosmetic and content changes making use of the current template and source artwork, and working under direction of CEO for content changes. **Please state experience and estimate the time/cost per month.**



Our Promise To Our Members

To Deliver A Stronger Inverclyde Business Community By:

Supporting Inverclyde businesses to be better, seeking to create the right economic conditions for a buoyant Inverclyde economy, whilst enabling our members and their employees to be more successful and prosperous.

Our mission is:

To empower, connect and advocate for business across Inverclyde.



inverclydechamber.co.uk



Our Values

How We Will Ensure We Are Delivering For Our Members

- We have our members at the heart of everything we do; creating a powerful and cohesive force, enabling us to achieve together what we could not individually.
- We are proactive in seeking the views of key stakeholders and acting as a strong collective voice for business.
- We are visible and high-profile in the business community.
- We are regarded as thought leaders but with a reputation for doing rather than just talking.
- We are fully engaged in shaping, influencing and promoting Local, Scottish and International agendas.
- We seek to stimulate business, providing support, solving problems and opening doors through collaboration with partners in mutually beneficial activities.
- We act as a constructively-critical friend – a challenger brand.



Strengthen And Grow

- Provide innovative, accessible events and support that meet the needs and interests of the membership.
- Review our Value Proposition to properly align with what is currently being offered and what our members need.
- Complete a refresh of the Chamber branding to give a fresh and contemporary design that promotes Inverclyde as an area to do business.
- Create a revitalised Marketing Strategy that is adequately funded and resourced.
- Utilise marketing tools that will help to promote the Chamber brand and members in a clear, concise and compelling manner to the wider business community.
- Develop engagement strategies that will help to attract, interact with and retain identified market segments (i.e. young professionals).
- Establish new programs geared towards helping Entrepreneurs, such as Mentorship.
- Review our new member on-boarding process and create a buddy network with Board Directors.
- Collaborate with other community organisations when goals and objectives are in alignment.
- Create a mixed package approach for membership that can be tailored to business needs.

Be The Leader In Advocacy

- Develop non-partisan policies that demonstrate a positive difference for our members, our area and our economy.
- Facilitate the translation of policy and advocacy work at the membership level to better inform the impacts and benefits.
- Secure appropriate resources to enhance capacity, communications and marketing.
- Enhance communication of success stories in all Chamber media and marketing pieces, taking every opportunity to promote our members and local business success stories and items of interest.
- Play an active and critical role in Inverclyde Council's Repopulation Strategy 2020 – 2025 for businesses.
- Organise Policy Thought Leaders roundtable(s) that will appeal to a variety of membership groups.
- Inspire continued and active participation on Inverclyde Council and other local committees to ensure the business voice is heard and represented.



Deliver Premier Networking

- Facilitate events of all different sizes and designs that are well recognised and attended by the Inverclyde Business Community.
- Find new and innovative opportunities to collaborate with other community and Chamber partners.
- Develop programs and professional development opportunities that enable businesses to grow and prosper.
- Strategically design and roll-out a terms of reference for mentorship.
- Ensure marketing efforts match anticipated attendance at key events.
- Develop strategies to address broader participation by younger business leaders (especially start-ups) and continue to expand support services for both established and emerging female professionals.
- Communicate and promote success stories that have stemmed from the Chamber in terms of benefits derived from professional connections.
- Ensure Members are provided with useful and successful connection opportunities on a regular basis.

Highest Standards Of Governance

- Ensure that all systems, programs, policies and practices are fully adhered to.
- Annually Review and document updates as needed to “Terms of Reference” for: Nominating Committee, Board Manual, Accreditation, CEO Performance Appraisal, Succession Plans and Reserve Fund Review.
- Develop an “all-levels” succession plan to ensure the organization is always covered with the right people in place.
- Conduct an annual review of a Full Operational Compliance Report (Board).
- Creation of a Diversity Policy for Inverclyde Chamber and businesses.
- Recognise and encourage all of the staff, members and volunteers who make this organisation what it is.



The Team

Meet our talented employees

Full Bios Are On Our Website



George McKay

ICC Chief Executive

Diana Peralta

ICC International Lead



Heather MacLaurin

ICC Executive Assistant



The Board of Directors

Meet Our Local Leaders

Full Bios Are On Our Website

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Mark Spragg

ICC President

Managing Director - Where Now

TBC

ICC Vice-President



Alistair Rodgers

ICC Director

Head of Engineering - West College
Scotland



Penelope Hof

ICC Financial Controller

Managing Director - PJH Bookkeeping



Lizzy Todd

ICC Director

Managing Director - Tweetiepie Media



Ian Moffat

ICC Director

Managing Director - Arc Fleet Services



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Chief Executive, George McKay by
5pm on Friday 16th July 2021.



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Contact Us

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