



Marketing Consultant for sold services in training and consultancy

Summary

Position	Marketing Consultant for sold services in training and consultancy
Contract period	Approximately 3 months - provisional start date January 2025. [Note: there is flexibility of number of days per month, depending on the fees charged by the successful candidate.]
Fee	c. £6,000 (inclusive of VAT where applicable)
Timeline	Deadline for expressions of Interest: 9am on 18th November 2024 Interview for shortlisted candidates: 21st November 2024 (online)

Overview of requirements

Gendered Intelligence (GI) is seeking an experienced consultant to design a clear marketing strategy for our Professional and Educational Services and support us to implement it.

The consultant will report directly to the Director of Professional and Educational Services (PES), and work closely with the Department Administrator and other members of the PES team as required.

The Director of Service is responsible for the strategic aspects of the department, and also delivers some front-line consultancy.

The Team Administrator is responsible for all initial customer liaison, quoting, booking, maintaining PES-related web content, and supporting the development of flyers, leaflets, session info and similar.

Diversity

Gendered Intelligence welcomes proposals from people, and organisations involving people, of diverse backgrounds, abilities and identities. We particularly welcome individuals who are Black, including mixed race/ mixed heritage.

Background information

About the organisation

Gendered Intelligence, established in 2008, is a registered charity that works to expand understandings of gender and to improve the lives of trans¹ people.

Our aims are to expand understandings of gender and improve trans lives.

We imagine a world where many different gender identities and expressions are visible and valued and where trans, non-binary and gender questioning people live healthy, safe and fulfilled lives.

We:

- Offer services, projects and activities to trans, non-binary, and gender questioning people
- Deliver education, training and consultancy services to help organisations improve their inclusive practices
- Seek to influence legislation, the media, policy and research at a national level

We believe our work will change cultures, systems and behaviours and lead to an improvement in the quality of life for trans people.

Gendered Intelligence is structured into four departments:

- **Professional and Educational Services**
Work with professionals and organisations to develop trans inclusivity in workplaces and services
- **Youth and Communities Services**
Work with trans people, especially young trans people, to support well-being and enable trans people to thrive
- **Public Engagement** and
Work with the media, general public and major institutions like the government to raise awareness;
- **Central Support Services**
Our internal support functions such as finance, HR and IT

Gendered Intelligence was a small organisation until 2015. However, the need for our services was enormous, and over the past decade Gendered Intelligence has grown to become the largest trans-led and trans-involving charity in the UK. Our income has increased from £400k in 2018 to £1.4M in 2024 and as of July 2024 we have a team of 40 staff (around 30FTE) of whom 90% are trans, non-binary and / or gender-questioning. This growth has enabled us to extend our reach and develop the organisation.

¹ In this document, we use the term 'trans' as a very broad single-word umbrella term to include binary-identified people, non-binary people, gender fluid people, agender people, those with dual-role and similar gender experiences, and anyone else with an experience of gender like or similar to the above.

We have just launched our 2024-29 five-year strategy with three key areas of focus:

- Health - Protecting trans, non-binary and gender questioning people's health and wellbeing.
- Equity, Diversity and Inclusion - Centring the most marginalised.
- Sustainability - Ensuring lasting impact.

[Full version available on our website: <https://genderedintelligence.co.uk/news/18-launch-of-our-new-strategy-2024-2029>]

More about our Professional Educational Services

Professional and Educational Services primarily delivers training and consultancy for professionals and organisations that are working to improve their trans inclusive practices.

Of the two, the bulk of our time spent, and income generated, relates to training, with a much smaller proportion related to consultancy (approx. 20:1).

In total, since 2013 we've trained >54,000 people via >2,400 sessions.

In our last financial year Gendered Intelligence delivered training to 9,360 people via 374 sessions and generated income of just over £250K. This was the highest number of delegates and highest income we have ever recorded.

We have an excellent training team delivering high quality sessions, with consistently outstanding feedback. We offer both in-person and remotely delivered live training.

All our trainers are professional trainers/facilitators who are also trans and/or non-binary identified: many have extensive grassroots trans community backgrounds and additional specialisms.

We have in depth and in breadth knowledge that is second to none, and that can be drawn on to create a vast range of trans-related training. We work across virtually all sectors, and areas of the UK, though some sectors and locations are more consistently represented in our sales than others.

Over the last year, our sales income was around £60-£66K / qtr. However, since then, sales have dropped. Historically we have not needed to market ourselves and are new to promotion.

Expected activities

We have identified a range of steps we could take to make a start on more active promotion of our service. However, we do not currently have an overarching communication strategy that supports our new organisational strategy (2024-2029). We are looking for a consultant to provide us with expertise and to support us to take a strategic approach to marketing our Professional and Educational Services, to create a sequencing plan, as well as make other suggestions on activities to be carried out. This will inform the Communication Strategy which will be in production over the next 6-9 months.

The consultant will:

- Review all materials and information provided, and ask for any other additional information necessary to gather an accurate picture of the current position, needs and goals
- Attend an online 'Introduction to Trans Awareness' training session to see our general content, style and approach, and (where necessary) to learn about the basics of interacting with our predominantly trans / non-binary workforce.
- Identify short term practical steps to start promoting our sold services.
- Create a marketing strategy in conjunction with the CEO / DPES. (This needs to be realistic with respect to the resources a small charity like GI has at its disposal.)
- Create and support the implementation of the PES marketing work plan including objectives and outputs.
- Where appropriate carry out some on the ground activity to achieve targets set out in the work plan.
- Be required to work within Gendered Intelligence's policies and practices, ensuring these are carried out in relation to the job, in particular:
 - Take responsibility for the health and safety of self and others at all times
 - Behave in accordance with Gendered Intelligence's codes of conduct and Equal Opportunities Policy and ensure Equal Opportunities principles are incorporated and adhered to in all aspects of the role.
 - Adhere to GI Values of being professional, positive and passionate

Process for proposals

If you are interested in applying, please request additional confidential details of our current plans to promote the services and sales figures along with some further background to inform your submission. This contains elements of sensitive information, which we will require to be treated confidentially. For this information e mail: recruitment@genderedintelligence.co.uk

To submit a proposal, please send an up-to-date CV (2 pages maximum) and a response to the following questions (2 pages maximum):

1. What is your experience of similar work in the past supporting organisations with their marketing of sold services. We are particularly interested in examples from comparable organisations (in size or remit) but recognise that you may also bring relevant transferable experience.
Please include:
 - Relevant experience in the not-for-profit sector.
 - Relevant experience regarding marketing training or similar services
2. Based on the information about the context provided above, what do you feel you would bring to GI's specific situation?
Please include:

- Any transferable experience or skills that you feel are relevant to share (we welcome fresh perspectives).
- Any initial thoughts about the approach you would take.

Please send the two documents to recruitment@genderedintelligence.co.uk by **9am on 18th November 2024**.

Interviews with potential consultants will take place **via Zoom on the 21st November 2024**.

If you have any disability or access needs that you would like to share ahead of the interview, please provide any details in your cover email to recruitment@genderedintelligence.co.uk. This information will not be shared with the Panel until they have reviewed your proposal.

If you have any queries about the above information or the process, please email recruitment@genderedintelligence.co.uk and your query will be forwarded to the correct individual.