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From the Clerk: K.D.Mitchell, BA

Social Media Strategy consultant

To augment The All Saints Education Trust's (ASET) charitable and educational aims and grant giving, we are aiming to develop and grow our social media profile to attract high quality organisational applications for programmes that support teacher training, and raise awareness of the individual awards that we give to trainee and practising teachers (RE/HE).

As such we seek an experienced communications/social media consultant who will:

1. Create ASET's LinkedIn Public Page and Facebook Public Page, in line with the content and graphics used on the current ASET website. Recommend and provide a rational for additional appropriate social media platforms for the charity.
2. Add these new social media profiles to the website and all ASET materials, (with the help of the ASET web developer) to generate and enable followers.
3. Connect directly via all appropriate social media channels to potential applicant beneficiaries, gatekeepers to our potential beneficiaries (for example teacher training institutions, course leaders) and current beneficiaries (organisations in RE/HE education) to increase the number of followers and identify who we should follow. Recommend where/what to post to increase the quality of applicants and the profile of the charity's work throughout the educational year and our Awards schedule – identifying where to advertise and when to make the most impact.
4. Specifically, to create an overview of the year for the charity's communications, leading to a month-by-month schedule of broadcast themes for programme and individual grant awards. The content should coincide with key dates in ASET's schedule: applications opening, reminders for closing dates, decision making meetings, success of beneficiaries who are awarded, completion success stories and case studies. Recommend topics/key messages and frequency of posting, calculate the time that will be needed to implement this schedule.
5. Create editable posting templates (using Canva for example), which match our current brand style, with call to action which meet the specified dimensions for common platforms.
6. Provide a short statement that we can give to successful beneficiaries on how to connect with us on social media, using created hashtags, so that we are able to measure, follow, repost /share success, and gain recognition for the awards that we provide and the difference that we make.
7. Create handover note: All log ins and profiles are to be created so that these can be managed by ASET staff in the future
8. We envisage this will require approximately 6-8 days' work in January and February 2025.

9. Proposals to be received by 12.00 on Friday 17 January 2025 to include a project proposal with a schedule and costing; a summary of experience and previous work on similar projects; references (to include email addresses). Proposals to be sent to Mr K. D. Mitchell at either aset@aset.org.uk or kevin@aset.org.uk
10. The proposal must specify when it is envisaged that the work will be completed.