

BRIEF: Digital communications contractor

18th international architecture exhibition, La Biennale di Venezia, 2023

About Scotland + Venice

1. Background

Architecture and Design Scotland, on behalf of the Scotland + Venice partnership is seeking a Digital communications contractor to create, implement, manage, monitor and evaluate a digital communications campaign for Scotland + Venice 2023.

The campaign will raise awareness and achieve positive engagement with Scotland's representation at the Venice Biennale in 2023.

Recognised as one of the world's most prestigious festivals of architecture, the 2023 edition of La Biennale di Venezia will take place from 20 May – 26 November 2023, with previews 18 - 19 May 2023.

The project is commissioned by the Scotland + Venice partnership (Creative Scotland, British Council Scotland, National Galleries of Scotland, Architecture and Design Scotland, V&A Dundee and the Scottish Government) – made possible with support from the National Lottery and Scottish Government – continuing to build Scotland's strength and reputation as an important international voice in visual art and architecture.

The main objectives for Scotland + Venice are:

- To make a critically relevant contribution to international discourse about art and architecture and generate international opportunities for Scotland's creative sector.
- To make a strong, globally relevant and distinctive contribution to La Biennale which showcases the best of Scottish art, architecture and design.
- To strengthen Scotland's reputation as an ambitious, innovative connected centre for the arts and architecture, internationally open to new ideas and partnerships.
- Strengthen public interest in and engagement with contemporary art and architecture internationally and in Scotland.
- To support the creative and professional development of students, artists, architects, curators and producers.
- To maintain and develop a proactive and progressive approach to equalities, diversity and inclusion and sustainability across the project.
- To develop Scotland + Venice to achieve best value for money with clear governance, management and reporting structures.

About the Scotland + Venice project for 2023

The Scotland + Venice partnership is in the process of commissioning a team to represent Scotland and to be put forward as a proposed collateral event. The team will be appointed in September 2022 and further details will be announced shortly.

Proposals will be in response to the [overall themes of La Biennale as set out by the curator](#)

[Lesley Lokko](#). The partnership is looking for proposals that explore how good architecture and the built environment can be more available to and inclusive for everyone creating places that are healthy, sustainable, and thriving.

The partnership is also interested in issues of diversity, community empowerment, whole place collaborations, climate change, and life in a post-Covid world.

The venue

The exhibition will take place in Venice at [Arsenale Docks, S. Pietro di Castello, 40, 30122](#). This venue was first used by Scotland + Venice in 2019, and sits between two main Biennale sites of the Giardini and the Arsenale.

About the Digital Communications Opportunity

2. Digital communications contractor - requirements

The Digital communications contractor will be required to create, implement, manage, monitor and evaluate a coordinated digital communications campaign which will offer opportunities to raise awareness and achieve a positive profile about Scotland's representation in Venice.

This will include content creation and management of our digital communications channels, including website, newsletters and social media.

The campaigns will need to highlight the Scotland + Venice project and its component parts to target audiences.

There is a focus on building a profile for the project within Scotland and to build UK and international awareness and engagement.

Contract objectives

Targets and measures of success will be agreed upon in line with our communications strategy.

Objectives for this contract:

- Position the presentation by Scotland + Venice at the 18th architecture exhibition through coverage of the exhibition in Venice
- Profile Scotland internationally as a centre of excellence for architecture, design and creative industries
- Achieve strong impact and high visibility across digital channels
- Significantly raise engagement across social platforms
- Promote the project's special events, public programme, screening and touring programme and any other initiatives
- Raise awareness of the wider activities and contributions of the project's key partners
- Raise awareness of the project's Professional Development Programme

- Promote Scotland + Venice as an established partnership initiative that provides a significant international platform for the presentation of Scotland's artists in Venice - made possible with development support and funding through Creative Scotland, British Council Scotland, National Galleries of Scotland, Architecture and Design Scotland, V&A Dundee and the Scottish Government
- Support any plans for the project's return to Scotland

We expect that the contractor will fulfil the contract objectives by:

Planning and reporting

- Creation of a proactive digital strategy in response to the overall communications strategy for the 2023 architecture exhibition
- Ensure that appropriate measures are in place from the start of the project to monitor and evaluate accordingly
- Ensure continued reporting throughout the duration of the project on coverage achieved, and demonstrate how success is measured on completion

Delivery

- Leading on digital campaigns across a variety of platforms
- Regularly update copy, images, news stories and information on scotlandandvenice.com and its social channels
- Working with the project partners to lead on digital content such as website copy, social media, e-newsletters, video etc.)

Management

- Manage the Scotland + Venice social media channels during the project
- Community management of the channels, including story reposting, comments and DM replies

Collaborate

- Working in collaboration with project partners and their comms teams, issuing information via multiple promotional channels to drive information to target audiences
- Working with the Press and PR contractor to support the PR campaign

Key times of activity

We expect that the workload will fluctuate during the run of the exhibition. We will work with the contractor to identify key moments of the campaign. Here are some of the key moments that are relevant to this contract.

- Development of digital plan (Jan-Mar 2023)
- Announcement of the project (March or April)
- Promotion and profile raising for the opening week (W/c 15 May 2023)
- Regular updates from the project (May – November)
- Event promotion (to be decided)

- Regular reporting (monthly)

Please note that the launch and preview week is a significant moment in the campaign and we would require the digital communications contractor to be available to work during this time.

Targets

The contractor will be required to identify opportunities and achieve extensive preview and review engagement across digital channels.

The contractor will maintain and grow engagement with Scotland + Venice's digital channels, including website, newsletter and social media channels.

About you

3. Experience and Skills

The successful contractor will have:

- A proven track record of developing and delivering digital/social media campaigns in the field of architecture/design/arts and/or the public sector.
- Experience in delivering successful high-profile and international and national digital campaigns achieving a strong impact and high visibility.
- Experience in developing digital content and managing social media.
- Excellent communication skills and working within a team and across multi-partner projects.
- Experience in taking a proactive and progressive approach to equalities, diversity and inclusion and sustainability across projects.
- Track record of monitoring and evaluation of the impact of digital campaigns and maintenance of regular and continued reporting.

About the Contract

There are **two communications contracts** supporting the architecture project; this one for the Digital communications contractor, and another focused on the delivery of Press and PR. Suppliers with the experience and skills in both are invited to apply for both tenders if they have the capacity to deliver on both.

4. Pricing

We expect the Digital communications contractor fee to be in the price range of up to £8,000 (inclusive of VAT). Tenderers registered for VAT should indicate this in their proposal.

We expect the Digital communications contractor to be present in Venice during the opening week. The cost of travel and subsistence **should be covered by the overall contract fee.**

If any aspects of this contract will be subcontracted please make this clear in your proposal.

5. Contract Period

The contract will commence upon acceptance of the offer subject to the termination clauses herein. Any additional work identified during the implementation of this project that is not within this specification and time frame would be subject to agreed cost and extension of the contract.

- The digital communications contract period will run from January 2023 – November 2023.
- The Biennale runs from 20 May 2023 to 26 November 2023
- The VIP and Press Preview days are 18 and 19 May 2023
- The opening to the public is on Saturday 20 May 2023

We expect that the workload will fluctuate during the run of the exhibition and we will work with the contractor to identify key moments of the campaign.

6. Architecture and Design Scotland Contract Management

The contract will be managed by Architecture and Design Scotland who will be responsible for oversight of the contract. The contract will be subject to our standard terms and conditions.

The Architecture and Design Scotland Communications Manager will be the main point of contact for the project and will be responsible for the day-to-day liaison with the contractor.

Project Management

Scotland + Venice has a Comms Working Group. Successful tenderers will be required to attend a minimum of seven meetings.

The contractor will be expected to:

- Undertake project management, including risk management on behalf of the client
- Establish regular reporting procedures with the client, identifying the decisions which require client approval and introduce procedures to obtain those approvals
- Work closely with the client, partners and other contracted organisations to ensure consistency of data collection methods and reporting
- Work closely with the Press and PR contractor to ensure a coordinated communications campaign

How to apply for this opportunity

7. Tender Requirements

Register your interest

If you are interested in tendering for this opportunity you are invited to email contracts@ads.org.uk by 7 October.

Submit questions

We also invite you to ask any supplementary questions for clarification to help you complete your proposal. Please submit your questions by **7 October 2022**.

All questions (anonymised) and answers will be added to the website.

Application

If you would like to apply for this opportunity, please submit a proposal to include the following:

Approach

- A high-level outline of your recommended creative approach and methodology for the digital campaign contract (max 750 words)
- A rough timetable outlining key activity
- A topline outline of key targets for digital engagement and how you will achieve them

About the contractor (experience and credentials)

- Details of previous experience relevant to the current tender (max 750 words)
- Details of previous experience working across a large project team with multiple partners and stakeholders
- A short CV and details of two referees

About the contract (value for money)

- A full breakdown of costs (incl VAT)
- A statement confirming that the work can be undertaken on time and within the quoted budget
- A statement confirming that there are no known issues in terms of potential conflicts of interest, should there be any and your ability to prioritise this project. If you suspect there may be conflicts of interest issues, these should be made clear
- Arrangements for project management and progress reporting
- If any aspect of the work will be subcontracted, full details must be provided

Selection criteria

Your proposal will be evaluated on the following points

Selection criteria	
Approach	35%
Experience and credentials	35%
Value for money	30%

8. Tender timetable

The timetable for the tender process is set out below.

Timetable of Events	
Tender issued	28 September
Register your interest	7 October
Q & A period	Submit questions by 7 October Answers shared by 11 October
Tender Closing date	24 October
Evaluation	25-28 October
Clarifications (if required)	
Interview Date	2 November /9 November
Contract Award	11 November
Two Week Cooling Off Period	Ends 25 November
Assignment Start	January 2023