

TERMS OF REFERENCE (TOR)

Consultancy Title	Strategic Marketing Expertise
Reporting to	Managing Director
Location of Assignment	Remote based working
Timeframe	5 days (assignment to be completed by Dec 20th, 2020)
Application	Please send your CV and Cover Letter to: Rebekah McKay-Smith r.mckay-smith@options.co.uk as soon as possible if interested

About Options

Options Consultancy Services Limited is a leading global health consultancy established in 1992 as a wholly owned subsidiary of Marie Stopes International. We manage health programmes that ensure vulnerable women and children can access the high-quality health services they need. We work with partners to co-create and implement locally informed solutions to complex health problems. This includes governments, development partners, NGOs, civil society and health workers. Our programming is flexible, evidence-based and politically informed. This means we adapt to changing contexts, use data to inform our decisions and ensure our approach is appropriate. Our focus is always on building local skills and systems that last.

Background to the Assignment:

In 2019, Options launched its new five-year strategy. This strategy outlines our vision, our five thematic focus areas, and what we bring to the global health sector. Options' strategic direction continues to evolve in light of changes in the global health landscape:

- **Donor landscape:** Historically, our main client has been the UK's Department for International Development (DFID). This department has recently merged with the Foreign Office to become the Foreign, Commonwealth and Development Office (FCDO). Whilst this hasn't had an immediate impact on our funding, we are aware we need to adapt our approach, language and communication of our offering to this new client's areas of interest.
- **COVID-19:** The onset of a global pandemic has been directly relevant to our work, and to the way we operate as a company. Our programmes have adapted to integrate COVID-19 as a health sector priority, and to anticipate trends and gaps that are emerging as a result. The pandemic has highlighted the importance many core areas of our work, including strong and resilient health systems, equity and access. It has increased global attention on the importance of pandemic preparedness and response, while ensuring essential services continue to be delivered despite attention and resources being directed at the pandemic.
- **Innovation and positioning:** Options has been pursuing a strategy of client diversification for several years, and this approach is becoming increasingly essential to our business success. Earlier this year, a new department of Design and Innovation was formed within the organisation. The purpose of this department is to foster innovation, to more proactively design and package our offer, build and learn from our work and adaptations as well as expand and diversify our client base. Through the work of this department, Options has the opportunity to position itself in new markets related to health and social development innovation.

Options has several marketing tools, including our website, social media, print products, digital products, events, our approach to client engagement, and others. In 2021, we are looking to update these tools to better achieve our objectives. For the website specifically (which was built in 2015), the 2021 update will enable it to:

- Reflect our new strategy and offering through an engaging narrative
- Position Options as a key player in a competitive market and changing donor landscape
- Appeal to and draw interest from a diverse range of clients, with a large focus on funders
- Be a primary marketing tool that clearly reflects who we are, what we offer and the impact of our work

Scope of Work

Options is seeking a consultant to help us articulate our offer in this challenging and changing market. We need to express that offer using digital media that our clients (and potential clients) can access via our website and other channels.

We want someone to help us think through and answer the following questions:

- How could we reposition ourselves and communicate our offering differently to appeal to reflect a changing and a more diverse market?
- Are there particular topic areas or themes in our 5-year strategy or beyond that resonate with different markets and how could we better present and package these across our different communication platforms and marketing materials?
- How do we incorporate and better position our new innovation/design thinking focus into our marketing?
- What changes do we need to make structurally/thematically on our website to make it user-friendly and to sell our work better?

Specifically, we are looking for someone to:

- Review the market landscape and key priorities/interests of potential clients, partners, investors through discussion based on discussions with the New Business and Partnership Department
- Conduct an analysis of ways of communicating with the above-listed groups. What are the channels through which information is accessed by the people who work in these kinds of roles? What ways of getting their attention are most effective? What doesn't work, what are the pitfalls, the things to avoid?
- Analyse the way our current offering/content is presented on the website and how this could be improved based on clients/partners' interests and approach
- Provide expert advice on how Options can position itself and use its website and other primary marketing tools most effectively
- Review our current products and approaches and make recommendations for external communications approaches including (for example) social media, press releases, targeted engagements with networks.

Outcomes

- Clearly market/reposition our offer to existing and new clients
- Use findings from this review to update the website and other priority marketing tools/approaches.

Accountability and Reporting

The consultancy will work closely and have frequent communication with our Communications Unit and Director of Design and Innovation and will ultimately report to the Managing Director. Options will facilitate access to all information and staff members required during the assignment. Outputs from the assignment will be submitted in both soft copy.

Timeline and Deliverables

The assignment is expected to take 5 days and should be completed by Dec 20th, 2020 with expected deliverables set out below:

1. Interviews/group discussions with key staff from Options, particularly the New Business and Partnerships Team, Technical Department, Communications Unit and the Senior Leadership Team to help us identify and articulate our offer that responds to the current market **(2 days)**

2. A narrative report that includes **(2 days)**
 - recommendations of how Options can adapt its offer to position itself in the market and attract new clients and partners specifically related to the website and social marketing tools
 - recommendations of how to position, present and structure content so that it is accessible, engaging and impactful for our audiences and aligns with their interests, across our platforms.
3. A powerpoint presentation and facilitated session to validate findings and discuss way forward **(1 day)**

Consultancy/Consortia Specification

	Essential	Desirable
<ul style="list-style-type: none"> ▪ Fresh insights about how key players in the global health sector communicate their interests/priorities and of the topics that are driving the agendas ▪ Significant experience of translating organisational strategies into coherent and engaging narratives and/or sound bytes, and how to position content ▪ Experience advising development organisations on strategic marketing, including website and content strategies ▪ Expertise in facilitating discussions that lead to a clear outcome 	<div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div>	