

14/07/2025

Better Start Bradford is inviting Expressions of Interest (EOI) for: **Communications Consultant** **Background and brief**

About Better Start Bradford

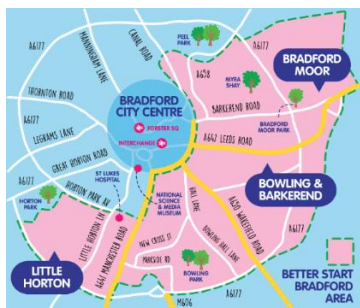
Better Start Bradford is part of the ten-year A Better Start programme set up and funded by The National Lottery Community Fund in 2015.

Since 2015, A Better Start partnerships in Blackpool, Bradford, Lambeth, Nottingham and Southend-On-Sea have supported families to give their babies and very young children the best possible start in life, specifically to:

- Improve children's diet and nutrition to support healthy physical development and protect against illness in later life.
- Support children to develop social and emotional skills so they can develop positive relationships and cope with difficult situations.
- Help children develop their language and communication skills, so that they can engage with the world around them.
- Bring about changes in systems, practice and behaviour that increased the focus on the first 1001 days of life and invest in preventative and early intervention approaches that have been demonstrated to have impact.

In Bradford, we created over 20 evidence-led projects and services for expectant families and families with children aged 0-3 in Bowling and Barkerend, Bradford Moor and Little Horton.

This work has been supported by complementary strands of work, including community engagement, workforce development, campaigns and volunteering.



Background to the role

The Better Start Bradford programme is currently into its final phase of delivery. Transitioning into the final phase of the programme, Better Start Bradford delivery is focusing on three key workstreams including Programme Closure, Stakeholder Engagement and Embedding Learning and Systems Change. The work of the legacy groups is ensuring impactful closure and we are continuing to engage with our stakeholders to embed our learning from our test and learn approach.

We currently have a very effective communications function responsible for engaging and connecting with our stakeholders. Our communications function is involved in a range of activities, from crafting press releases and managing social media to organising events and developing internal and external communication strategies.

Following the discussion at the senior leadership team, due to current demand we are looking at increasing the capacity of our communications function.

The Contract

We are looking for EOIs from experienced individuals or organisations who can provide communications support to deliver the final phase of our legacy work alongside and as part of our existing communications function.

Brief for this contract will include:

The contractor will help grow Better Start Bradford's influence through the production and dissemination of high-quality, well-targeted communications. Key responsibilities include managing the content of websites, social media, knowledge platform and other communications channels, setting standards and building expertise among staff and network members.

HOURS OF WORK : 18-20 hours / week

KEY RESPONSIBILITIES

Communications Management

- To work alongside our existing communications consultant and support the communications manager, senior leadership team and legacy groups to design and implement the communications plan for the Better Start Bradford programme.
- Build the communications capacity of Better Start Bradford staff.
- Work with work streams across Better Start Bradford to develop and implement integrated social media engagement strategies and toolkits for specific campaigns and other high-profile events.

Events

- Support internal and external communications to ensure seamless experience of attendees at Better Start Bradford legacy and celebration events.

- Support the event planning group with practical communication essentials such as IT, access requirements, branding on events publicity, photographs and any other relevant to Better Start Bradford legacy and celebration events.

Digital content creation

- Project-manage small-scale web and multimedia products, writing website content for legacy pages and creative briefs.

Media

- Writing press releases with direction from BSB Director, handling media requests, and being part of an on-call rota out of hours.
- Offer a fast, efficient and reliable service to journalists and set up interviews and visits with BSB staff or offer case studies as appropriate.
- Work closely with our existing communications consultant to develop unique stories and coverage for campaigns, advocacy and the publication of key reports.
- Develop relationships with key journalists and explore opportunities for exclusive features to enhance media coverage locally and nationally.
- Work with relevant colleagues to write reports, briefings, articles, statements and letters to editors, and respond to breaking news stories.
- Work with relevant policy and programme colleagues to ensure media is built into programme closure forward planning, developing distinct story ideas, providing guidelines, materials and offering support and advice to achieve media friendly outputs.

Learning and innovation

- Monitor and evaluate website and social media activity to measure impact and inform ongoing content and social media strategies.
- Keep abreast of new developments in digital communications and social media and advise on appropriateness of these tools for Better Start Bradford.

Training

- Provide guidance and training to Better Start Bradford staff to enable them to produce lively and engaging content for the website.
- Support staff and affiliates to use social media effectively.
- Assist the Director and Communication Manager to advise and brief Better Start Bradford staff to deliver key messages to the media.

Other

- The contract holder may be required to undertake additional tasks, commensurate with status, after consultation and the provision of necessary support and training as appropriate.

Suggested approach

Better Start Bradford will offer access to all existing information and hot desk space in our office to allow access to our shared drive information.

There is an expectation that the consultant will work from the BSB office at least one day per week.

The contractor will work closely with our existing Communication team. Our staff will also support the consultant with identifying day-to-day communications related tasks.

Timeline

- Consultant to be appointed by mid-August 2025
- Period of consultancy will cover: August 2025 until Dec 2025 (This can be reviewed considering the demand for our communications activity)
- Closing date for EOI: 12 noon Monday the 28th of July
- Contract start: Mid-August to early September 2025

Assessment of applications:

There will be a panel for assessing the applications. Assessment criteria for applications will include current experience, evidence presented in the EOI, rate of pay, additional information such as references and information available on applicant's website or social media pages.

We may invite shortlisted applicants for interview.

Details can be downloaded from the Better Start Bradford website. For further information, please contact **Vikrant Bhatia, Programme Manager at Better Start Bradford on email: vikrant.bhatia@betterstartbradford.org.uk or tel: 01274 723146.**