**An invitation to tender to support the development of a marketing/business development strategy for Adfam**

**About Adfam**

Adfam is the leading national charity working to improve the lives of the many thousands of families and friends affected by the drug and alcohol use of others. We work in three key areas:

* Delivering direct peer support models with families
* Capacity building for front-line practitioners
* Campaigning to give families a voice

One of our key principles is to listen to families, in order to inform our approach and our organisational priorities. Family members are at the heart of all our work and inform everything we do.

**What we are looking for:**

In order to implement our current organisational strategy, we are seeking to commission a **freelance communications/marketing expert** to support us to:

* Develop a communications/marketing campaign plan to develop our brand, enabling us to promote and ‘sell’ our products, thus building sustainability
* Train our Policy and Communications Team in marketing skills and brand development , supporting Adfam to be self-sufficient and develop expertise in this area

**Rationale:**

We believe we have developed several high quality ‘products’ which could be promoted to, and purchased by, local authority drug/alcohol/health/social care/children’s services commissioners.

**These products are:**

* Peer support models for families affected by substance misuse, including kin carers and families bereaved through addiction. These models comprise: direct delivery of peer support groups; buddying and mentoring; training of peers supporters / advocates
* Training for practitioners: we have 6 CPD accredited courses to ‘skill up’ front line workers to work with children and families affected by substance misuse
* Guidance documents for local authorities, for example: *Making it Happen*, and *Why Invest*: guides to commissioning support for families
* Regular forums for practitioners, in 7 areas of the country, bringing practitioners together to share good practice
* A consultancy support package, designed to identify how local authorities (children’s services/commissioners, adult social care services/commissioners, public health commissioners and drug/alcohol treatment providers in the voluntary sector and NHS ) can best meet the service and support needs of children and families. The package comprises the following elements:
  + focus groups, surveys and telephone interviews, with providers of services for children and families/carers, and with people with lived experience, to analyse what is happening with these groups
  + a brief report on gaps and opportunities for improving the pathway for these groups
  + an action plan

With more effective brand recognition, communications and marketing, we could maximise the impact of these products, enabling us to more effectively meet the following outcomes of our organisation: namely:

* + Enhanced communications and marketing expertise and skills within the organisation
  + A communications and marketing campaign plan, with key targets and deliverables
  + Greater reach: to key commissioners in local authorities, treatment providers and potential partners
  + Potential for sustainably via increased income generation

We believe that our income generation opportunities – and sustainability and impact – could be improved if we were to promote and market these products more effectively. We do not have this expertise in house, but we would involve all staff and trustees in the development of a marketing strategy, thus developing expertise within the organisation for future benefit. The input would specifically ‘skill up’ the three members of our Policy and Communications Team who would implement the communications and marketing campaign plan, with leadership from the Chief Executive and Director of Programmes.

**Timescales and budget**

We have allocated 6 months, beginning in June, and £5000 for this piece of work

**How to apply**

Please send a brief CV, with the names of 2 referees, and an outline of how you would approach and deliver this work, to Vivienne Evans, Chief Executive, at [v.evans@adfam.org.uk](mailto:v.evans@adfam.org.uk)

Please call Viv Evans on 0203 817 9410 for an informal discussion