



# Tender Information: Marketing Lead for Rock Pool CIC

# Introduction to Rock Pool

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Rock Pool Life CIC was founded by C.E.O, Sue Penna, in 2017, and has rapidly become one of the UK's leading agencies providing training to front line workers and consultancy services on domestic abuse and trauma to the public and voluntary sector.

Our flagship product is the Domestic Abuse Recovery Toolkit Programme which Sue Penna has run nationally since 2005. We train staff to deliver the programme to their client groups, supporting people who have experienced or witnessed domestic abuse to achieve an optimal state of personal, social and emotional wellbeing. The programme is widely recognised as best practice and has been evaluated by several universities. Since 2018 we have trained 600 people to become programme facilitators, of which 94% stated that they found the Domestic Abuse training useful and 89% said that the training will improve their ability to conduct their day job.

We run six other Toolkit programmes mainly focused on work with families who have experienced trauma.

We also specialise in training front-line and support staff from a wide range of public and voluntary sector organisations to understand the impact of trauma and how to adopt a trauma-informed approach when interacting with individuals requiring support. Our work with Hampshire Police placing "Trauma Informed Practitioners" in police cars to support response teams in their face-to-face work with the public is ground-breaking and has attracted the interest of the Home Office.

Our training is delivered by a network of highly regarded sector experts from around the country, and we have developed high levels of expertise in delivering training online, which enables us to meet the differing needs of our clients.

Our Operations team ensures we deliver a premium training experience for our clients as is demonstrated by the extremely high level of satisfaction we receive in feedback from those who attend and have commissioned our training.

# What people say about Rockpool

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*"The trauma training gives practitioners a wider understanding of the lived experiences of the children that they work with ....The decision making around young people has already proven to be more effective with regards to outcomes for our service."*

Adolescent and Youth Offending Service Manager: London Borough of Barking and Dagenham

*"The training was absolutely fantastic and very well received by everyone. I cannot speak highly enough of the facilitation from Chris and also the fantastic toolkit that you have developed."* Assistant Team Manager, Family Support Service, Hampshire County Council

*"From the first session the children absolutely blossomed, they opened up and talked about their thoughts and feelings and it was clear to see how much they enjoyed finding their voices."* Programme Facilitator

*"It's changed my life... now I know exactly who I am, who I want to be, and who I can be. I'm not ashamed of what I've been through, the programme has helped me realise that with the right help, a bad childhood doesn't have to define you."* Programme Participant

We collect detailed feedback on all of our courses and results are extremely positive e.g. feedback on a recent Trauma Responsive Practitioner Training programme which engaged with 122 members of staff showed that

- 84% found the training extremely or very useful
- 93% would recommend Rock Pool to other colleagues
- 88% found the administration very good or extremely good.

# Rock Pool, Marketing and Sales – Current Position

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We work with clients from a wide range of organisations including those from the police service, health service, education, social work, family work and domestic violence sectors.

A high level of our enquiries come from personal recommendation, and we have a very healthy mix of repeat and new clients.

We take up a very wide position in the market providing access for individuals to one-off training courses for around £750 through to providing organisation wide major training programmes with a value of £220k +

We have provided training to more than 10,000 people since 2020 and our turnover this year will be around £1m. Amazingly all of this has been achieved without a clear marketing strategy, without running any focussed marketing campaigns and with a relatively low social media presence.

We have a very committed and effective sales manager who follows up enquiries from a number of routes – mainly via the website and more strategic sales opportunities are responded to by our CEO Sue Penna. We also tender for advertised opportunities with a good degree of success.

Our success in sales is based around increasing awareness of the company and the quality of our work, supported by increased profile of our founding CEO and the commitment and dedication of our core staff team and team of freelance trainers.

Rock Pool is ambitious, wanting to build on its current success to significantly grow the company and secure its future without an over-reliance on the profile of its current CEO.

We have previously undertaken some initial work on brand values with an external consultant.

# About this opportunity

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Rock Pool Life CIC\* is now in its 7th year of trading and recognises that it needs the input of an experienced marketing resource to support the company to achieve its next phase of growth. There is much to build on and we believe that this is a great opportunity for a dynamic marketing company/freelancer who shares our values and has a passion to deliver creative marketing campaigns which will make a real social impact.

We have recently invested in a new logo (not yet in use) and are currently building a new streamlined website to improve the customer experience and better showcase our products and services. The next phase of our investment in marketing includes a dedicated resource to manage all marketing activities for Rock Pool Life. The overall purpose of the role is to develop and implement effective marketing strategies which enhance the Company's brand presence and develop focussed marketing campaigns which will drive new and existing customers to our sales team.

The initial contract is for 12 months with a major review at six months. Fees are £3k per month with a budget for investment in campaigns and assets to be identified through work. Whilst recognising that there will be variations in the amount of work required at differing times of the year, we do expect a consistence presence throughout the year.

We are looking to develop a long-term relationship with a marketing freelancer/small company, and we intend to extend this contract if the initial phase is successful.

\* A CIC is a special form of limited company, created for the use of people who want to conduct a business for community benefit, and not purely for private advantage

# Summary of Role

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The role is to take on the marketing functions of the company developing strategy, developing brand awareness and delivering campaigns. We have identified the following tasks, although this is not exclusive.

- Work with CEO to identify trends, competitor activities, and opportunities for growth.
- Work closely with the CEO and sales manager to finalise a comprehensive marketing strategy aligned with the company's goals and objectives.
- Plan and execute targeted marketing campaigns, create marketing assets, and deliver promotional events to increase brand awareness and client engagement.
- Work closely with wider staff team ensuring marketing plans align with overall company objectives and working practices.
- Increase brand awareness and maximise PR opportunities
- Create compelling and engaging content for various marketing channels, including social media, website, email campaigns, and print materials.
- Provide content for sales manager
- Monitor and analyse campaign performance, utilising analytics tools to track and measure performance of marketing campaigns.
- Provide reports to the business for periodic review and provide insights for continuous improvements.
- Advise on interaction with the online community
- Advise on purchasing data, software and the commissioning of complementary skills.
- Collaborate with partners and stakeholders to ensure successful event outcomes.
- Attend regular operations meetings (can be virtual) and quarterly strategy meetings (preferably in person – expenses paid)

# Who we are looking for

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We are looking for somebody/small agency who

- understands and embraces our work and our core values and brings high level marketing skills and a passion for helping us take the proven benefits of our work to wider audiences.
- has a minimum of three years' experience in leading developing and implementing successful marketing strategies.
- has high level skills in maximising use of digital marketing tools and platforms
- can bring creative thinking and problem-solving skills to drive forward appropriate marketing strategies and campaigns in a small company with limited resources
- is able to work collaboratively with a small staff team
- is an all-rounder, able to take forward all aspects of our marketing and willing to get their hands dirty!
- Ideally, we would like somebody/small business who has had experience in working with the voluntary sector and/or local authorities

# Want to apply?

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If what you have read sounds exciting, then please tell us more about yourselves and what you believe you can bring to Rock Pool Life.

There will be a two- stage appointment process.

Stage One           Tender Submission – see below.

Stage Two           Short-listed candidates will be invited to an online interview – to make a brief presentation and answer questions.

## **Tender Document**

We require your tender document to include

1. A description of your business and the skills, assets and attitudes you will bring specifically to this work.
2. A profile of the work you have undertaken over the past five years.
3. Two examples of work you have undertaken recently which demonstrates your ability to help us move forward from a low base of marketing activity. We will require references from these clients.
4. An outline of the approach you will take to the work and a breakdown of what you would undertake in first six months.
5. Your daily charges.
6. Insurances you hold.

## **Timescales.**

The closing dates for tenders is Friday **12th April at 12.00 a.m. Tenders should be sent to [kevin@rockpool.life](mailto:kevin@rockpool.life)**

Successful shortlisted candidates will be informed by **Wednesday 17th April**

Interviews will be held on line on **Friday 3rd May**

**Successful candidate will be informed by Friday 10th May**

Inception meeting with staff team will be held in person **Week of Monday 27th May**

Requests for further information can be made, up to and including, Wednesday 3rd April to [kevin@rockpool.life](mailto:kevin@rockpool.life) All answers will be shared on Friday 5th April.