



Background

Nexus NI offer services and support to people who have been affected by sexual violence in any form with services delivered across Northern Ireland. These services include; counselling, training, education and support.

The organisations vision is a society free from the trauma of sexual violence. Our mission is to change the lives of those affected by it and our values are EPIC:

To work with **empathy**

To demonstrate **professionalism** in our work

To work with **integrity**

To remain **client** focused in all that we do

Since 2010 Nexus NI's referrals have increased by 50% and while the waiting list has increased by 35%.

It is vital that Nexus exploit media interest to raise awareness about our services, increase our public profile and maintain momentum around our strategic campaign to Break the Silence.

The justice system in relation to the handling of these cases has also come under increased scrutiny, presenting an opportunity to potentially bring about real and lasting change.

Nexus requires PR services to support the delivery of the Break the Silence Strategy, and to highlight the ongoing issues we experience as a charity in the current environment, for example, since the recent trial in Belfast, Nexus has received up to 14 referrals each day – almost double our normal rate of referral.

For more information please see attached the Break the Silence Strategy and Annual Report.

Requirement

Develop an ongoing action plan based around a programme of key milestones to build awareness amongst key audiences, scanning the horizon for potential opportunities and anticipating challenges. This should include press releases, editorial placements, sponsorships and other media exposure.

Develop a media handling plan to ensure any media opportunities have a consistent approach and key messages are clearly communicated.

Support Nexus NI's social media strategy.

Support Nexus NI to develop their profile regionally, nationally and internationally through creative communications which connect with the Break the Silence strategy, overall objectives and other work streams (such as education).

Strategically and meaningfully raise the profile of the Nexus Chief Executive as an expert voice and contributor across all media platforms and through corporate events.

Identify opportunities for strategic partnerships, including those that will support the work of the community fundraising team.

Monitor the effectiveness of campaigns to ensure they are delivering and provide regular reports and recommendations based on this intelligence to the Nexus NI Chief Executive.

Support Nexus to identify best practice methods for innovative internal communications campaigns

Submission

Proposals should be submitted to CEO, Nexus NI, 119 University Street, Belfast. BT7 1HP by 12noon on 29th May.

Appointment will be followed by a meeting to discuss the brief and scope in wider detail.

Costings

Costs should be inclusive of all expenses, administration costs, travel and subsistence.

Ongoing account management and regular progress meetings should also be included.

It is expected the value of this quotation will not exceed £7,200 p/annum.

In addition, please provide an hourly rate that can be applied on an ad hoc basis depending on the needs of the organisation.

A monthly breakdown of costs should be provided to Nexus NI for monitoring purposes.