



REQUEST FOR PROPOSALS

Communications & Marketing Consultant: Creation of a Marketing Strategy

1. Introduction

The International Geosynthetic Society (IGS) is a learned society dedicated to the scientific and engineering development of geotextiles, geomembranes, related products, and associated technologies. We are registered as a non-profit corporation. The IGS is a global community of 4,000 members including corporate, individual and student members, with a shared passion for what geosynthetics can achieve. With 45 chapters worldwide, it's easy to connect with us locally. We provide greater understanding of geosynthetic technology and promote its appropriate use throughout the world. We believe that geosynthetics can make a fundamental contribution to meeting societal challenges through sustainable technological and engineering solutions. We are run by our members for the purpose of greater scientific and technological understanding, and promoting responsible practices, which ultimately benefit our membership, the industry and the communities they serve.

2. Objectives

The objective of this assignment is to support the IGS to develop an overall marketing strategy and associated budget for delivery in the next three years.

The marketing strategy should focus primarily on audiences, methods of delivery and high-level messaging. The development of specific content is outside of scope.

The strategy will adhere to IGS's brand guidelines, which were recently updated and are not intended for further review. The strategy must be consistent with the IGS' overall four-year strategy, which focuses on four core areas of organisational and brand growth:

- Influential: Our voice will influence policies and practices to increase responsible use of geosynthetics.
- Representative: We will attract and retain a diverse body of members who reflect the industry and geosynthetics markets.
- Trusted: We will be trusted globally as the authority on geosynthetics and related matters, offering information, knowledge, guidance and training on characteristics, performance, applications and responsible use in practice.
- Sustainable: We will generate and manage the necessary funding to deliver our strategy and ensure the Society's long-term future, and cultivate highly engaged members who are actively involved in leading the Society.

The Consultant will need to take account of the following organisational aspects:

- The IGS operates on minimal central resources. Delivery of events and other activities is largely driven by volunteers, whose professional expertise varies from engineering to manufacturing to contracting and beyond.
- The IGS has recently made significant decisions to ensure the Society's financial sustainability, which will create increased scrutiny on our value proposition to Corporate Members in particular.



- The IGS has recently made changes that will allow for the creation of new categories of Corporate Membership, the definition of which may be influenced by the recommendations for the marketing strategy
- The IGS' primary in-person contact with members is through our network of country-based chapters, each with their own programmes and local characteristics
- The IGS operates in English globally, with in-country activities in the local language.
- The IGS is making a strategic shift towards the development of new paid-for products, such as industry tools, a Handbook and training courses leading to certification. Previously, our main commercial product focus has been traditionally scheduled in-person conferences.
- The IGS has developed a strong community of experts but needs to further develop name recognition and influence beyond the geosynthetics industry.

The consultant should analyse how the IGS positions itself in the market and provide advice to improve our position.

The specific objectives below describe the overall scope of work.

3. Assignments and deliverables

The IGS welcomes suggestions on the scope of the project to develop a marketing strategy. At this stage we envision the following:

- 1) Review of the IGS' overall value proposition
- 2) Analysis of the IGS' stakeholders and our value proposition to key audiences
- 3) Review of our current marketing approach
- 4) Interviews with key stakeholder to include the Trustees (Officers and Council), staff, individual and Corporate Members
- 5) Development of an overall marketing strategy
- 6) Recommendations for short, medium and long term marketing objectives
- 7) Recommendations for future capacity needs (tools, budget, structures)
- 8) Attendance at regular IGS Officers' meetings as required and an in-person Council meeting.

4. Consultant profile

The consultant(s) need(s) to have the following experience / knowledge/ skills:

- 1) Demonstrated experience supported by portfolio developing deliverables described above.
- 2) Demonstrated experience in collaborating with an international membership organization, professional body or equivalent, preferably in the built environment.
- 3) Demonstrated experience in producing public-facing communication and marketing outputs for a professional client.
- 4) Cultural awareness and understanding of how marketing approaches need to be adapted to diverse markets.
- 5) Understanding and experience in developing communication and marketing products or written material (as applicable) to appeal to audiences that span commercial, academic, trade body, NGO and government audiences.
- 6) Demonstrable understanding of the language of sustainability, especially regarding built environment value chains and resilient infrastructure, and understanding of communication and marketing norms in the sustainability and international business sectors.



- 7) Demonstrable and quantifiable experience in increasing impact or engagement through the production of communication and marketing materials.
- 8) Ability to guide the creative process to ensure an optimal standard while remaining open to feedback and adhering to the specific characteristics of the IGS and its membership.

5. Selection Procedure

The assignment will be awarded to the consultant(s) with the most economically advantageous proposal based on the evaluation criteria of price and quality.

The procedure is as follows:

- Open call for proposals publicized on the IGS website, and via IGS communication channels.
- Open call for proposals on other relevant channels as required
- Evaluation of proposals and portfolio based on criteria described in section “consultant profile” by an evaluation committee consisting of the IGS Officers and staff.
- Invitation of shortlisted candidates for a short pitch to evaluate how the candidate would develop the communication and marketing strategy.
- Selection of consultant.
- Inception meeting with the selected consultant and contract agreement.

6. Timeline

- Deadline for submission of proposals 31 August
- Shortlisting 1-30 September
- Pitches and selection 1-31 October
- Appointment by IGS Council, 4 December
- Work starts January 2025

Work may start sooner by mutual agreement.

Proposals submitted after the deadline will not be considered in the tender procedure.

7. Proposal guidelines

All applicants must declare any potential conflicts of interest.

Proposals should be no more than two pages of A4. Please submit in both pdf and word format. CVs, sample work and references should be annexed, in pdf format.

Mail proposals no later than 31 August 2024 with the subject line “IGS Marketing Strategy”.

Proposals should include:

- A description of how you would approach this assignment
- Costs in US\$ (incl VAT if applicable)
- A breakdown of days required per team member
- Details of the project team, their experience, individual day rates, time allocation per team member and a CV for each
- Relevant examples from prior work
- Confirmation that none of the grounds for exclusion apply (see below).
- Minimum of two professional references



8. Grounds for exclusion

Bidders will be excluded if:

- a. they are bankrupt or being wound up, are having their affairs administered by the courts, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b. they or persons having powers of representation, decision-making or control over them have been convicted of an offence concerning their professional conduct for example fraud, corruption, involvement in a criminal organization, money laundering or any other illegal activity.
- c. the IGS judges that they or persons having powers of representation, decision-making or control over them have a conflict of interest that will adversely affect their ability to complete the assignment according to the specified criteria.

9. Confidentiality

The consultant will ensure that all its contacts with the IGS, with regards to the tender, during the tender procedure take place exclusively in writing by e-mail to Ms. Elise Oatman via igssec@geosyntheticssociety.org

Bidders are explicitly prohibited to have any contact whatsoever regarding the tender with any other staff or Officers of the IGS, to ensure complete fairness.

Bidders will handle confidentially any documents provided by or on behalf of the IGS. Any breach of confidentiality by bidders will be grounds for exclusion.

All information and data provided by bidders will be handled with due care and confidentiality by the IGS and held no longer than necessary.

10. Contact information

Name: Mr John Kraus

Position: IGS Executive Director

Email: john.kraus@geosyntheticssociety.org

Address: The International Geosynthetics Society, 9225 Bee Cave Rd, Austin, TX 78733, USA

IGS

July 2024