



HUGG Marketing & Communications Tender

1. Background & Context

HUGG provides essential, peer-led support to people bereaved by suicide through support groups, resources, advocacy, and community education. Operating in a sensitive and complex environment, HUGG is seeking a marketing partner to deliver an integrated, trauma-informed marketing and communications strategy that supports the organisation's 2025–2028 Strategic Plan.

The selected partner will develop a clear, actionable, and sustainable marketing framework, grounded in realistic operational capacity and resourcing.

2. Objectives & Expected Outcomes

The marketing and communications strategy must address the following organisational objectives:

- **Increase brand awareness and understanding** of HUGG's role across public and professional audiences.
- **Improve engagement, trust, and retention** within the bereaved community, ensuring all communications remain trauma-informed.
- **Build a strong, accessible brand and community**, reinforcing belonging, clarity, and credibility.
- **Support organisational sustainability** through volunteer recruitment, partnerships, advocacy, and fundraising.

Expected Measurable Outcomes (12–24 Months)

Agencies must propose clear, measurable outcomes aligned to the following categories:

- **Awareness** (e.g., reach, recognition, visibility across priority audiences)
- **Engagement quality** (e.g. depth, relevance, sentiment, retention indicators)
- **Referrals and support-seeking behaviour**
- **Volunteer recruitment and engagement**
- **Sustainability metrics** (e.g. partnerships, donor pipeline indicators)

Where possible, agencies should propose **baseline measures** to frame realistic growth expectations. These outcomes will support transparent discussion of ROI and impact with the Board.

Agencies are encouraged to interpret and respond to these outcome areas, offering their own perspective on what success looks like.

3. Target Audiences

The strategy must define, prioritise, and tailor messaging for HUGG's key audiences:

- People bereaved by suicide
 - HUGG volunteers
 - General public
 - Families, friends, colleagues supporting a bereaved person
 - Professional “gatekeepers” (e.g. GPs, pharmacists, EAPs, coroners, clergy, funeral directors)
 - Funders, partners, policymakers, community fundraisers, and advocates
- Agencies must demonstrate how tone, channels, storytelling, and calls to action differ across segments.

4. Scope of Work

HUGG anticipates appointing a partner to deliver the following integrated scope.

4.1 Marketing & Communications Strategy

- Develop a marketing and communications strategy aligned to the 2025–2028 Strategic Plan.
- Define positioning, narrative, and value propositions for priority audiences.
- Identify priority channels based on behaviour, impact potential, and HUGG's capacity.
- Articulate how marketing supports awareness, engagement, volunteer recruitment, partnerships, advocacy, and fundraising.

4.2 Supporting Marketing & Communications Plan

The strategy should be accompanied by an implementation-ready plan including:

- Channel objectives (website, social, email, events, partnership activation)
- Narrative and messaging framework
- Content approach, guidelines, and activation cadence
- Governance and resource considerations
- KPI and measurement framework

5. Required Deliverables

Proposals must include the following deliverables:

- **Marketing & Communications Strategy Document** – strategic rationale, objectives, audiences, positioning, channels, and success measures
- **Integrated Channel Plan** – priorities, sequencing, dependencies, and activation by channel
- **Content Strategy & Plan** – content pillars, tone, accessibility, trauma-informed guidance

- **Social Media Strategy & Calendar** – platform recommendations, indicative 6–12-month content plan
- **Measurement Framework** – KPIs across awareness, reputation, engagement, referrals, recruitment, and sustainability; recommended tools and reporting approach
- **Resource & Skills Requirements** – skills audit, roles, and recommended upskilling/training plan

6. Prioritisation Guidance

To ensure depth and feasibility, agencies are asked to:

- Identify **Phase 1 priorities** (foundational, high-impact elements)
- Propose a realistic scope of work aligned to HUGG's current resources
- Avoid overextension or overly broad activation without clear justification

7. Implementation Expectations

Agencies must indicate whether their proposal includes:

- **Strategy and planning only**, or
- **Light-touch early implementation support**, such as initial content guidelines, pilot activation steps, or setup support

This clarification will ensure accurate costing and alignment of expectations.

8. Current State Context (to be provided at briefing stage)

To ground proposals in operational reality, HUGG will provide shortlisted agencies with:

- A snapshot of **current marketing capacity** (team structure, available hours)
- Overview of **existing channels**, tools, and performance indicators
- Known **operational constraints** or bottlenecks

This context is intended to support practical and sustainable recommendations.

9. Partner Approach & Experience

HUGG is seeking a partner that can demonstrate:

- Strategic marketing expertise, ideally in sensitive or trauma-related contexts
- Strong understanding of trauma-informed communications and ethical storytelling
- Ability to produce practical, actionable strategies suited to small or lean organisations
- Experience integrating digital, social, community-led and partnership marketing

10. Proposal Requirements

Proposals must include:

- Agency overview and experience
- Proposed approach and methodology
- Demonstration of understanding of context, sensitivities, and objectives
- Detailed deliverables and timelines

- Fee structure and cost assumptions
- Examples of comparable work
- Two relevant referees

11. Timeframe

The project is expected to commence in **Q2 2026**. Proposals must include a proposed project plan and timeline.

12. Budget Guidance

Fee proposals must include:

- Daily rates
- Estimated number of days
- VAT (if applicable)
- Any additional or optional costs

Proposals should demonstrate value for money and alignment with HUGG's scale and ambitions.

13. Submission Requirements

Agencies should submit:

- Consultant/team profile
- Relevant experience and qualifications
- Proposed methodology and consultation approach
- Planning framework
- Tools and processes
- Workplan and timeline
- Budget & cost breakdown
- Relevant examples of previous strategic or comparable work

Tender Submission Requirements

Interested audit service providers should submit a proposal by email to: Fiona Tuomey, CEO Email: fiona@HUGG.ie

Deadline: Close of business, **27th March 2026**

Clarifications: Requests for clarification must be submitted by email to fiona@HUGG.ie no later than 5:00 pm on **13th March 2026**. No clarification requests will be accepted after this date.

HUGG Strategic Plan: <https://hugg.ie/huggs-strategic-plan/>