

Barrow Cadbury Trust Invitation to Tender: Freelance Communications Consultant/Specialist for [Economic Justice Brum](#)

Closing Date for Submissions: September 15 2025

Interview date: September 25 2025 in Birmingham

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1. Introduction

We all need safe affordable housing, nourishing food, access to good jobs, sustainable healthcare and reliable public services. The way our economy works at the moment is failing too many people. The gap between rich and poor is growing and it's getting more and more difficult for people to move out of poverty. Where you are born, your social class, your racial identity and your gender have a big impact on your chances of financial security and wellbeing. This is **economic injustice** – that financial wellbeing and life chances are affected by who people are and the context in which they live, not just their individual choices.

[Barrow Cadbury Trust](#) is an independent charity using all its resources for social justice. Its Economic Justice programme is focussed on Birmingham where it is using its financial, convening capacity, and reputation to facilitate the growth of a movement for a fairer economy: [Economic Justice Brum](#). We believe that economic justice will be achieved when:

- Everyone in Birmingham has sufficient material resources to have a fulfilling, sustainable life free from concerns about meeting basic needs.
- Structural barriers to achieving a sustainable life resulting from an individual's race, disability, gender, other protected characteristics and class are overcome.
- People at risk of or experiencing economic injustice can influence decisions about the local economy.

Over the past two years we have brought together individuals, community groups, activists, researchers, and policymakers to co-create solutions that promote fairness, inclusion, and sustainability in the local economy. Our work is rooted in the principles of equity, justice, and the leadership of those most affected by economic injustice. Our convening is complemented by our grant-making, where we are using our resources to grow the personal power and influence of people living in precarious financial

circumstances; to support organisations campaigning for change; and to fund examples of what a fairer, more democratic and inclusive local economy could be.

In Economic Justice Brum, we have built a network of over 100 individuals and organisations, created a website and established presences on LinkedIn and BlueSky. We are now looking for a consultant to help us develop and accelerate our communications to extend our reach and increase our impact.

2. Scope of Work

The Communications Consultant will be expected to:

- Use the EJB outline communications strategy already developed to create a rolling three month and annual workplan, ensuring it is aligned with our goals and values.
- Work closely with the Head of Economic Justice (Birmingham) and the Head of Communications to ensure the EJB communication strategy, plan and objectives remain aligned with those of BCT itself.
- Work closely with people with both lived and learned experience of economic injustice, particularly those also impacted by racial, gender, and disability inequalities, to enable them to grow their skills and create their own authentic and impactful content.
- Create compelling content for digital and print platforms, including social media, newsletters and potentially podcasts. We envisage that much of our content (blog series, podcasts etc) will be created through stand-alone projects led either by the consultant or by other partners and profiling movement members, in particular those living with the ill effects of economic injustice.
- Make the best use of our strong branding to increase awareness and understanding of Economic Justice Brum.
- Set up and manage a system for monitoring analytics and success metrics.

3. Deliverables

- Fully worked up communications workplan.
- Sufficient new content on social media and the website to keep it live and engaging
- Quarterly monitoring of engagement with communications content, with adjustment of the workplan accordingly
- Co-ordinating a minimum of two longer projects per year co-created with people with lived experience via a partner agency, such as a blog, podcast or video series.

- Other co-created content developed in collaboration with people with lived experience, with attention to racial, gender, and disability justice.
- A continuous cycle of learning and refinement using analytics and success metrics to test engagement with content.

4. Duration and Budget

- We anticipate that we will need an average of 50-60 days per year, though this will ebb and flow and may increase as the movement builds. It is likely that flexibility is needed across the week though we expect to reach an agreement about working patterns that suits both parties.
- This is intended to be a long-term relationship with an initial contract period of two years. The role will commence as soon as possible upon appointment.
- We expect to pay a day rate of £250-300 (including VAT and local travel) depending on the qualifications and experience of the consultant. There will be separate budget available for other project related expenses.

5. Key relationships

- Your main contact will be Cathy Brown, our Head of Economic Justice (Birmingham) and you will work closely with her on development and delivery of the workplan. Barrow Cadbury Trust's Head of Communications, Diana Ruthven, has oversight of all communications activity across the Trust so you will work with her to ensure consistency and appropriateness of content.

6. Consultant Requirements

We are looking for a consultant with:

- Proven experience in strategic communications, preferably in the non-profit or social justice sector.
- Excellent writing, editing, and storytelling skills.
- Familiarity with Birmingham's social and economic landscape and the ability to attend meetings in Birmingham if required.
- Demonstrated commitment to equity, inclusion, and justice, particularly in relation to race, gender, and disability.
- Experience working collaboratively with people with lived experience of injustice.
- Strong project management and reporting capabilities.

7. Submission Requirements

Interested consultants should submit:

- A cover letter outlining your suitability and approach.
- CV or company profile.
- Examples of relevant work, especially involving co-created content and justice-focused communications.
- Your expectations around day rate.
- Contact details for two references.
- Demonstrated commitment to racial, gender, and disability justice, and to co-production with people with lived experience.

8. Submission Instructions

Please send your proposal to general@barrowcadbury.org.uk by midday, **September 15 2025**. Interviews will be held in Birmingham on **25 September 2025**.