



Marketing and outreach project brief

June 2025

Introduction

Belfast Tool Library has been going for five years and completed over 20,000 loans to almost 700 members. We are keen to grow the project, so more people can get hold of tools and the skills to use them, saving money, cutting waste, sharing resources and helping our city become more sustainable and resilient.

To help us achieve that, we are offering a short term paid opportunity to support us to raise our profile in the city, grow connections with community organisations and reach potential new members. To complement our online presence, primarily this project is about developing and implementing a plan for distributing physical marketing materials, considering where prospective members might be targeted and making savvy use of contacts and networks within the city to achieve greatest impact.

The brief

Planning: To identify opportunities and targets to distribute Belfast Tool Library marketing materials through appropriate organisations, networks, public places and relevant businesses within the city, compiling a detailed spreadsheet of locations, contact details etc. Develop a plan for distribution and outreach to these targets, prioritising where necessary, to be shared with staff/board members (approx. 2 days)

Implementing: Following feedback and adjustments, to implement the plan for distribution and outreach, approaching outlets identified in person, by email or phone, arranging further distribution where relevant and collating responses for future reference. (approx. 5 days)

Evaluating: To write a short evaluation of the project, any learnings and challenges and any recommendations for further outreach opportunities identified. (1 day)

Up to 8 days work at £250 a day for a maximum budget of £2,000. This is a freelance opportunity, with the contractor responsible for their own tax and national insurance. Marketing materials (poster and leaflets) will be provided. Other expenses will only be reimbursed after prior agreement.

The work must be completed by 7 July 2025. Payment will be made on completion of the full project and receipt of an invoice and before 20 July 2025.

The project is funded as part of Belfast Tool Library's Dormant Accounts Fund grant, administrated by the National Lottery Community Fund.

To be considered

Please submit a one-page expression of interest, detailing your relevant experience, why you would like to undertake the project and how you would approach it by 30 May 2025 to ema@belfasttoollibrary.com.