

PROCUREMENT BRIEF - Digital, Content & Marketing Delivery

Client: International Working Group on Women & Sport (IWG)

Contract Value: £70,000

Contract Term: December 2025 - August 2026

Location: UK-based supplier preferred

About IWG

The International Working Group on Women & Sport (IWG) is the world's largest network dedicated to advancing gender equality in and through sport. Established in 1994, IWG connects global communities, builds strategic partnerships, and advocates for systemic change.

The UK Secretariat (2022–2026) will culminate in the IWG Global Summit, taking place at the ICC Birmingham on 9–11 July 2026, with up to 1,200 delegates and speakers from around the globe.

The Brief

We are seeking a supplier to deliver the key components of the IWG Digital Strategy across content, digital marketing and data management. This is a single, integrated contract combining strategic planning and oversight with hands-on delivery.

The supplier will be responsible for executing day-to-day outputs and also for:

- setting forward content and campaign plans,
- advising on digital priorities,
- aligning marketing to Summit milestones,
- providing regular performance insight and recommendations.

This strategic layer ensures digital activity remains coordinated, timely and consistent across all channels and stakeholder groups.

The supplier will work closely with:

- IWG Secretariat team
- Global Summit event team
- Programme & Content Committees and Steering Groups
- Other stakeholder groups contributing to the development and delivery of the Summit.

We welcome submissions from small agencies or a team of freelancers.

3. Scope of Work

The supplier will provide ongoing strategic guidance across all workstreams, ensuring that content, marketing and data activity are planned in advance, coordinated across teams and aligned with Summit objectives.



A. Digital Content & Channel Management

- Planning and producing written and visual content
- Scheduling and publishing across social channels and email
- Maintaining consistent tone of voice and brand alignment
- Reporting on agreed metrics

B. Online Events Programme

- Event content planning and speaker coordination
- Event promotion across email and social channels
- Hosting and/or Technical support for live delivery
- Post-event content and reporting

C. IWG Network Storytelling and Relationship Management

- Producing monthly stories showcasing activity and impact from global signatories
- Supporting Brighton plus Helsinki Declaration signatory onboarding and network engagement

D. Website Management

- Updating and maintaining the IWG and Summit websites
- Writing news updates and articles for the IWG website
- Producing updates on network activity and signatory achievements
- Writing Summit announcements, programme updates and milestone news

F. Summit Digital Marketing & Ticketing Support

- CRM segmentation and targeted email marketing for the Global Summit driving ticket sales
- Digital campaigns across organic and paid channels (subject to budget)
- Supporting the promotion of Summit sessions, speakers and programme developments

G. CRM

- Tagging, segmentation and GDPR-compliant data management
- Maintaining data quality to support effective marketing and reporting

5. Submission Requirements

Please provide:

- A short overview of relevant experience
- CVs or biographies for those who would lead and deliver the work
- A brief outline of your delivery approach
- High-level costings aligned to the contract value

Submissions should be sent to denisewilliams@iwgwomenandsport.org by close of play Monday 8 December 2025.

Shortlisted applicants will be notified by Wednesday 10 December and invited to interview on Wednesday 17 December 2025.