



MARKETING AND PR CONSULTANT BRIEF NATIONAL MINING MUSEUM SCOTLAND

Budget: Maximum £10,000 (excluding VAT), anticipated day rate of £400 - £450

Duration: September 2025 – March 2026

Key Relationships: NMMS CEO, Development Officer, Project Officer, Marketing and Events Manager

Overview

The National Mining Museum Scotland is looking to appoint a Marketing and PR Consultant to enhance the reach and impact of our 'Be Part of our Future' fundraising campaign. This campaign includes the launch of several giving channels including individual giving, patronage, major gifts and corporate social responsibility sponsorship. Immediate term, our goal is to develop new unrestricted income streams to address our deficit and secure the sustainability of our core operations.

Through the delivery of our Fundraising Strategy, we aspire to unlock development phase funding towards our £8m+ Transformation Project, with the goal of enabling Lady Victoria Colliery to become a significant community asset and world-class destination for Midlothian; providing wellbeing, employment, cultural activities, and green energy. See: <https://nationalminingmuseum.com/ourfuture/>. As our situation evolves, this messaging requires careful balancing with our immediate critical financial needs to keep the museum open, sustain operations and preserve the legacy of Scotland's coal mining communities.

Campaign Delivery

The 'Be Part of our Future' Marketing and PR strategy will centre around a targeted press campaign, integrated with promotional literature, to raise awareness and direct audiences to our key fundraising channels. The consultant will help craft messaging showing the alignment between our mission, values, and tangible outcomes, building trust and showing clear paths for investment.

Key Deliverables

1. Campaign Strategy, Messaging & Content Creation

- Development of a Fundraising Marketing and Media campaign to support fundraising goals and targets, with elevated messaging at agreed milestones.
- Supporting the editorial of a special edition of our Coal Face Newsletter (content drafting in process, for production end of September).
- Refinement of fundraising campaign messaging to optimise community giving, including our Pithead Circle (due for release in September), major gifts and sponsorship.
- Providing updates to copy on website and social media channels.
- Creation of a small set of visual assets / graphics to support campaign material.
- Assisting with social media shorts interviewing existing tour guides, volunteers and stakeholders.

2. Media & Press

- Crafting and issuing press releases at national (and international) levels to promote the existence and ambition of the museum's Transition Project.
- Enabling articles to be issued to major publications / media outlets
- Facilitating interviews and press calls onsite at the museum.

3. Stakeholder Engagement & Capacity Building

- Assisting with the creation of a target list of organisations and influencers.
- Providing training / coaching for members of staff.
- Meeting with members of our Development Team

Target Audiences

- Ex-miners and families of ex-miners
- Miners' welfare clubs and welfare societies.
- High-net-worth individuals
- Companies with strong Corporate Social Responsibility agendas
- Interest networks supporting cultural and community-based initiatives

Responding to this Brief

This work is vital in reducing our deficit and in progressing investment towards our development phase - addressing our critical needs today towards a positive destination.

We welcome your response to this Brief by providing the following;

- a. A short proposal detailing your methodology, timescale and budget
- b. Your proposed project team and a summary of your organisation

Please submit a response no later than 5pm, Friday August 22nd to:

development@nationalminingmuseum.com

It is expected that we will appoint our consultant by Tuesday 26th August

Robin Patel

Development Officer

National Mining Museum Scotland

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