



## Youth Music: Google Grant management brief

We're Youth Music. We're a national charity investing in music-making projects for children and young people facing challenging circumstances.

We currently hold a \$40,000 Google Grant for non-profits, managed by an external agency. This contract comes to an end on 31 March 2017. We would like to open up an invitation to digital marketing agencies to bid for the next contract, which will run from 1 April 2017 – 31 March 2018 (with the possibility of extension).

We'd like you to respond to this brief with a description of your services and how you would manage the grant (along with a proposed budget and number of days per month). All the information you should need is below, but if you have any questions, do get in touch:

[sophie.appleby@youthmusic.org.uk](mailto:sophie.appleby@youthmusic.org.uk)

### About Youth Music

We believe everyone should have the chance to make music.

Our projects help young people develop musically, of course, but they have personal and social outcomes too.

We know that those facing difficulties - economic problems, lifelong conditions, tough circumstances or behavioural issues - are often the ones who get the most out of music-making.

Youth Music offers meaningful chances to young people in complicated situations.

With your support, we can make a genuine difference to many more young lives.

[www.youthmusic.org.uk](http://www.youthmusic.org.uk)

### Services we need

- Managing Youth Music's \$40,000 Google Grant, ensuring budget is spent sensibly and meets Google's requirement for continued funding.
- Creating, refining and updating AdWords content based on Youth Music's priorities, key messages and house style. Giving Youth Music regular opportunities to review AdWords copy and responding to requested amendments.
- Providing Youth Music with monthly reports on AdWords performance, including analysis of successes and areas for improvement.

- Acting as an intermediary between Google and Youth Music, explaining new requirements, changes and requests.
- Advising Youth Music on SEO, including content, keywords and potential web development.
- Supporting Youth Music on other Google-related services as required, e.g. Tag Manager, Analytics.

## The type of agency we're looking for

You will:

- Have experience of managing Google Grants for not-for-profit organisations
- Be a certified Google Partner
- Be clear communicators, able to explain complex terminology to non-experts
- Be accurate copywriters, able to compose text reflecting Youth Music's priorities, key messages and house style.

## Who you'd be working with

Youth Music is a small charity with lean overheads and we're proud of our efficiency. For this reason, digital is at the heart of our work. We are members of [Charity Comms](#) and regularly undertake professional development.

We have a good understanding of Google AdWords but we aren't experts. We'd be looking to you to provide this specialist knowledge. In turn, we will guide you on content and our priorities.

Our team is:

- **Sophie, Communications Manager.** Sophie will be the main point of contact from our side. She will advise on copy and provide the link between the digital marketing agency and our web development agencies. She would like you to provide regular reports on your progress in plain English.
- **Robert, Development Director.** Robert is responsible for overseeing our fundraising and communications and he is particularly interested in ensuring our Google Grants management works towards increasing our fundraising income.
- **Kezia, Communications Assistant.** Kezia looks after our Analytics and takes a keen interest in data reports. She is particularly interested in ensuring our Google Grants management engages new supporters and helps grow Youth Music's appeal.

## What we need from you

If this sounds like the kind of service you could provide, we'd love to hear from you! Please email [sophie.appleby@youthmusic.org.uk](mailto:sophie.appleby@youthmusic.org.uk) with your response to this brief by **Friday 10 March**.

Your response needs to be:

- Short – we're looking for two pages maximum

- Tailored – we'd like you to be interested in working with Youth Music and supporting our particular needs
- Informative – we'll be looking for your response to each point in the brief, including your proposed budget and number of days per month

### **How we'll make our decision**

We'll make our decision based on:

- Adherence to the brief
- Value for money
- Services offered
- Experience

If your proposal sounds suitable for us, we'll follow up by inviting you to an informal interview in March. We will have a new contract in place by 1 April 2017.

Thanks for helping us to support life-changing music-making.