UKSCA Communications and Engagement Services

REQUEST FOR PROPOSALS
November 2026

The UK Strength & Conditioning Association (UKSCA) is inviting proposals from independent communications professionals, consultancies and agencies to deliver its communications and member engagement programme. We're looking for a partner who can turn research, coaching expertise and member experiences into clear, engaging content, and help more people connect with UKSCA's education, events and professional community.

PURPOSE OF THE SERVICE

The commissioned service will develop and deliver a coordinated communications programme that strengthens UKSCA's voice, demonstrates the value of its activities and encourages participation in its education, professional development and events. The provider will transform UKSCA's research, event content, professional expertise and member experiences into compelling digital stories, multimedia content and campaigns that inform, engage and inspire action.
The work combines communications planning with hands-on delivery across UKSCA's priority digital channels and monthly member Bulletin. We welcome proposals from providers with experience in sport, physical activity, health or a related field. A strength and conditioning qualification or accreditation is not required.

CONTRACT DETAILS

Contract term: Two years, subject to agreed review and termination provisions.

Contract value: Fixed monthly fee, with an indicative budget of £1,500–£1,875 per month, excluding VAT where applicable.

Location: Primarily remote, with attendance at agreed UKSCA meetings and events where required.

Additional services: Work outside the agreed scope, including additional event coverage or specialist production, may be commissioned separately by prior agreement.

ABOUT UKSCA

UKSCA is the professional body for strength and conditioning practitioners in the UK. It establishes and maintains professional standards, shares research and good practice, represents its members and supports a connected coaching community. Its activities include accreditation, education, workshops, conferences, publications and online learning.

SCOPE OF SERVICE

The service will combine communications planning and coordination with creative, hands-on content production. This will include developing ideas, producing and publishing content and using performance data to evaluate effectiveness and improve results. Priorities, deliverables and channel coverage will be agreed within the contracted scope of services.

Communications planning and governance

- Develop and maintain a rolling 12-month communications plan aligned with UKSCA's strategic priorities and approved by the Board.
- Coordinate delivery of the agreed communications programme within the contracted scope, available resources and agreed budget, reviewing progress quarterly.
- Provide monthly performance reports through the Communications Director and present quarterly findings, recommendations and opportunities for improvement to the Board.

Digital channels and content

- Develop engaging digital content from UKSCA's research, event recordings, professional expertise and member experiences, using creative storytelling to bring subjects to life.
- Create and publish social media content that encourages discussion and participation, adapting it for each channel and audience.
- Develop connected content and campaigns that communicate the value of UKSCA's activities beyond promotional announcements.

Member engagement and knowledge sharing

- Coordinate the production and publication of the monthly UKSCA Bulletin, working with existing editorial contributors and UKSCA staff to share professional insights, practical applications, member experiences and multimedia content.
- Support two-way discussion in UKSCA’s professional groups and member forums, using member feedback and engagement data to identify topics of interest and shape future content.

Conference and event communications

- Plan and deliver coordinated communications campaigns for the UKSCA National Conference and other events, supporting promotion, participation and engagement before, during and after each event.

Media relationships and sector awareness

- Maintain awareness of relevant developments across strength and conditioning, sport and health, identifying opportunities for UKSCA to contribute to professional discussion.
- Support media enquiries and opportunities for external communications, working with the Communications Director, UKSCA staff and relevant subject experts where appropriate.

Production standards and evaluation

- Ensure communications meet agreed editorial, technical, accessibility and brand standards, coordinating specialist support as required.
- Monitor performance across digital channels, focusing on meaningful engagement, audience growth and campaign outcomes rather than publishing volume alone.
- Use analytics and member feedback to identify successful approaches, test new content formats and continuously improve effectiveness.

ESSENTIAL PROVIDER EXPERIENCE AND CAPABILITIES

Providers must demonstrate the following experience and capabilities, either individually or through their proposed delivery team:

Campaign development: Experience planning and delivering coordinated communications campaigns, connecting organisational objectives with practical activity and measurable results.

Social media and engagement: Practical experience managing organisational social channels, including platform-specific content, publishing, polls, audience interaction and the use of analytics to improve performance.

Digital communications: Experience producing and publishing digital content for different audiences, including email communications, newsletters and website content, using relevant digital publishing tools.

Creative storytelling and digital production: Demonstrable ability to identify compelling stories and produce engaging digital content, including short-form video, graphics, carousels and interactive formats.

Writing and editorial judgement: Excellent writing, editing and proofreading capabilities, including communicating expert material clearly and accurately without overstating evidence.

Sector understanding: Knowledge of sport, physical activity, health or a closely related field, gained through professional work, study or substantial involvement.

Organisation and coordination: Strong organisational and project management capabilities, including coordinating contributors and suppliers, setting clear briefs and delivering agreed outputs within deadlines and budgets.

Stakeholder management: Experience working with senior stakeholders, presenting recommendations and results, and explaining priorities, trade-offs and resource requirements. Sound judgement on brand reputation, technical approvals, permissions and accessible communications, with the ability to work independently and collaboratively

Data analysis and reporting: Experience using social media, email and website analytics to evaluate audience engagement, campaign performance and relevant outcomes. Ability to produce clear reports, identify trends and recommend improvements based on the evidence.

DESIRABLE PROVIDER EXPERIENCE AND CAPABILITIES

- Experience delivering communications services for membership associations, professional bodies or community-led organisations.
- Experience in conference and event communications.
- Media relations experience and established professional networks across sport, health, education or coaching.
- Familiarity with strength and conditioning, professional education and UKSCA's activities
- Advanced capabilities in video editing, graphic design or AI-assisted content production, particularly repurposing long-form material into engaging short-form content.
- Experience supporting and developing online professional communities, member forums or other interactive engagement initiatives.

HOW TO APPLY

Please send proposals to sarah@uksca.org.uk by 23.59 (UK time) on 9 December 2026, using the subject line UKSCA Communications and Engagement Services Proposal**.** Proposals should include:

Provider profile: Briefly introduce yourself or your organisation and identify who would lead and deliver the service. Include one relevant case study showing what was delivered, your contribution and what it achieved. Where available, include a link or work sample.

Proposed approach: Briefly describe how you would deliver the core service. Include your proposed outputs, channels and publishing frequency, how you would measure performance and what support you would need from UKSCA. The core service needs to include maintaining a rolling 12-month communications plan, producing and publishing content across agreed priority digital channels, coordinating the monthly UKSCA Bulletin and reporting on performance.

Financial proposal: UKSCA has an indicative budget of £1,500-£1,875 excluding VAT per month for the core communications and engagement service. Please set out the outputs, channels and publishing frequency you propose within that fee, along with any assumptions about support from UKSCA. Identify any separately priced work, including additional event coverage or specialist production.

References: Contact details for two relevant clients or professional referees.

SELECTION PROCESS

Proposals will be evaluated against relevant experience, creative quality, understanding of UKSCA's requirements, proposed delivery approach and value for money.
Shortlisted providers will be invited to an interview, with interviews expected during the week beginning 14 December. Dates and timings will be confirmed with shortlisted candidates.
UKSCA may request clarification of proposals and examples of previous work before awarding the contract.