



4<sup>th</sup> August 2025

## **Freelance Marketing Consultant Brief: Education Sector / Product Launch and Commercialisation**

### **The Curiosity Museum: A Space for Creative Imagination**

#### **Project Overview**

Equal Vision CIC is undertaking an 8-month R&D project (November 2025 – July 2026) to develop and commercialise new products and services that position The Curiosity Museum as a unique, evidence-based life and careers exploration tool. It also has the potential to identify and help to prevent young people in danger of becoming NEET (Not in Employment, Education, or Training) in the UK education market.

#### **Role Status & Funding**

This freelance contract role is dependent on successful funding applications currently being considered. Shortlisted applicants will be informed **whether** funds have been secured when they are invited for interview. If funds are not secured at this time, alternative funding will be sought to go ahead with the project as soon as possible. If successful, there is the possibility of a contract extension beyond July 2026, if further income is secured.

#### **About The Curiosity Museum**

The Curiosity Museum is an innovative live and online creative thinking space for children and young people (including SEND) aged 9-18 to discover interests, uncover skills and explore career possibilities. Having dreams and ambitions is a big part of the key to becoming a successful adult, and developing an awareness of this is a recognised way to support children and young people to find a path to meaningful training and a career built on their interests.

**The Challenge:** We were shocked to find from our research in 2020 that 50% of Year 8 students that we worked with didn't know what they wanted to do after school. The Curiosity Museum was developed in response to this, as a creative space to encourage young people to get to know themselves, grow in confidence and to understand that, if they follow their curiosity, it will help them to find a route into adulthood that not only inspires and excites them, but will lead to paid employment.

In 2025-26, we plan to introduce some new hands-on, student-led creative exploration tools using writing, storytelling, making and drawing to help young people explore their thoughts, ideas and dreams. These activities will create further opportunities for creative flow where they can open their minds to ambitious new ideas. Our web designer will enhance the digital space to make it a more creative and multi-sensory space for young participants to explore.

## **Proven Impact:**

- **89%** discover new career paths
- **70%** motivated to explore careers
- **80%** increased career confidence
- Student anxiety dropped from **26% to 9%**
- Successfully tested with **700+ students**

## **Freelance Marketing Consultant Role & Scope**

**Contract fee:** £7,500 **Expected duration:** 25 days **Timeline:** November 2025 - July 2026

This is a freelance contract position.

**Key Responsibilities** – this brief is indicative and flexible. It will incorporate activities identified by the Marketing Consultant in the first research and analysis phase, with support from the Design Factory team at Aston University. It will (this role).

### **1. Market Research & Analysis (Nov-Dec 2025)**

Engage as part of the Equal Vision project team in the Market Analysis exercise led by Aston University Design Factory who will guide us to:

- Conduct comprehensive market research to identify new opportunities beyond the current Worcestershire base
- Rename and brand the product to something that "does what it says on the tin", as the current name The Curiosity Museum often leads to misunderstandings
- Analyse the competitive landscape in UK EdTech and careers education sectors
- Research make recommendations for the most viable markets for our product

### **2. Route to Market Strategy Development (Dec 2025 - Jan 2026)**

Develop commercialisation strategies, which might include:

- Create market entry strategies for new geographical markets
- Design client acquisition systems and processes
- Develop pricing strategies for education sector and local authority markets
- Develop positioning strategies that differentiate from competitors
- Create partnership development strategies with local authorities and careers hubs

For products including, but not limited to:

- Curiosity Museum – live workshop and online platform
- Student Aspiration Study
- New live SEND-focused career exploration resources

### **3. Marketing Planning & Tactics (Jan 2025 – Feb 2026)**

Implement a marketing campaign using case studies and example reports from our pilots with Worcestershire County Council in 2024 and 2025. Activities might include:

- Create comprehensive marketing communications plan
- Design marketing materials and messaging frameworks

- Plan digital marketing approach

#### **4. Product Launch Activities (March-July 2026)**

- Optimise product launch campaigns for new offerings
- Design feedback collection and iteration systems
- Establish metrics and KPIs for measuring commercial success and social impact

#### **Potential Target Markets & Audiences**

##### **Primary Markets:**

- Education sector (schools, colleges, alternative provision)
- Local authority economic development teams
- SEND provision specialists
- Careers hubs and guidance services
- Community organisations working with young people facing barriers

##### **Geographic Focus:**

- Expansion from Worcestershire base into wider West Midlands
- Specific focus on Herefordshire, Worcestershire and Shropshire partnerships
- Rural talent retention markets
- Areas with high deprivation levels and young people at risk of becoming NEET

##### **Organisations we are currently working with:**

- Skills Development Team, Worcestershire County Council
- Various primary and middle schools in Herefordshire and Worcestershire including alternative provision schools
- Innovate UK
- Aston University

#### **Success Metrics & Deliverables**

##### **Expected Outcomes:**

- Entry into 1 new market segment
- Development of sustainable revenue streams, increasing booking income to £30,000 by July 2026
- Market-ready assets and product launch

##### **Key Deliverables:**

- Market research report including client acquisition system framework, competitive positioning strategy, commercialisation strategy and opportunity analysis, produced by Aston Uni, in collaboration with the Equal Vision team
- Marketing communications plan
- Product launch toolkit

## Project Integration & Delivery Timeline

The marketing consultant will work alongside key project phases to ensure integrated delivery:

**March-July 2026:** Communications Launch - Launching Curiosity Museum Online and continued promotion of Curiosity Museum Live to increase booking income.

**June-July 2026:** Games Testing - Testing new Creative Curiosity resources with 300 students and 10 teachers in 6 schools across Herefordshire and Worcestershire.

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## Company Background

Equal Vision CIC is based in West Malvern, just over the Herefordshire border, and has been delivering programmes since 2017. The company has completed comprehensive business development including the Beta Den tech accelerator programme and has received support from Arts Council England, UKSPF R&D Fund, various trusts and foundations, and Innovation UK Business Growth Mentoring.

## Our Mission & Values

We are champions for creativity as a tool for social change, providing projects that enable and empower people to take action for themselves and their communities. We offer our services free or at very low cost to young people, particularly those in deprived areas with barriers to thriving. We are committed to our core values of creativity, curiosity, community and fairness. Our vision is to work with 25% of young people across the West Midlands by 2030, making an impact on NEET numbers and changing lives by making space for creative thinking and dreaming.

**Timeline for recruitment:** We are looking to recruit a freelance marketing specialist to start work in November 2025.

**Funding for role:** This freelance contract role is funding dependent, and has the possibility of being extended if further funds are secured to continue the project beyond July 2026.

**Location:** Our team are based in various locations across the Midlands and South West. Though we all work remotely, we will be meeting during the year and so we would like to recruit a person into this role who is based in or able to travel easily to Aston University and a location in Herefordshire or Worcestershire for occasional meetings.

**Equal Opportunities:** We welcome applications from all backgrounds and are committed to making reasonable adjustments where needed.

## How to Apply

**Application deadline: Sunday 14<sup>th</sup> September 2025**

Please respond to this brief by emailing [equalvisioncic@gmail.com](mailto:equalvisioncic@gmail.com) with:

- Answers to the questions – no more than two A4 pages:  
Why are you interested in this role?  
How do your skills and experience match our needs?
- CV, website, or portfolio
- Your location and availability for occasional meetings in Herefordshire, Worcestershire or Aston University

**Please note:** *This freelance contract role is subject to applications for funding being successful. We will confirm if we have secured funds to go ahead when applicants are shortlisted for interview. If funding is not secured, we will look for other sources of funding to go ahead with the project as soon as possible.*

**Key dates:**

- Application deadline: Sunday 14<sup>th</sup> September 2025
- Shortlisting by: Friday 19<sup>th</sup> September 2025 – *shortlisted applicants will be informed if funding for the post has been confirmed at this stage*
- Interviews: Wed 24<sup>th</sup> or Thurs 25<sup>th</sup> Sept 2025
- Decision: By Thurs 2<sup>nd</sup> Oct 2025

If you've got questions, please send us an email: [equalvisioncic@gmail.com](mailto:equalvisioncic@gmail.com)



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