

Marketing and Communications Services for the Girls Go STEM Project - Service Description -

Overview:

EIT RawMaterials seeks an experienced communications and marketing agency to support the Girls Go STEM initiative with its digital communication activities. The selected agency will work as an execution and delivery partner, supporting the initiative with its strategic narrative, positioning, and stakeholder alignment.

1. Background:

EIT RawMaterials, is a Knowledge & Innovation Community (KIC), created by the European Institute of Innovation and Technology (EIT), aimed at promoting innovation in the raw materials sector across Europe. Established in 2015, EIT RawMaterials works to secure the sustainable supply of raw materials to the European industry by driving innovation, education, and entrepreneurship along the entire raw materials value chain.

The Girls Go STEM Initiative (<https://eit-girlsgostem.eu/>), formerly the Girls Go Circular initiative, is led and coordinated by EIT RawMaterials with six other EIT Knowledge and Innovation Communities (KICs): EIT Health, EIT Food, EIT Urban Mobility, EIT Culture & Creativity, Climate KIC, and 28 Digital. The initiative aims to close the gender gap in STEM by training and inspiring 14-19-year-old girls to pursue STEM higher education and careers.

After five successful years as Girls Go Circular, the initiative rebranded to Girls Go STEM in October 2025 to reflect its broader STEM focus and align with the Union of Skills framework, which aims to train 1 million women and girls in STEM by 2028. While its mission and audiences remain the same, the initiative now requires updated brand guidelines and visual identity to align with the updated name and logo as per the EIT and European Commission requirements, strengthen recognition under the new identity, remain competitive, and support growing industry engagement.

The Girls Go STEM initiative aims to achieve its objectives by involving secondary school students in more than 37 countries across Europe in a 5- to 7-hour training programme on technology, digital, entrepreneurial, and green skills, highlighting different STEM subjects and careers to attract more girls to these traditionally male-dominated fields. The initiative is expected to equip 100,000 schoolgirls aged 14–19 with digital skills by 2028, through the EIT-branded learning platform.

2. Communications and Marketing Objectives

- a. **Strengthen brand awareness** and recognition of Girls Go STEM across priority audiences.
- b. **Increase engagement with students and teachers** through relevant content and communications.



- c. **Support outreach and visibility** for flagship activities and events.
- d. **Ensure consistent, high-quality visibility** of the Girls Go STEM initiative across digital channels.

3. Scope of Work

The selected agency will be responsible for the following tasks:

1. Strategic Communications Support

- a. Assess Girls Go STEM's brand presence and performance across digital channels.
- b. Translate brand objectives into clear digital communication priorities.
- c. Define audience segments and benchmarks to support brand positioning.
- d. Ensure consistent application of brand guidelines across digital channels.
- e. Develop and maintain communication toolkits for partner communications, including updated brand guidance and social media templates.
- f. Deliver monthly and annual performance reports across all channels (social media, website, and digital marketing), interpreting performance data and providing actionable recommendations for optimisation.

2. Content and Asset Production

- a. Produce ongoing long/short format content and visual multimedia content for digital channels (social media, website updates/internal communication content, impact stories, testimonial videos, partner dissemination content, etc.)
- b. Conceptualise, draft, and adapt content for a quarterly newsletter using existing materials and implement the design in HubSpot.
- c. Design and produce communication materials such as presentations, flyers, banners, roll-ups, and other supporting materials for events, campaigns, and stakeholder communication.

3. Digital Marketing

- a. Plan and execute strategic digital campaigns to deliver event registrations, student participation, or other conversion metrics.
- b. Optimise and diversify campaigns across digital platforms based on performance and budget efficiency.
- c. Report on campaign results against defined KPIs (e.g. audience growth, no. of participants, etc.)

4. Social Media Management

- a. Develop and implement monthly social media content plans across platforms.
- b. Publish and manage content across agreed social media channels.
- c. Adapt approved messaging into platform-specific formats.
- d. Provide basic community management support.



- e. Monitor and report on social media performance with recommendations.

5. Website Management and Maintenance

- a. Provide ongoing website content management within the existing CMS (WordPress).
- b. Create, update, and optimise website pages as required.
- c. Implement updated branding elements in line with the new brand guidelines.
- d. Coordination with internal stakeholders and external service providers to support website updates and quality assurance.

6. Event Communication Support

- a. Develop and implement an end-to-end communication and digital marketing plan for Girls Go STEM's annual flagship event, the Women and Girls in STEM Forum and the preceding student challenge. As in 2027 and 2028, the event might be part of the EIT Education and Skills Days, ensure brand alignment with the visual identity and communication guidelines of the EIT Education and Skills Days.
- b. Produce two promotional videos (up to 2 minutes each) for pre- and post-event communication.
- c. Provide on-site support at the event for content capture: At least one agency representative will be required on-site for two full days to manage live engagement, including social media updates, video interviews, and other promotional activities.

The agency shall be available for an **average of twelve (12) person days per month** to provide the services listed above. Where additional and ad hoc support is required in support of business activities outside of the scope of this proposal, these will be scoped and approved in terms of resource, cost, KPIs and outcomes on a case-by-case basis.

4. Expected Deliverables in 2026

- Updated Brand Guidelines (Q3)
- Communications Toolkit for Partners and Ambassadors (Q3)
- Multi-channel communication plan including data-driven market analysis, SEO keyword list, audience segmentation and benchmarking (Q3)
- Monthly social media content calendar and assets (ongoing)
- Quarterly newsletter production and distribution/marketing (ongoing)
- Digital marketing plan(s) and ad assets for diverse digital platforms (As per campaign timelines)
- Analytics dashboard with actionable recommendations for strategy adjustments. (Q3)
- Key in-person event – e.g Women and Girls in STEM Forum – communications, e.g. live cast, video production, pre- and post-event (Q3-Q4)
- Monthly analytics report on website, social media, newsletter, and digital marketing performance with recommendations (ongoing)

- A comprehensive quarterly and annual performance report, measuring the impact of campaign activities against defined KPIs, such as website traffic, social media engagement, brand mentions, search volume, and survey results (Q4)

5. Expected KPIs

KPI	2026	2027	2028
Website and platform unique visitors	41,000	49,000	60,000
New LinkedIn Followers	825	990	1,185
LinkedIn Reactions	3,000	3,600	4,320
New Instagram Followers	825	990	1,185
Instagram Interactions	3,500	4,200	5,040
Impact stories featuring testimonials produced per year (in line with EIT branding and communications requirements and showcased on the website)	4	4	4

6. Target demographics and expected engagement

Girls Go STEM's current audience primarily includes:

- **Secondary school and iVET students, with a focus on 14 to 19-year-old girls:**
 - complete the Girls Go STEM training
 - participate in the annual Student Challenge
 - apply to become programme ambassadors
 - engage with all the ad-hoc opportunities offered throughout the year (hackathons, webinars, mentoring, etc.)
- **Secondary school and iVET teachers:**
 - use the Girls Go STEM programme in their teaching and train students
 - mentor girls to participate in the annual Student Challenge
 - complete the Girls Go STEM teacher courses for their professional growth
 - act as programme ambassadors and train other teachers to use our platform
 - engage with all the ad-hoc opportunities offered throughout the year (webinars, mentoring, etc.)
- **Private investors, NGOs and industry:**
 - sponsor Girls Go STEM activities (by organising hackathons, challenges or company visits, or supporting translation of content)
 - co-create learning content
 - implement the project locally by liaising with schools, teachers and students



- contribute by offering mentoring or workshops for students and teachers at the GGS events
 - provide donations to support the initiative's cause
- **Policymakers and partners of the European Commission and the EIT:**
 - contribute to the positioning of the initiative within the EU education and skills policy landscape
 - support the visibility of its results and impact

7. Cooperation

The agency will be committed to a contractual engagement of up to 2,5 years, including two 12-month contract extension options, to support EIT RawMaterials in its communication and marketing activities within the framework of Girls Go STEM.

The contractor will plan and manage project timelines to ensure that all milestones and deliverables are met on schedule. As an indication of the close working relationship between the contractor and the project team at EIT RawMaterials, it is expected that a weekly working meeting will be held between them to align on communications and marketing activities. Additionally, EIT RawMaterials will provide the contractor with guest access to the organisation's project management tool, ClickUp, to facilitate task tracking.

Due to its international dimension, the working language of the GGS programme stakeholders is English only. It is expected that the team delivering the work has full professional proficiency in the English language.

The contractor shall maintain and continuously update comprehensive documentation that covers the work implemented and the staff effort devoted to the tasks. Such documentation shall be made available to EIT RawMaterials, upon request, within three working days, for the purpose of satisfying any auditing obligations or other legal requirements.

The contractor is expected to provide the following key capabilities as part of the project team. Each team member must have at least 3 years of experience (minimum requirements):

- Communication and Brand Strategy specialists
- Copywriter
- Designer
- Digital performance marketing and Website Content Manager (WordPress CMS) specialists
- Project Manager/Key Account Manager

8. Budget

There is a budget ceiling per year, as follows:

- **2026:** 98,040 euros (VAT excluded)
- **2027:** 168,067 euros (VAT excluded)
- **2028:** 168,067 euros (VAT excluded)

Tenders exceeding the respective annual budgets for the contractual services will be excluded from further proceedings.

The Contractor's budget shall be all-inclusive and shall include the costs of any paid media and/or paid advertising campaigns necessary for the performance of the Services.