



PRODUCTS, SALES & MARKETING HANDBOOK

eduSOIL & Design for Change (DFC)

Applies to: eCommerce & Product Design Manager, Marketing & Sales Manager, Marketing & Sales Assistant

In consultation with: Programme Directors, Systems & Service Design Manager, Finance, Fundraising & Governance roles

***Sharing our work responsibly, widening access and sustaining impact
without compromise.***

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1. Purpose of this Handbook

This handbook defines how **products, pricing, sales and marketing** are designed, governed and delivered across eduSOIL and Design for Change.

It exists to:

- Translate learning and programmes into **clear, ethical offers**
- Enable sustainable earned income without compromising values
- Reduce confusion between learning, delivery and sales
- Ensure access pathways remain equitable and transparent
- Support organisational sustainability and scale

This handbook should be read alongside:

- Wellbeing & Learning Systems & Innovation Handbook
 - Finance, Fundraising & Governance Handbook
 - Programme Directors Handbook
 - eCommerce & Product Design Handbook
 - Safeguarding & Wellbeing Policies
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2. Organisational Context

eduSOIL operates across **education, wellbeing, youth leadership and community development**, delivering programmes onsite, online and in blended formats across Northern Ireland, South Africa, Sudan and India.

Sales and marketing at eduSOIL:

- Exist to **enable access**, not maximise profit
- Must reflect delivery reality and safeguarding constraints
- Support reinvestment into underserved communities

- Enable paid employment pathways for youth facilitators

Earned income complements — but does not replace — grant funding.

3. Core Principles for Products, Sales & Marketing

All sales and marketing activity must:

- Be honest, accurate and delivery-led
- Reflect safeguarding and consent obligations
- Avoid manipulative or extractive tactics
- Make access pathways clear (free, funded, paid)
- Support wellbeing-informed participation
- Align with organisational values and tone

Marketing exists to **clarify**, not to pressure.

4. What eduSOIL Sells (and Why)

eduSOIL products and services may include:

Programme-Based Offers

- School-based programmes (e.g. Art for Change, DFC)
- Community and youth leadership programmes
- Virtual Youth Exchange programmes
- Corporate-supported school/community programmes

Learning & Wellbeing Offers

- Online courses (free, funded or paid)

- Live wellbeing sessions (e.g. MEmtime for Change)
- Retreats and intensive learning experiences

Products & Assets

- Digital learning products
- Hybrid (digital + physical) products
- Print-on-demand resources
- Interactive wellbeing installations or apps
- Consultations and advisory services

Not all products are always “on sale”. Readiness is staged.

5. Operating Model: Roles & Boundaries

5.1 eCommerce & Product Design Manager

Owns:

- Product strategy and roadmap
- Pricing logic and access tiers
- Bundling of programmes, courses and products
- Translation of learning into sellable offers
- Storefront logic and customer journeys

Does not:

- Own pedagogy or learning integrity
- Lead technical development
- Override safeguarding or delivery constraints

5.2 Marketing & Sales Manager

Owns:

- Sales strategy aligned to delivery capacity
- Marketing narratives and messaging
- School, partner and corporate engagement journeys
- Campaign planning and performance review
- Coordination with fundraising and finance

Does not:

- Set pricing independently of product strategy
- Lead product design or learning decisions

5.3 Marketing & Sales Assistant

Supports:

- Campaign execution
- Content scheduling and coordination
- CRM updates and lead tracking
- Basic reporting and monitoring
- Admin support for outreach and engagement

Operates under supervision and does not hold strategy authority.

6. Ways of Working & Co-Ownership Model

Products, Sales & Marketing work sits **between learning and finance**.

Shared expectations:

- No offer goes to market without delivery validation
- No pricing without finance visibility
- No marketing without safeguarding clarity
- No assumptions without documentation

Escalation is expected where clarity is lacking.

7. Pricing, Access & Ethical Earned Income

Pricing decisions must consider:

- Delivery cost and capacity
- Accessibility and equity
- Grant or subsidy availability
- Cross-subsidisation for underserved groups

Access pathways must be explicit:

- Free (open access)
- Funded (grant or partner-supported)
- Paid (individual or organisational)

Pricing is reviewed regularly and documented.

8. Marketing, Communications & Visibility

Marketing activity includes:

- Website content and storefront clarity

- Campaigns aligned to programme cycles
- School and partner outreach materials
- Corporate engagement narratives
- Ethical storytelling (with consent)

Creativity and storytelling assets are developed in collaboration with:

- Creativity & Communications roles
 - Programme Directors
 - Youth contributors (where appropriate)
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9. Collaboration with Learning, Digital & Finance

Products, Sales & Marketing work closely with:

- **Systems & Service Design** – user journeys and UX logic
- **AI Analytics** – insight into engagement and conversion (non-exploitative)
- **Digital Development** – feasibility and implementation
- **Finance & Governance** – pricing, invoicing, reconciliation
- **Fundraising** – alignment between earned and grant income

No siloed decision-making.

10. Tools, Systems & Documentation

Tools are selected based on:

- Accessibility
- Interoperability

- Cost and sustainability
- Data protection and safeguarding

Documentation includes:

- Product briefs
- Pricing rationale
- Campaign plans
- Risk logs
- Performance summaries

11. Decision-Making, Risk & Escalation

High-risk decisions (pricing, youth access, monetisation of learning) require:

- Consultation across learning, finance and delivery
- Documentation of rationale
- Founder & CEO sign-off

No unilateral commercial decisions.

12. RACI Matrix – Products, Sales & Marketing

Area	eCommerce & Product	Marketing & Sales	Assistant	Programme Directors	Finance	Founder
Product roadmap	R	C	I	C	C	A
Pricing & access	R	C	I	C	C	A

Storefront UX	R	C	I	I	I	A
Sales strategy	C	R	I	C	C	A
Campaign delivery	I	R	R	I	I	A
Ethical storytelling	C	R	R	C	I	A
Revenue tracking	I	C	I	I	R	A

13. Progression, Learning & Contribution

Contribution is assessed through:

- Clarity of offer
- Ethical income generated
- Reduced friction for users
- Alignment with delivery reality
- Sustainability strengthened

Sales and marketing success is defined by **trust, access and longevity**, not volume alone.