

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/001621-2022>

Tender

Contract for Digital Marketing Services

Liverpool John Moores University

F02: Contract notice

Notice identifier: 2022/S 000-001621

Procurement identifier (OCID): ocds-h6vhtk-030cee

Published 19 January 2022, 4:10pm

Section I: Contracting authority

I.1) Name and addresses

Liverpool John Moores University

Liverpool

Contact

Kathryn Houghton

Email

PurchaseOrderQueries@ljmu.ac.uk

Country

United Kingdom

NUTS code

UKD72 - Liverpool

Internet address(es)

Main address

<http://www.ljmu.ac.uk>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/ljmu.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/ljmu.aspx/Home>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://in-tendhost.co.uk/ljmu.aspx/Home>

I.4) Type of the contracting authority

Other type

Higher Education

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Contract for Digital Marketing Services

Reference number

LJMU 2119

II.1.2) Main CPV code

- 79342100 - Direct marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

We are looking for an agency that can support University recruitment plans by developing and delivering (along with student recruitment and marketing staff) an innovative digital advertising strategy to drive prospective student engagement and conversion from pre-applicant to enrolled student. The strategy should seek to support student recruitment targets by increasing student numbers and applications from underrepresented groups. It should also seek to support the retainment of students by attracting those who share our brand values and fully understand the University offer prior to application or enrolment. The University brand was updated in 2020 and has been used to help strengthen our digital presence online through consistent messaging and visuals. The University is therefore also seeking an agency that has experience in online brand awareness and building techniques who can support the communications of our brand values (student focused, community, courageous and inclusive).

II.1.5) Estimated total value

Value excluding VAT: £1,540,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKD - North West (England)

Main site or place of performance

Liverpool

II.2.4) Description of the procurement

The University is keen to support student learning by enabling marketing students to gain experience of running and observing live digital campaigns. Students would be supported by academic staff and all media would be supplied. LJMU encourages tender applicants to express if they would consider the service provision of media buying and campaign dashboard access for students, in addition to the provision of 2 annual guest lectures on working in a digital agency. A separate budget would be allocated for this activity in addition to the budget referenced in the tender document.

Please register on In-tend to access Tender Documents

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £1,540,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 3

Maximum number: 5

Objective criteria for choosing the limited number of candidates:

please refer to Supplier Questionnaire - uploaded on In-tend

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

all queries pertaining to this tender must be submitted via In-tend - Correspondence field

Please do not make email contact with LJMU

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

as per documents

III.1.2) Economic and financial standing

List and brief description of selection criteria

as per documents

Minimum level(s) of standards possibly required

as per documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

21 February 2022

Local time

12:00am

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

28 February 2022

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 90 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

n/a

Liverpool

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

LJMU do not have a review body