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Opportunity

## **Contract for Digital Marketing Services**

Liverpool John Moores University

F02: Contract notice

Notice reference: 2022/S 000-001621

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](mailto:PurchaseOrderQueries@ljmu.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKD72 - Liverpool

#### **Internet address(es)**

Main address

[www.ljmu.ac.uk](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

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## **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

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## **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

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## **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)

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## **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