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Tender

QUB/2264/22 International Digital Marketing and Communications Partner for China

Queen's University Belfast

F02: Contract notice

Notice identifier: 2022/S 000-014351

Procurement identifier (OCID): ocids-h6vhtk-033eb4

Published 24 May 2022, 3:26pm

Section I: Contracting authority

I.1) Name and addresses

Queen's University Belfast

Purchasing Office, University Road

Belfast

BT7 1NN

Email

j.glackin@qub.ac.uk

Telephone

+44 2890973026

Country

United Kingdom

NUTS code

UKN - Northern Ireland

Internet address(es)

Main address

www.qub.ac.uk

Buyer's address

www.qub.ac.uk/po

I.3) Communication

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

<https://in-tendhost.co.uk/queensuniversitybelfast/asp/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/queensuniversitybelfast/asp/Home>

Tenders or requests to participate must be submitted to the above-mentioned address

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/queensuniversitybelfast/asp/Home>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

QUB/2264/22 International Digital Marketing and Communications Partner for China

Reference number

QUB/2264/22

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Queen's University Belfast requires a digital marketing and communications partner for the China market, to develop the University's brand awareness and market positioning amongst its target audiences, increase consideration levels and drive lead generation for the University's range of international programmes to support its ambitious student recruitment targets. The partner agency will be responsible for:

- Development and implementation of integrated multi-channel digital marketing and content plans in China
- Robust reporting and digital advice and guidance on an ongoing basis to the University's in-house and in-market teams to inform planning, delivery and to optimise marketing performance.

II.1.5) Estimated total value

Value excluding VAT: £675,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

- 79530000 - Translation services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKN06 - Belfast

Main site or place of performance

Belfast

II.2.4) Description of the procurement

Queen's requires a digital marketing and communications partner for the China market, to develop the University's brand awareness and market positioning amongst its target audiences, increase consideration levels and drive lead generation for the University's range of international programmes to support its ambitious student recruitment targets. The partner agency will be responsible for:

- Development and implementation of integrated multi-channel digital marketing and content plans in China
- Robust reporting and digital advice and guidance on an ongoing basis to the University's in-house and in-market teams to inform planning, delivery and to optimise marketing performance.

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: £675,000

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

The contract will be for an initial period of 12 months and subject to satisfactory annual review may be extended by up to a further 48 months. Renewal of the contract will be at the sole discretion of the University

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The contract will be for an initial period of 12 months and subject to satisfactory annual review may be extended by up to a further 48 months.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

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

Please refer to the tender documentation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

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

Date

24 June 2022

Local time

4:00pm

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: 4 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

24 June 2022

Local time

4:15pm

Place

Belfast

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 60 months

VI.4) Procedures for review

VI.4.1) Review body

Queen's University Belfast

Belfast

Country

United Kingdom