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Tender

## **CP2212-22 - Recruitment Advertising Agency Provision**

Devon County Council

F02: Contract notice

Notice identifier: 2022/S 000-015739

Procurement identifier (OCID): ocds-h6vhtk-034420

Published 8 June 2022, 11:25am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Devon County Council

County Hall, Topsham Road

Exeter

EX2 4QD

#### **Contact**

Miss Louise Baker

#### **Email**

[procure@devon.gov.uk](mailto:procure@devon.gov.uk)

#### **Telephone**

+44 1392383000

**Country**

United Kingdom

**NUTS code**

UKK4 - Devon

**Internet address(es)**

Main address

<http://www.devon.gov.uk>

Buyer's address

<https://www.supplyingthesouthwest.org.uk/>

**I.3) Communication**

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

<https://www.supplyingthesouthwest.org.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.supplyingthesouthwest.org.uk/>

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

CP2212-22 - Recruitment Advertising Agency Provision

Reference number

DN610296

#### **II.1.2) Main CPV code**

- 79341000 - Advertising services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Council is seeking access to a broad range of services in relation to recruitment advertising, employer branding and other resourcing related marketing services, making use of various strategies to attract the most suitable applicants. This may include, but is not limited to:

- Digital & social media (search engine optimisation, programmatic advertising, social media content generation and management, paid social media advertising, performance-based advertising, on-line jobs boards, employer branded websites, job microsites, banners, buttons etc.)
- Training staff to manage social media accounts
- Billboards, digital screens, poster boards, exhibition stands
- Promotional advertising literature (brochures, flyers)
- Media channels (talent pools, network forms, career events, television, radio)
- Printed press
- Media planning and buying

- Developing and placing adverts both routine and creative and providing all services in relation

to production and creative work

- Conduct media and recruitment research

- Employer branding strategy

- Design, specialist artwork and print work

- Proofreading, copywriting, and typesetting

- Account management

- Campaign management

- Monitoring and evaluation, campaign performance reporting

- Assisting with reach into groups that are typically under-represented

- Media advice on new innovative and emerging media

- Employee engagement and related activities

- Any other related activities

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UKK4 - Devon
- UKK43 - Devon CC

### **II.2.4) Description of the procurement**

The Council is seeking access to a broad range of services in relation to recruitment

advertising, employer branding and other resourcing related marketing services, making use of various strategies to attract the most suitable applicants. This may include, but is not limited to:

- Digital & social media (search engine optimisation, programmatic advertising, social media content generation and management, paid social media advertising, performance-based advertising, on-line jobs boards, employer branded websites, job microsites, banners, buttons etc.)
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- Media advice on new innovative and emerging media

- Employee engagement and related activities

- Any other related activities

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 50

Quality criterion - Name: Presentation / Weighting: 20

Price - Weighting: 30

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

This is likely to be renewed to enable a new contract to begin upon expiry of this contract in 2026.

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

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

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## **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

13 July 2022

Local time

12:00pm

#### **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: 12 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

13 July 2022

Local time

1:10pm

Place

All bids will be electronically opened via Pro Contract

Information about authorised persons and opening procedure

Bids will be unsealed by the Legal Team and then opened by a member of Devon Procurement Service.

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: It is new contract would be tendered every four years, dependant upon DCC requirements.

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Devon County Council

Exeter

EX2 4QD

Country

United Kingdom