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Tender

## **QUB/2301/22 Global Student Recruitment - Lead Management Services**

Queen's University Belfast

F02: Contract notice

Notice identifier: 2022/S 000-024624

Procurement identifier (OCID): ocds-h6vhtk-036545

Published 2 September 2022, 12:28pm

### **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](mailto:j.glackin@qub.ac.uk)

#### **Telephone**

+44 2890973026

#### **Country**

United Kingdom

## **NUTS code**

UKN06 - Belfast

## **Internet address(es)**

Main address

[www.qub.ac.uk](http://www.qub.ac.uk)

Buyer's address

[www.qub.ac.uk/po](http://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.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/queensuniversitybelfast.aspx/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.aspx/Home>

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

Body governed by public law

## **I.5) Main activity**

Education

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## **Section II: Object**

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

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

QUB/2301/22 Global Student Recruitment - Lead Management Services

Reference number

QUB/2301/22

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

- 79342100 - Direct marketing services

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

Services

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

The Global Student Recruitment Team at Queen's University Belfast has identified the need for a supplier to provide a service to manage the increasing number of leads for UG and PGT programmes across key international markets (MENA/Sub Saharan Africa/Pakistan) and support and nurture the market leads through to the application stage. UG applicants may be recruited directly to Queen's or recruited to INTO Queen's to undertake a Foundation or International Year One. The supplier will be responsible for delivering a flexible and scalable Lead Management solution which includes a detailed communication plan which will contact leads, assess propensity to apply and engage in 1-2-1 contact. The supplier will be required to represent Queen's with the highest standard of customer care and ensure the Queen's brand is maintained within these markets. The service will gain insights about Queen's USP's and programmes through an onboarding process and continuous communication with recruitment tea

#### **II.1.5) Estimated total value**

Value excluding VAT: £700,000

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

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79342100 - Direct marketing services

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

NUTS codes

- UKN06 - Belfast

Main site or place of performance

Queen's University Belfast

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

Over the past 5 year period, Queen's Global Student Recruitment Team presence has expanded and currently there is representation across a number of key markets / regions. The expansion in regions has led to a significant increase in enquiries and leads from potential students which require an appropriate service to help maximise student recruitment outcomes. Global Student Recruitment has identified the need for a supplier to provide a service to manage the increasing number of leads for UG and PGT programmes across key international markets (MENA/Sub Saharan Africa/Pakistan) and support and nurture the market leads through to the application stage. UG applicants may be recruited directly to Queen's or recruited to INTO Queen's to undertake a Foundation or International Year One. The supplier will be responsible for delivering a flexible and scalable Lead Management solution which includes a detailed communication plan which will contact leads, assess propensity to apply and engage in 1-2-1 contact. The supplier will be required to represent Queen's with the highest standard of customer care and ensure the Queen's brand is maintained within these markets. The service will gain insights about Queen's USP's and programmes through an onboarding process and continuous communication with recruitment teams in Belfast and key markets.

### **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: £700,000

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

Duration in months

56

This contract is subject to renewal

Yes

Description of renewals

The contract may be subject to renewal at 50 month period

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

Variants will be accepted: No

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

Options: Yes

Description of options

Option to extend for up to a period of 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

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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

Please refer to the tender documents

#### **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

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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

3 October 2022

Local time

4:00pm

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

English

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

Date

4 October 2022

Local time

9:00am

Place

Queen's University Belfast

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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: 50 months

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

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

Queen's University Belfast

Belfast

Country

United Kingdom