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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): ocids-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

Telephone

+44 2890973026

Country

United Kingdom

NUTS code

UKN06 - Belfast

Internet address(es)

Main address

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

Buyer's address

<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

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

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

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

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