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Award

Social Media Recruitment with AI

OUTWOOD GRANGE ACADEMIES TRUST

F15: Voluntary ex ante transparency notice

Notice identifier: 2024/S 000-030514

Procurement identifier (OCID): ocids-h6vhtk-049d63

Published 24 September 2024, 3:48pm

Section I: Contracting authority/entity

I.1) Name and addresses

OUTWOOD GRANGE ACADEMIES TRUST

Potovens Lane,Outwood

WAKEFIELD

WF12PF

Contact

Suzi Richards

Email

s.richards@outwood.com

Telephone

+44 7989177767

Country

United Kingdom

Region code

UKE45 - Wakefield

Companies House

06995649

Internet address(es)

Main address

<https://www.outwood.com/>

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

Social Media Recruitment with AI

Reference number

FTSSMR240924

II.1.2) Main CPV code

- 79600000 - Recruitment services

II.1.3) Type of contract

Services

II.1.4) Short description

In addition to the traditional methods of recruitment used by the Trust, the Outwood are looking to trial a new innovative solution that is based around artificial intelligence powered targeted marketing of the Trust to potential and future candidates.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £100,000

II.2) Description

II.2.2) Additional CPV code(s)

- 48100000 - Industry specific software package

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKD - North West (England)

- UKE - Yorkshire and the Humber

II.2.4) Description of the procurement

Service Objective:

The Trust require a specialist digital provider to provide a comprehensive, AI-powered recruitment solution capable of effectively engaging with education sector candidates through precision-targeted, multi-channel social media campaigns. The service should prioritize both immediate and preemptive recruitment needs, optimizing campaigns in real-time to maximize candidate engagement and conversion rates.

Key Requirements:

1. AI-Driven Campaign Management:

- * Automated campaign launch and optimization across various social media platforms.
- * 24/7 campaign monitoring and adjustment based on performance data.
- * Intelligent retargeting capabilities to reach qualified candidates across multiple channels.
- * Comprehensive tracking of campaign performance metrics, including views, clicks, applications, and hires.

2. Candidate Engagement Tools:

- * User-friendly candidate application pages with streamlined application processes.
- * Geo-targeted campaigns to reach candidates in specific geographic locations.
- * AI-powered targeted outreach to identify and engage with potential candidates.
- * Multi-channel retargeting to maintain candidate interest and drive conversions.

* Performance Measurement and Reporting:

3. A shared dashboard providing real-time insights into campaign performance.

- * Detailed tracking of candidate journeys from initial engagement to application and hire.
- * Key performance indicators (KPIs) to measure the effectiveness of the recruitment solution.

4. Enhanced Employer Branding:

* Support for creating and maintaining a strong employer brand through targeted messaging and content.

* Integration with existing employer branding materials and guidelines.

Additional Considerations:

Data Privacy and Security: Ensure compliance with relevant data protection regulations and maintain strict security measures to protect candidate data.

Scalability: The solution should be capable of handling increasing recruitment demands and adapting to changes in the education sector.

Integration: The service should seamlessly integrate with the Trust's existing recruitment systems and processes.

By meeting these requirements, the service provider will deliver a robust and effective recruitment solution that drives candidate engagement, improves hiring efficiency, and strengthens the Trust's employer brand within the education sector.

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Award of a contract without prior publication of a call for competition in the cases listed below

The procurement falls outside the scope of application of the regulations Explanation:

The award is made in line with the Public Contract Regulations 2015 Regulation 32(2)(b) where the required services being sought can be supplied only by the particular economic operator for the following reason:-

(ii) Competition is absent for technical reasons

In the case of the above, this was reviewed and where no reasonable alternative or substitute exists and the absence of competition, it is not the result of an artificial narrowing down of the parameters of the procurement;

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

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

24 September 2024

V.2.2) Information about tenders

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor/concessionaire

Socially Recruited Ltd

2 Eastbourne Terrace

London

W2 6LG

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

10942594

The contractor/concessionaire is an SME

Yes

V.2.4) Information on value of contract/lot/concession (excluding VAT)

Initial estimated total value of the contract/lot/concession: £100,000

Total value of the contract/lot/concession: £100,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court

London

Country

United Kingdom