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Planning

Early Careers Attraction and Assessment Management

AWE PLC

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-038328

Procurement identifier (OCID): ocds-h6vhtk-04c080

Published 27 November 2024, 3:06pm

Section I: Contracting authority

I.1) Name and addresses

AWE PLC

AWE

READING

RG74PR

Email

AWEProcurement@awe.co.uk

Country

United Kingdom

Region code

UKJ11 - Berkshire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.awe.co.uk/>

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Defence

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Early Careers Attraction and Assessment Management

II.1.2) Main CPV code

- 79600000 - Recruitment services

II.1.3) Type of contract

Services

II.1.4) Short description

AWE is looking to hire an early careers attraction specialist to oversee and manage digital, social, and national events, as well as to coordinate assessment centre scheduling. This role is crucial to achieving the recruitment targets for AWE's recruitment campaigns in the following years'. The contract term is initially for a 2 year period however there will be an option to extend the contract by 1 year.

The provider will be required to create, own and deliver the below services.

1. Digital marketing and attraction
2. Social media marketing
3. Assessment centre management
4. Support as advisors to our corporate affairs team in the ongoing development of the AWE Early Careers pages of the AWE website.
5. Early Careers market research

In addition to the above AWE wishes to review the adoption of an early careers ATS model for 2026/27 campaign onwards (to be decided in 2025). The provider must be able to provide a suitable ATS for the tracking of early careers applicants and be able to evidence success through provision of case studies with a business that has similar hire numbers as AWE.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79600000 - Recruitment services

II.2.3) Place of performance

NUTS codes

- UKK - South West (England)

Main site or place of performance

10.111.1 The location of the Services will be carried out at remotely at the providers place of work.

II.2.4) Description of the procurement

The provider will be responsible for creating, owning, and delivering several key services to support and partner with AWE's early careers recruitment function. These services include digital marketing and attraction, social media marketing, and assessment centre management. The provider will act as an advisor to AWE's corporate affairs team,

assisting in the ongoing development of the Early Careers pages on the AWE website. They will also conduct market research to inform and enhance recruitment strategies.

The goal of these services is to ensure AWE meets its annual hiring targets across various early careers programs, including the Evolve Graduate Program, Apprenticeship Program, Year in Industry Program, and the Defence STEM Undergraduate Program. These programs cover a wide range of disciplines such as engineering, science, project management, and more.

The provider must demonstrate a proven track record in managing end-to-end attraction strategies for early careers programs, including digital and social media marketing, university engagement, and national events. They should also provide comprehensive real-time reporting to track progress and suggest proactive solutions to ensure targets are met.

The provider will need to establish and maintain productive relationships with AWE's chosen UK institutions, using innovative methods to engage students and position AWE as an employer of choice in STEM and nuclear fields. This includes leveraging digital and social media, as well as other activities to keep AWE at the forefront of student engagement.

II.3) Estimated date of publication of contract notice

27 June 2025

Section IV. Procedure

IV.1) Description

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

The procurement is covered by the Government Procurement Agreement: Yes