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Tender

## **In-Country International Recruitment Representatives**

Oxford Brookes University

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-038872

Procurement identifier (OCID): ocds-h6vhtk-055cb8

Published 10 July 2025, 11:30am

### **Scope**

### **Reference**

2025-SM

### **Description**

The University is seeking an experienced provider to deliver in-country international recruitment and marketing services in a number of overseas markets. This ITT is specifically for 3 separate regions and is therefore structured into 3 Lots. Due to the commercially sensitive nature of the intended markets, specific regions/and or country, including elements such as recruitment strategies and delivery approaches, access to the full scope is restricted to protect our strategic interests and ensure confidentiality. Details will only be disclosed to suppliers who can demonstrate relevant operational capacity. For a full understanding of the requirements, please complete and return the NDA within Appendix K.

### **Total value (estimated)**

- £304,800 excluding VAT
- £365,760 including VAT

Above the relevant threshold

## **Main procurement category**

Services

## **CPV classifications**

- 79413000 - Marketing management consultancy services

## **Not the same for all lots**

Contract dates are shown in Lot sections, because they are not the same for all lots.

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## **Lot LOT-0001. In Country X International Recruitment Representatives Lot 1**

### **Description**

The University is looking to engage an experienced provider to support international student recruitment and marketing efforts across several key overseas markets. This Invitation to Tender (ITT) is divided into three distinct Lots, each representing a specific region. Given the commercially sensitive nature of the targeted markets-including country-specific strategies and implementation methods-full details of the scope will be made available only to suppliers who can demonstrate the necessary operational capability. To

access the complete information, interested parties must complete and return the Non-Disclosure Agreement found in Appendix K.

### **Lot value (estimated)**

- £70,000 excluding VAT
- £84,000 including VAT

### **Contract dates (estimated)**

- 1 September 2025 to 1 August 2027
- Possible extension to 1 September 2030
- 5 years, 1 day

Description of possible extension:

Up to 3 year extension

### **Same for all lots**

CPV classifications are shown in the Scope section, because they are the same for all lots.

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## **Lot LOT-0002. In-Country Y International Recruitment Representatives Lot 2**

### **Description**

The University is seeking an experienced provider to deliver in-country international

recruitment and marketing services in a number of overseas markets. This ITT is specifically for 3 separate regions and is therefore structured into 3 Lots. Due to the commercially sensitive nature of the intended markets, specific regions/and or country, including elements such as recruitment strategies and delivery approaches, access to the full scope is restricted to protect our strategic interests

**Lot value (estimated)**

- £200,000 excluding VAT
- £240,000 including VAT

**Contract dates (estimated)**

- 1 September 2025 to 1 September 2030
- 5 years, 1 day

**Same for all lots**

CPV classifications are shown in the Scope section, because they are the same for all lots.

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**Lot LOT-0003. In-Country Z International Recruitment Representatives Lot 3****Description**

The University is inviting proposals from experienced providers to deliver international recruitment and marketing services within several designated overseas markets. This tender opportunity is divided into three separate Lots, each corresponding to a specific region. Due to the sensitive commercial nature of these markets-including recruitment plans and delivery methodologies-detailed information is restricted to maintain

confidentiality and protect strategic interests. Full scope details will only be shared with suppliers who can demonstrate appropriate operational capability. To gain access, please complete and submit the Non-Disclosure Agreement included in Appendix K.

### **Lot value (estimated)**

- £34,800 excluding VAT
- £41,760 including VAT

### **Contract dates (estimated)**

- 1 September 2025 to 1 September 2027
- Possible extension to 1 September 2030
- 5 years, 1 day

Description of possible extension:

Up to 3 year extension

### **Same for all lots**

CPV classifications are shown in the Scope section, because they are the same for all lots.

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## **Submission**

### **Enquiry deadline**

30 July 2025, 5:00pm

**Tender submission deadline**

11 August 2025, 11:00am

**Submission address and any special instructions**

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=95892&B=](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=95892&B=)

**Tenders may be submitted electronically**

Yes

**Languages that may be used for submission**

English

**Award decision date (estimated)**

26 August 2025

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**Award criteria**

**Lot LOT-0001. In Country X International Recruitment Representatives Lot 1**

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
Appendix I - Recruitment Delivery Strategy		Quality	25.00%
Appendix I - Operational Delivery & Risk Management	Appendix I - Operational Delivery & Risk Management	Quality	20.00%
Appendix J - Annexe J.1 Budget Breakdown Proposal	Appendix J - Annexe J.1 Budget Breakdown Proposal	Cost	20.00%
Appendix I - Stakeholder Engagement and Reputation Management	Appendix I - Stakeholder Engagement and Reputation Management	Quality	10.00%
Appendix J - Strategic Value & Sustainability	Appendix J - Strategic Value & Sustainability	Cost	10.00%
Appendix J - Risk, Flexibility & Governance	Appendix J - Risk, Flexibility & Governance	Cost	10.00%
Appendix I - Compliance	Appendix I - Compliance	Quality	5.00%

## **Lot LOT-0002. In-Country Y International Recruitment Representatives Lot 2**

## **Lot LOT-0003. In-Country Z International Recruitment Representatives Lot 3**

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
Appendix I - Recruitment Delivery Strategy	Appendix I - Recruitment Delivery Strategy	Quality	25.00%
Appendix I - Operational Delivery & Risk Management	Appendix I - Operational Delivery & Risk Management	Quality	20.00%
Appendix J - Annexe J.1 Budget Breakdown Proposal	Appendix J - Annexe J.1 Budget Breakdown Proposal	Cost	20.00%
Appendix I - Stakeholder Engagement and Reputation Management	Appendix I - Stakeholder Engagement and Reputation Management	Quality	10.00%

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
Appendix J - Strategic Value & Sustainability	Appendix J - Strategic Value & Sustainability	Cost	10.00%
Appendix J - Risk, Flexibility & Governance	Appendix J - Risk, Flexibility & Governance	Cost	10.00%
Appendix I - Compliance	Appendix I - Compliance	Quality	5.00%

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## Other information

### Conflicts assessment prepared/revised

Yes

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## Procedure

### Procedure type

Open procedure

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## Contracting authority

### Oxford Brookes University

- Public Procurement Organisation Number: PPGL-1164-DJLT

Gipsy Lane, Headington,



Oxford

OX3 0BP

United Kingdom

Contact name: Vicky Badger

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Email: [vbadger@brookes.ac.uk](mailto:vbadger@brookes.ac.uk)

Website: <https://www.brookes.ac.uk>

Region: UKJ14 - Oxfordshire

Organisation type: Public authority - sub-central government