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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.

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.

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.

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.

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=

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

26 August 2025

Award criteria

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

Name	Description	Type	Weighting
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

Name	Description	Type	Weighting
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%

Name	Description	Type	Weighting
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%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Oxford Brookes University

- Public Procurement Organisation Number: PPGL-1164-DJLT

Gipsy Lane, Headington,

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OX3 0BP

United Kingdom

Contact name: Vicky Badger

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Region: UKJ14 - Oxfordshire

Organisation type: Public authority - sub-central government