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Planning

Recruitment Advertising Partner for the GDC

General Dental Council

UK3: Planned procurement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-050409

Procurement identifier (OCID): ocids-h6vhtk-058bd7

Published 21 August 2025, 10:05am

Scope

Reference

GDC-2025-013

Description

The General Dental Council (GDC) conducts the majority of its recruitment through its in-house recruitment team. To support this, we will be going out to tender to appoint a recruitment advertising partner to provide high-quality recruitment advertising services. The successful partner will support the GDC in advertising a range of roles across generalist and specialist platforms, ensuring we reach a broad and diverse talent pool. The appointed partner will provide a cost-effective, responsive, and flexible service that aligns with our values and supports our commitment to equality, diversity, and inclusion (EDI). We expect our recruitment advertising partner to advise on the most suitable channels, remain up to date with market trends, and adapt swiftly to new opportunities and technologies.

If your organisation has the capability and expertise to deliver this service and wishes to register interest, please download and review the Recruitment Campaigns 2024–2025

document to gain an overview of the roles we typically advertise. If you would like to participate in this procurement please complete the Expression of Interest form available in the document repository on the Delta eSourcing Tender Postbox facility. Completed forms must be submitted via the Delta eSourcing Tender Postbox facility by 17:00 on 3 September 2025.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Recruitment-services./W2MS42786V>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/W2MS42786V>

Total value (estimated)

- £160,000 excluding VAT
- £200,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 3 November 2025 to 2 November 2027
- Possible extension to 2 November 2029
- 4 years

Description of possible extension:

The Contract may be extended up to a maximum of 2 years beyond the initial Contract period, at increments to be decided by the Authority and subject to the Contract still being fit for purpose and the satisfactory performance of the Contract.

Main procurement category

Services

CPV classifications

- 79600000 - Recruitment services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

15 September 2025

Enquiry deadline

3 September 2025, 5:00pm

Tender submission deadline

31 October 2025, 5:00pm

Submission address and any special instructions

No tender submission is required at this stage. If you are interested in participating in the procurement please complete and return the EOI form available in the tenderbox document repository.

Tenders may be submitted electronically

Yes

Award criteria

Name	Type	Weighting
Quality Response	Quality	60%
Advertising Costs	Price	40%

Procedure**Procedure type**

Below threshold - open competition

Contracting authority

General Dental Council

- Public Procurement Organisation Number: PNVG-6917-QHLP

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London

W1G 8DQ

United Kingdom

Contact name: Mary Onuegbu

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Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government