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Contract

School Teacher Recruitment Marketing Campaign

Department for Education

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-059704

Procurement identifier (OCID): ocds-h6vhtk-04f7de ([view related notices](#))

Published 25 September 2025, 1:45pm

Scope

Description

The objective of the School Teacher Recruitment Marketing Campaign is to support recruitment of c. 35,000 people into Initial Teacher Training every year, alongside the government priority to recruit an additional 6,500 new expert teachers across our schools, both mainstream and specialist, and our colleges over the course of this parliament. (This campaign will only target school teachers).

Our aim is to inspire and attract candidates and grow the appeal of teaching amongst students and graduates under the age of 30, who are the group most likely to train to become a teacher.

We are looking for a lead creative and strategic agency that will set a new direction for the school recruitment marketing campaign to tackle a challenging, ever-changing graduate recruitment market and ensure the campaign delivers communications excellence and innovation, as demanded by Government Communications Service professional standards.

The deliverables of this campaign are:

- Campaign strategy and platform.

- Brand strategy and guardianship to support wider marketing activities.
- Creative development and production for paid advertising and to support the application of the creative strategy and platform across other marketing touchpoints, including the Get Into Teaching website.
- Strategy, development and content production for direct marketing journeys (segmented email programmes).

This tender notice is for the award of a public contract through a competitive flexible procedure in accordance with section 20(1) and (2)(b) of the Procurement Act 2023.

Contract 1. School Teacher Recruitment Marketing Campaign - Lead Creative and Strategic Agency

Supplier

- M&C SAATCHI (UK) LIMITED

Contract value

- £9,000,000 excluding VAT
- £10,800,000 including VAT

Above the relevant threshold

Date signed

9 September 2025

Contract dates

- 25 September 2025 to 24 September 2029
- 4 years

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services

Key performance indicators

Name	Reporting frequency
Accurate and timely billing within 90 days	1 months
Reconciliation of client costs	3 months
Accurate and transparent scope of work and project estimate	12 months
Accurate and timely maintenance of a financial tracker throughout the contract	1 months
Client satisfaction survey	3 months
Effective issues management	3 months
Creative quality control	3 months
Production quality control	3 months
Delivery on time	3 months
Supplier management	12 months
School Outreach	12 months
Training and Education	12 months

Signed contract documents

[M&C Saatchi Redacted Contract.docx](#)

Submission

Submission type

Requests to participate

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Supplier

M&C SAATCHI (UK) LIMITED

- Companies House: 03003693

36 Golden Square

London

W1F 9EE

United Kingdom

Email: jo.bacon@mcsaatchi.com

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

Contracting authority

Department for Education

- Public Procurement Organisation Number: PDZG-3487-DPVD

Sanctuary Buildings, 20 Great Smith Street

London

SW1P3BT

United Kingdom

Email: PolicyAssurance.COMMERCIALQUERIES@education.gov.uk

Region: UKI32 - Westminster

Organisation type: Public authority - central government