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Contract

W186 - Resourcing Campaign Autumn 25 - AWARDED

West Midlands Employers

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

Notice identifier: 2025/S 000-063456

Procurement identifier (OCID): ocids-h6vhtk-05ab02

Published 8 October 2025, 5:02pm

Scope

Reference

W186

Description

West Midlands Employers (WME) is seeking a single external provider to deliver a marketing campaign promoting WMJobs.co.uk based on our regional Employer Value Proposition.

The campaign will support job seeker attraction across the West Midlands public sector, with a particular focus on local councils. It will contribute to delivering ambitions in WME's Strategic Plan, West Midlands Local Government Workforce Strategy, and Business Plan — including improving career desirability, strengthening candidate attraction, and showcasing the public sector as an employer of choice.

Contract 1

Supplier

- [Public sector Media Ltd](#)

Contract value

- £40,000 excluding VAT
- £48,000 including VAT

Below the relevant threshold

Date signed

19 September 2025

Contract dates

- 17 October 2025 to 31 December 2025
- 2 months, 15 days

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services
-

Procedure

Procedure type

Below threshold - limited competition

Supplier

Public sector Media Ltd

Norfolk Street

Liverpool

L1 0BG

United Kingdom

Telephone: 03335775795

Email: anna@publicsectormedia.co.uk

Region: UKD72 - Liverpool

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

West Midlands Employers

- Public Procurement Organisation Number: PHZL-1422-PCLL

JQ Modern 120 Vyse Street

Birmingham

B186ND

United Kingdom

Email: procurement@wmemployers.org.uk

Website: <https://wmemployers.org.uk/>

Region: UKG31 - Birmingham

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)