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Tender

Agreement for Digital Marketing Services (at home)

Liverpool John Moores University

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

Notice identifier: 2025/S 000-075349

Procurement identifier (OCID): ocds-h6vhtk-05a0a1 ([view related notices](#))

Published 19 November 2025, 3:45pm

Scope

Reference

LJMU 2520

Description

The need for universities to have a strong and consistent presence online has arguably never been more important. Additionally, much of the target audience is from the generation most likely to utilise social media, therefore having a presence on these and other digital platforms is crucial to university recruitment.

Consideration periods are lengthy and vary from student to student. Maintaining a continual advertising presence online ensures that students are aware of the brand or reminded about the University, whatever stage they are at in their consumer journey. The University has an 'always-on' digital marketing approach to ensure this, operating pulsing scheduling to upweight activity at key recruitment periods. We are looking to appoint an agency to work in partnership with us to plan, develop and deliver our digital marketing recruitment activity.

We are looking for an agency that can support University recruitment plans by developing

and delivering, in partnership with student recruitment and marketing staff, an innovative digital advertising strategy to drive prospective student engagement and conversion from pre-applicant to enrolled student. The strategy should seek to support student recruitment targets by increasing student numbers and applications from underrepresented groups. It should also seek to support the retention of students by attracting those who share our brand values and fully understand the University offer prior to application or enrolment. The University brand was recently updated and has been used to help strengthen our digital presence online through consistent messaging and visuals. The University is therefore also seeking an agency that has experience in online brand awareness and building techniques who can support the communications of our brand values (student focused, community, courageous and inclusive).

Total value (estimated)

- £2,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 September 2026 to 31 August 2030
- Possible extension to 31 August 2031
- 5 years

Description of possible extension:

subject to budget and performance

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UKD7 - Merseyside

Participation

Legal and financial capacity conditions of participation

n/a

Technical ability conditions of participation

as per Tender pack

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Submission type

Tenders

Tender submission deadline

28 January 2026, 12:00pm

Submission address and any special instructions

<https://in-tendhost.co.uk/ljmu/asp/Home>

The PSQ submission is due 12 noon 5th December 2025

Those shortlisted and invited to the second stage have a deadline of 28th January 2026 to submit their bid.

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

1 April 2026

Award criteria

Name	Description	Type	Weighting
Campaign Management	as per ITT pack	Quality	25%
Digital Campaign Plan and Insight	as per ITT documents	Quality	20%
Discovery stage	as per ITT pack	Quality	20%
Account and Contract Management	as per ITT pack	Quality	15%
Media Costing	as per ITT pack	Price	10%
Social Value	as per ITT pack	Quality	10%

Other information

Payment terms

30 days DOI

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

LJMU are conducting a multi-stage procurement process to establish an agreement for Digital Marketing Services. This procurement exercise is split into three stages:

- Stage One - Selection - A questionnaire regarding capability which includes mandatory pass / fail criterion such as turnover, insurance etc. LJMU envisages shortlisting six bidders/ applicants to Stage Two - the ITT. Failure to be able to meet mandatory criteria will result in expulsion from this procurement process.
- Stage Two - ITT - A document requesting contract specific detail and pricing. LJMU envisage shortlisting three companies to discovery stage - in the event of a tie break for the top three places, the lowest costed bid (s) will be the determining factor. The documents provided are indicative, of what shortlisted companies will receive , do not complete at stage one.
- Stage Three - Discovery Stage - Those invited to this stage will be expected to be on an LJMU site for one day. The day will consist of a site tour, an exercise (to be provided on the day) , and clarification questions. Lunch and refreshments will be provided. The details for stage three are attached to the In-tend document set, this is for information only and only those shortlisted to stage three will receive a formal invitation and confirmation of venue and date.

Documents

Associated tender documents

<https://in-tendhost.co.uk/ljmu.aspx/Home>

e-tendering portal - all interested parties must register on In-tend - please do not contact the Buyer via email or tel

Contracting authority

Liverpool John Moores University

- UK Register of Learning Providers (UKPRN number): 10003957
- Public Procurement Organisation Number: PVBW-3417-ZCNN

Student Life Building, 10 Copperas Hill

Liverpool

L3 5AH

United Kingdom

Email: PurchaseOrderQueries@ljmu.ac.uk

Website: <http://www.ljmu.ac.uk/>

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government