This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/075349-2025">https://www.find-tender.service.gov.uk/Notice/075349-2025</a>

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

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#### **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/aspx/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	Туре	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: <u>PurchaseOrderQueries@ljmu.ac.uk</u>

Website: <a href="http://www.ljmu.ac.uk/">http://www.ljmu.ac.uk/</a>

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government