



Lot 4: HR Marketing and Advertising Specification



1. Introduction

This specification relates to the delivery of all marketing and advertising campaigns including public information notices. The providers will support wide range of HR marketing solutions, by providing advice and support to all HR public sector requirements.

This lot will cover two main areas: HR advertising and public notices. This framework agreement will allow for customers to procure individual services and they will also be able to procure campaigns to support their strategies.

HR marketing will deliver flexibility to customers across a variety of services for both campaigns and recruitment advertising, this is likely to include digital marketing, print advertising etc.

The customers have a requirement to advertise public notices, and this is generally still in printed press in local and regional newspapers. The successful providers will work with the customers to deliver these services. The service must be compliant with relevant legislation and the provider will support the customer, using innovation to adapt to new methods of advertising as they arise.

These areas are not exhaustive, there will be a basic model of pricing that will allow customers to procure specific services and there will be an hourly rate card for marketing time to allow the flexibility to cover services that may need more detailed discussions with the supply market.

Due to the nature of the public sector this is likely to be an evolving variety of services over the lifetime of the framework agreement and the providers will need to adapt and change to deliver HR marketing solutions.

The services available via this Lot shall include, but shall not be limited to:

Recruitment advertising

- Hourly rate for types of work/worker
- Print advertising
- Digital advertising
- Specific advertising
- Media discounts

Campaign advertising

- Hourly rate for types of work/worker
- Print advertising
- Digital advertising
- Specific advertising
- Media discounts

Public notices

- Hourly rate for types of work/worker
- Print advertising

- Digital advertising
- Specific advertising
- Media discounts

Services can be awarded for a one off or a long-term call-off contract depending on the requirement of the customer. The awarded providers will work with the customers to deliver the specific requirement relevant to the service they need.

Requirements may also include support functions that support the delivery of HR services within a customer.

The providers must be able to cover wide range of requirements in all of the public sector (local and central government, emergency services, housing, health care, higher education, schools, MATs and charities), on a national basis in all regions across the UK (including Scotland and Wales), on every working day of the year, excluding Bank Holidays. It is expected that the providers offer tailored services to the customers in each sector and locality.

2. Providers requirements

The providers shall support the customers by embracing and including their values, including all aspects of diversity in service delivery.

The providers shall be required to:

- Support the customers branding guidance and work where possible to provide guidance on this area
- Negotiate the best rates and discounts in the market
- Generate awareness where possible that the public sector is the employer of choice
- Work in line and provide guidance on specific legal implications for all forms of advertising
- Organise and attend presentations and meetings in relation to all marketing campaign

All projects will vary in the outcomes required but the level of support and guidance should be consistent across all projects delivered by the successful providers.

The providers will be expected to analyse the project and ensure it will achieve the outcomes required.

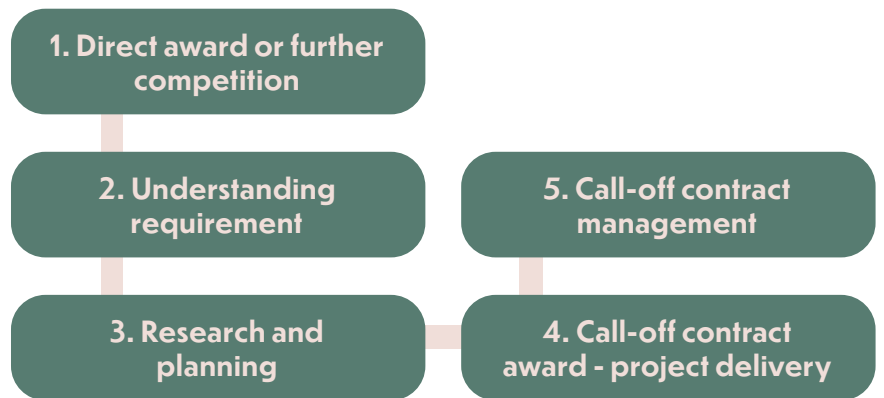
Each project will require a dedicated contact.

A variety of communication methods must be available to customers. Premium rates must not be used. No calls or systems can include any additional costs including no premium call costs for booking systems.

3. Process to deliver HR marketing solutions – call-off contract process

Detailed below is the process for undertaking a call-off contract from the LGRP framework through direct award or further competition.

Please note that the process below is a guide, each customer may decide to make amendments in the processes mentioned throughout the specification, this will be discussed and agreed when they carry out a direct award or a further competition.



3.1 Direct award or further competition

The customer shall review its requirements and can appoint a provider through a further competition or a direct award, as per the guidelines as per the guidelines in the framework management document.

3.2 Understanding requirements

The awarded provider will work with the customer to determine the service required and the duration of the service.

The providers will support the customers branding guidance and work where possible to provide support on this area. They will also be required to work in line and provide guidance on specific legal implications for all forms of advertising.

All outsourced work must be agreed with the customer and should be considered when pricing for direct awards, some contracting authorities will require the work to be completed locally and not overseas.

Customers will have the ability to agree a risk and reward model with providers, where providers guarantee a level of media activity or volume of applications, and the costings will vary to suit.

The provider should work with the customer to ensure that the project required will have a positive effect in the contracting authority’s long-term strategy. The outcomes of the service will be discussed and agreed at contract implementation.

3.3 Call-off contract award (project delivery)

The provider will agree with the customer variety of methods for the distribution of artwork/project documents relating to advertising.

Project timescales for the provision of the marketing solutions, including briefing and drafts of artwork, should be discussed with each customer individually and included in the KPI's and then monitored by YPO and the customer under the terms of the framework agreement, the order form, the call-off contract and any other documents that may be required by a customer.

The providers will be required to ensure that all errors in final copies are corrected prior to publication and any amendments will not be at the cost to the customer.

It is expected that the authority is constantly engaged throughout the project and are involved in the drafting and proof reading of all projects.

No project should be published unless the content and costings are agreed with the customer.

The authority will not incur any costs for creative ideas, concepts etc. until authorisations has been given to the provider.

Advertising advice, guidance and training may be required by customers to ensure the most cost-effective and most appropriate use of media and publications can be used for specific jobs, this may include the support of standard layout documents for customers.

If a campaign microsite is required, it must be accessible/compliant with Public Sector Websites Accessibility Regulations 2018.

Continuous support may be required by customers to deliver and develop creative strategies, including the support of employer branding.

3.4 Call-off contract management

Each customer will require management information for each project, this will be agreed by each customer and the successful provider for each campaign. Regular review meetings must be arranged periodically, as required by the customer.

As a minimum, each customer will require:

- A report for each campaign that should include a full cost breakdown, details of the project
- Success of the project
- Areas for improvement for future projects.
- Information on an annual basis of all campaigns for the authority

Customers can request custom made reports specific to campaigns. Reports to the customers will be required 14 days after the completion of the campaign.

The providers will be expected to share market intelligence with the contracting authorities and framework agreement manager.