

Education Recruitment Advertising and Resourcing Services (National) NERARS 2018 (PFB4038 SU)

SUMMARY

Start date: 1st January, 2019

End date: 31st December, 2023

OJEU Number: 2018/S 075-167204

Lead Consortium: SUPC

Main contact: Jayne Thorn
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- Provides wide range of services for institutions
- Provides opportunities for additional cost savings at the mini-competition stage
- Does not include Student Recruitment Marketing

Website:
<https://www.hecontracts.co.uk/agreements/612>

SCOPE

This agreement covers advertisement creation and production, type setting and copywriting, media buying, art direction, brand management and where required full creative services for new advertising campaigns for Education Recruitment Advertising and Resourcing Services

In addition to these traditional recruitment products and services, the new agreement offers the following innovative service options:

- Candidate generation
- Websites and campaign micro-sites
- Digital creative services
- Social media services

Further details of these services are available in the buyer's guide on HE Contracts Database.

AGREEMENT BENEFITS

- Provides choice and competition for institutions
- Provides opportunity to refine exact requirements over and above the basic contract terms
- Provides opportunities for additional cost savings at the mini-competition stage
- Provides compliance under EU Procurement Directives
- Provides wide range of services for institutions

USING THE FRAMEWORK

- The simplified call-off procedure gives buyers two options:

1. You can make a direct award to the first-ranked supplier if they are able to meet your requirements.
2. If you feel the top ranked supplier is unable to meet your requirements or you know your requirements and want to improve the framework rates, you can undertake a further competition between all suppliers capable of meeting your needs.

Further guidance is available in the Buyer's Guide on HE Contracts Database (www.hecontracts.co.uk)

SUPPLIERS

Adgen , Havas People, Penna plc, SMRS Ltd, TMP Worldwide, WR Group Ltd T/A Webrecruit,

SUSTAINABILITY

Sustainability is deemed to be low across this framework

NEXT STEPS

To start taking advantage of this agreement right away, please use the Buyer's Guide on HE Contracts Database at: www.hecontracts.co.uk.

After reading the Buyer's Guide, you can then view the contracts, suppliers, supplier contact details, and terms and conditions.

If you need assistance, please contact the person with responsibility for procurement at your institution, or SUPC Category Manager Jayne Thorn at jayne.thorn@reading.ac.uk.