**Scope & Specification**

**SCOPE OF SERVICES**

1. **Extent of Service**
2. **Service Definition**
3. The scope of services is to provide a fully comprehensive Media Planning & Buying Services as detailed within this Schedule of the Contract. Works will entail the following services:

* Position the University and its services with target markets by developing relationships with key media groups. The emphasis of the strategy will be to maintain good understanding of the University, its programmes, initiatives and key objectives to enable ongoing identification of proactive opportunities for developing sponsorship, editorial and advertising opportunities and to provide on-going review of the efficiency, coverage and return on investment.
* Give cost effective coverage, in relation to the budgets available.
* To help broaden the reach of the University and its services and grow them through effective use of advertising, media sponsorship and editorial improving the cost efficiency of our media buying.
* To provide consultancy and work closely with the University marketing team, partners and appointed agencies including graphic designers, on best practice in messaging, design and new outlets should the need require.
* provide and manage targeted integrated campaign plans that include a wide range of media, including effective Google AdWords Campaign Management, to maximise reach and success.

1. **Service Elements**

The scope of services is split into the following areas:

* Budget (Clause 3)
  + UK Student Recruitment and Awareness Media (Clause 3)
  + International and Innovation Specialist Media (Clause 3)
* Additional Requirements (Clause 4)
* Service Delivery (Clause 5)
* Service Provider’s nominated hours (Clause 6)
* Media & Technology (Clause 7)
* Account Management (Clause 8)
* Reports & Analysis (Clause 9)
* Corporate Social Responsibility (Clause 10)
* Confidentiality and GDPR (Clause 11
* Confidential Information (Clause 12)
* Service Level Agreements (SLAs) (Clause 13)

1. **Budgets**

3.1 The overall budget for media / advertising spend for one year is estimated to be (though not committed to being) in the region of £900,000 inclusive of all fees, expenses and VAT. Our global audience(s) split into the following areas:

**3.1.1 UK Student Recruitment and Awareness Media**

3.1.2 The Service Provider(s)must demonstrate experience in Digital direct buys (Higher Education Channels), Digital Services (Google Search Network, Google Display Network, Social Media), Programmatic (digital), Out of Home, Traditional Media.

* + 1. The list below indicates typical campaigns delivered:
* Home (UK) undergraduate student recruitment campaigns (brand, competitor, generic, subject/course specific)
* Home (UK) postgraduate student recruitment campaigns (brand, competitor, generic, subject/course specific)
* New programme/courses launch student recruitment campaigns
* Clearing campaign
* International media campaigns – corporate and subject specific
* Corporate brand perception and awareness campaign
  + 1. *Specific Requirements*
* Ability to deliver digital first and multi-channel
* Sector and regional specialisms
* Consult on trends, innovation, channels and platforms
* Work in partnership with in-house marketing operations team and other SME contracted agency
* Interpreting creative and planning objectives into appropriate planning and buying
* Reporting and tracking (live tracking, data reports, integration)
* Manage all publishers and channels
* Understanding of student journey – attract to conversion
* Campaign media management and robust process
* Buying transparency and reporting
* Response rates SLA
* Account management and process (and team support)
* Campaign set-up/tracking
  + 1. **International and Innovation Specialist Media**

The Service Provider(s) must be able to demonstrate experience in international markets and knowledge of student recruitment or brand awareness across global and specific markets. (Examples markets to include (but not limited to): Malaysia, Thailand, Hong Kong, India, Turkey . Example media to include: Digital direct buys (Higher Education Channels), Digital Biddable (Google Search Network, Google Display Network, Social Media), Programmatic (digital), Out of Home, Traditional In-Country Media.

* + 1. As well as the specific requirements the Service Provider(s) may need to deliver ad hoc campaigns. The list below indicates typical examples. (Experience of delivering bespoke, niche campaigns would be desirable):
* BREXIT response campaign
* International PGT Student Recruitment Campaign
* Small niche school-specific recruitment campaigns
  + 1. **Specific Requirements**
* Global reach and breadth
* International specialisms
* Ability to Deliver Multi-Channel Campaigns
* Sector and regional specialisms
* Consult on trends, innovation, channels and platforms
* Work in partnership with integrated agency (planners)
* Interpreting creative and planning objectives into appropriate
* Reporting and tracking (live tracking, data reporting, integration)
* Manage all publishers and channels
* Understanding of international and EU student journey (eg Visa requirements/deadlines, studying in the UK, life. In the UK) – attract to conversion
* Campaign media management and robust process
* Buying transparency and reporting
* Account management and process (and team support)
* Campaign set-up/tracking

**4.0 Additional Requirements**

4.1 The Service Provider(s) will need to:

* Meet and fulfil the brief on time, to budget and to a high standard – high standard is defined as being able to produce work error free, to reflect our Being Westminster brand ethos and to meet the brief.
* Be flexible to create and amend campaigns in an agile manner and be equipped to adapt to unexpected changes in the media buying process – i.e. account management be aware of potential issues with supplied creative and bespoke publishing formats and advise on ASA guidelines and best practice.
* Demonstrate the agility and flexibility to amend campaigns mid-campaign.
* Have an understanding of UX and user-centred design principles.
* In relation to campaign briefs, manage the University’s Google AdWords account to deliver targeted, optimised and engaging campaigns to the defined portfolio across Paid Search, Google Display Network and YouTube

## **5.0** **Service Delivery**

5.1 The Service Provider(s) must display the ability to react swiftly to the receipt of campaign briefs and communication about amending activity mid-campaign, to ensure best value, in order that the University learns and react from the impact of campaigns.

* 1. While this may vary from project to project, the University will agree the categorisation of projects based on leave of priority:

|  |  |  |
| --- | --- | --- |
| **PRIORITY** | | **RESPONSE TIME** |
| 1 | Critical | 2 days |
| 2 | Priority | 5 days |
| 3 | Standard | 1. days |

5.3 The Service Provider(s) will be expected to identify one named project manager through whom all enquiries can be filtered. Whoever is contracted for the Media Buying will be expected to work closely with the marketing representative and our appointed marketing services agencies, where required.

**6.0 Service Provider’s Nominated Hours**

6.1 The Service Provider(s) shall provide Services within the University’s standard business hours (Monday to Friday, 08:00 to 18:00 hours) and shall, where the Contract so requires, provide the Services outside the nominated business hours as stated in 6.2.

6.2 The Service Provider(s) must provide 24/7 availability, and display flexibility to respond to the indicative timeline for new briefs:

|  |  |
| --- | --- |
| Confirmation of receipt | 24 hours |
| Provide draft plan | 5 days |
| Respond to amendments | 5 days |
| To get live (including tracking) | 5 days |

## **7.0 Media and Technology**

7.1 It is important that the University continues to be at the forefront of changes in the digital media environment, leading the way when it comes to buying media and responding to developments in new technologies.

* 1. The Service Provider(s) must keto date with new media developments and innovations and communicate innovations to its clients.
  2. The University must effectively track and report on the impact against objectives and Return on Investment (ROI) of campaigns and currently uses Google Data Studio dashboards to monitor all campaign activity for Google search and display, subject-specific campaigns and directories, as well as general website performance.
  3. The University has a Web Analyst situated within the Marketing and Communications Department (managing Google Analytics and Google Tag Manager accounts, as well as general Data Studio dashboards), with whom the Service Provider(s) will need to collaborate to ensure optimal tracking.

## **8.0 Account Management**

8.1 To ensure the most profitable working relationship, the Service Provider(s) must provide 24/7 contact to a designated Account Management team, to ensure that any business-critical issues can be responded to urgently.

* 1. The Service Provider(s) should be available to attend scheduled and ad-hoc meetings at the University of Westminster’s London Campuses as reasonably may be required.
  2. The Service Provider(s) must provide weekly updates on campaign performance, participate in monthly activities below, as well as additional telephone conferences as required by specific campaigns.
* Month 1 Progress Update
* Month 2 Progress Update
* Month 3 **Quarterly Review**
* Month 4 Progress Update
* Month 5 Progress Update
* Month 6 **Quarterly Review and Client Satisfaction Survey**
* Month 7 Progress Update
* Month 8 Progress Update
* Month 9 **Quarterly Review and Client Satisfaction Review**
* Month 10 Progress Update. Extend or Cancel Contract
* Month 11 Progress Update
* Month 12 **Progress Update and End of Year Review**

8.4 The Service Provider(s) shall ensure that only suitably experienced and qualified staff shall be used to provide the Services.

* 1. The Service Provider shall perform the Services taking into account the University of Westminster’s operational requirements. The University shall notify the Service Provider of any change in operational requirements that affects the Service Provider’s ability to perform Services normally carried out within normal hours.
  2. It is the Service Provider’s responsibility to inform the University’s Representative of any additional services or functions that may be required in connection with the Contract.
  3. It is the Service Provider’s responsibility to inform the University’s Representative of any matter in connection with the Contract that may affect the Services or operation.
  4. The Service Provider(s) shall ensure that the University’s Representative is informed of all defaults in Services.

8.9 All information, decisions and instructions relating to the Contract shall be made and kept in writing. The University of Westminster’s recipient for such Contract correspondence shall be the University of Westminster’s Representative, and the Service Provider's recipient shall be the Service Provider’s Account Manager.

8.10 The University of Westminster reserves the right to have the Service Provider(s) removed from the Contract if they do not consistently meet the working standards.

* 1. The Service Provider(s) will provide campaign plans, added value and ideas that are innovative and keep the University ahead of competitors. The Univesity is aware that many agencies specialising in the HE sector work with various competitors and thus the Service Provider(s) must ensure that the University does not receive recycled ideas/work, alongside making sure plans and data provided are kept confidential.
  2. The Service Provider(s) will have a delivered AdWords campaigns and have a sound knowledge of the higher education, further education and professional development market alongside the issues facing the sector in general. The Service Provider will also have commercial B2C and B2B digital campaign experience that focus on ROI.
  3. The Service Provider(s) must be able to deliver a high quality, value for money contract, and demonstrate an understanding of the target markets. The university is looking for a constructive and proactive partnership and is seeking genuine expertise and added value in all of areas covered by the brief.
  4. The University of Westminster has taken all reasonable measures to ensure the information referenced in this Schedule is correct. It is however, the Service Provider’s responsibility to verify the accuracy of the contents and to report all discrepancies to the University of Westminster’s Representative during the implementation period.

**9.0 Report & Analysis**

9.1 The Service Provider(s) must monitor the performance of all Media Planning and Buying activity and feedback to the University via calls, live dashboards and campaign reports on performance across marketing channels, website and commercial elements such as revenue, conversions and high-level business intelligence.

9.2 The Service Provider(s) must undertake rigorous and expert analysis of all Media Planning and Buying activity to continuously measure and optimise campaigns as well as inform future activity.

* 1. The Service Provider(s) shall review the performance of all campaigns and report back to the University. Any proposed changes, optimisations or enhancements shall not be put into effect without the approval of the University’s Representative.

9.4 Monthly performance review to discuss activities performance against historical results, trends, and business management information.

9.5 Reports to be provided by the Service Provider(s) highlighting discussions, actions and recommendations from the performance review. Report to include ROI and CPA of current live campaigns that can be shared with key University stakeholders.

9.6 The Service Provider(s) is to perform rigorous data maintenance checks to ensure the University of Westminster is reporting with high-quality data.

9.7 Report frequency to be agreed by the University.

* 1. **Corporate Social Responsibility**

10.1 The University prides itself on its ethics and inclusivity. The Service Provider(s) will be able to manage and limit the potential risks to client reputation which can come from ad placement on unacceptable websites and/or ad fraud.

**11.0 Confidentiality and GDPR**

11.1 The Service Provider(s) must follow Confidentiality and General Data Protection Regulations (GDPR) and agree to the terms in Appendix 3 and 7

**12.0 Confidential Information**

12.1 Except as authorised in writing by the University or required by the Service Providers(s) duties hereunder, the Service Provider(s) shall not for benefit, gain or divulge to any persons, firm, company or other organisations whatsoever any confidential information (as defined below) which may come to your knowledge during your contract with the University of Westminster. This restriction shall cease to apply to any information or knowledge that may subsequently come into the public domain other than by way of unauthorised disclosure or by way of any act or omission by the Service Provider(s).

* 1. All records (including, without limitation, records stored by electronic means), documents and other papers (together with any copies or extracts thereof) whether made or acquired by the Service Provider(s) in the course of the contract, which contain any confidential information shall be the property of the University and must be returned to it on the termination of your contract.
  2. Confidential information shall mean all information not being in the public domain and which has been specifically designated as confidential by the University and any information which relates to the business and/or activities of the University including, without limitation, commercial information, financial information, know-how, development plans, manpower plans, student information and information relating to disciplinary matters, commercial and financial activities of the University, the unauthorised disclosure of which would embarrass, harm or prejudice the University. It does not extend to the information already in the public domain unless such information that came into the public domain by unauthorised means.
  3. The provisions of this clause shall survive any termination of the agreement without limit of time.
  4. Failure to adhere to this agreement will result in the Service Providers services with the University being ended through termination of the contract for services.

**13.0 Service Level Agreements (SLAs)**

* 1. The Service Provider shall agree SLAs with the University of Westminster.
  2. The agreed SLAs will be used to monitor the performance of the Contract.

13.3 The Service Provider will be required to self-assess their performance and provide a summary at the review meetings.