

Netherlands-Schiedam: Advertising and marketing services

OJ S 65/2023 31/03/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Gem regeling DCMR Milieudienst Rijnmond

National registration number: 50000438

Postal address: Parallelweg 1

Town: Schiedam

NUTS code: NL Nederland

Postal code: 3112NA

Country: Netherlands

Contact person: Frank van Amerongen

E-mail: frank.vanamerongen@dcmr.nl

Telephone: +31 631662067

Internet address(es):

Main address: www.dcmr.nl

Address of the buyer profile: <https://s2c.mercell.com/buyer/6472>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://s2c.mercell.com/today/34763>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://s2c.mercell.com/today/34763>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Environment

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Jobmarketing & Employer Branding

Reference number: T34763

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

DCMR beoogt met een Europese aanbestedingsprocedure een Raamovereenkomst af te sluiten met één leverancier die diensten levert in het kader van Jobmarketing en Employer Branding.

Voor een uitgebreide omschrijving van de gevraagde dienstverlening wordt verwezen naar Aanbestedingsstukken.

II.1.5. Estimated total value

Value excluding VAT: 865 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: NL Nederland

II.2.4. Description of the procurement

DCMR is op zoek naar één Opdrachtnemer die zowel online Jobmarketing als Employer Branding levert. Hieronder wordt het volgende verstaan:

- a. Het opstellen en adviseren van een arbeidsmarktstrategie, overkoepelende- en doelgroepcampagnes naar (online) oplossingen (bijv. voor de 'werken bij site' en social media);
 - b. Adviseren over en uitvoeren van de invulling van (online) Employer Brandingcampagnes afgestemd op specifieke doelgroepen én passend binnen kaders van DCMR, ook gaat het om ondersteuning bij de realisatie, uitvoering, het doormeten en optimaliseren hiervan;
 - c. Adviseren/optimaliseren website werkenbijdcmr.nl en webanalyse (incl. rapportage) daar waar nodig voor het uitvoeren/ondersteunen van (online) arbeidsmarktcampagnes;
 - d. Ondersteuning bij de ontwikkeling van (online) content (zoals tekst, video's, beeld)
 - e. Advisering en ondersteuning van de recruiters, inzake wervingshaalbaarheid, specifieke informatie over de doelgroep, mogelijke kanalen en effectiviteitsmeting.
 - f. Het plaatsen van vacatures op jobboards, speciale platforms, nieuwsbrieven, social media, zoals tenminste opgesomd in Bijlage A Prijsblad.
- Voor een verdere toelichting wordt verwezen naar de aanbestedingsstukken.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 865 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

2 maal optie tot verlenging van 12 maanden

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement
Framework agreement with a single operator

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 23/05/2023 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Dutch

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 23/05/2023 Local time: 12:01

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Contactpunt Beroepsprocedure

Town: Rotterdam

Country: Netherlands

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Zie aanbestedingsdocumenten

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Klachtenmeldpunt Aanbesteden

Postal address: Parallelweg 1

Town: Schiedam

Postal code: 3112 NA

Country: Netherlands

E-mail: klachtenmeldpuntaanbesteden@dcmr.nl

VI.5. Date of dispatch of this notice

27/03/2023