

Ireland-Maynooth: Marketing services

OJ S 137/2023 19/07/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Maynooth University

Postal address: Maynooth University

Town: Maynooth

NUTS code: IE Éire / Ireland

Postal code: W23

Country: Ireland

E-mail: procurement@mu.ie**Internet address(es):**Main address: <https://www.etenders.gov.ie>Address of the buyer profile: <https://www.etenders.gov.ie>**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

I.3. CommunicationThe procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.etenders.gov.ie>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.etenders.gov.ie>

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Provision of Digital Marketing and Recruitment Services for MU International Office

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The International Office (IO) at Maynooth University (MU) requires the provision of a digital marketing and recruitment platform to enhance the University's visibility and reputation in non-EU markets, to promote opportunities for degree-seeking international students to study at MU, to generate and nurture leads from the platform, to re-engage MU applicants at key stages in the student recruitment lifecycle, and ultimately to drive additional applications and enrolments for MU.

II.1.5. Estimated total value

Value excluding VAT: 150 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services, 48481000 Sales or marketing software package

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: maynooth

II.2.4. Description of the procurement

The International Office (IO) at Maynooth University (MU) requires the provision of a digital marketing and recruitment platform to enhance the University's visibility and reputation in non-EU markets, to promote opportunities for degree-seeking international students to study at MU, to generate and nurture leads from the platform, to re-engage MU applicants at key stages in the student recruitment lifecycle, and ultimately to drive additional applications and enrolments for MU.

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: 150 000,00 EUR

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

Duration in months: 60

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

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 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

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: 21/08/2023 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

English

IV.2.7. Conditions for opening of tenders

Date: 21/08/2023 Local time: 12:30

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: Maynooth

Town: Maynooth

Country: Ireland

VI.5. Date of dispatch of this notice

14/07/2023