

INVITATION TO TENDER

RECRUITMENT ADVERTISING

CLOSING DATE FOR TENDER RESPONSES

5pm Tuesday 8th May 2018

1. BACKGROUND

The National Archives (TNA) is the official archive and publisher for the UK government, and for England and Wales, holding official records containing 1,000 years of history. Its role is to collect and secure the future of the government record, both digital and physical, to preserve it for generations to come, and to make it as accessible and available as possible. TNA is a non-ministerial department and its parent department is the Department for Culture, Media and Sport. More information on TNA can be found at www.nationalarchives.gov.uk TNA fulfils a leadership role for the archive sector.

TNA's strategic priorities for 2015 – 2019 are:

- We will provide expert advice and scrutiny to government, making sure that the record survives and thrives
- We will inspire the public with new ways of experiencing our collection
- We will be an effective leader and partner for the archives sector, to sustain and develop the nation's collection
- We will advance knowledge through exemplary academic liaison and outstanding interdisciplinary research
- We will become a digital archive by design

To achieve all of this, we will think and organise ourselves differently, to meet the needs of each of our major audiences and to face our biggest challenge – digital.

TNA employs approximately 600 staff at its site in Kew, West London.

2. THE REQUIREMENT

TNA wishes to put in place a call-off contract for recruitment advertising services. We recruit to many different types of roles including Infrastructure Analysts, Licensing Managers, Records Specialists and Senior Legal Editors.

We require a paid advertising service that will attract a diverse audience to these varied roles, providing us with advice and creative suggestions to increase the quantity and quality of our applications.

Our total expenditure in this area over the last two financial years was £48,000. However, we make no minimum commitment to how frequently we will use the service.

We have attached some Q&As at the end of the ITT to give you additional insight into the service requirement.

The proposed period of the initial appointment is from 1st June 2018 to the 31st May 2019, with the option to extend for a further 12 months.

3. HOW TO RESPOND

Please submit your tender response, specifying how you would meet the requirement described above to procurement@nationalarchives.gov.uk by 5pm on Tuesday 8th May by providing us with:

- a. A complete rate card for the professional services which you are able to provide.
- b. A clear description of any mark-up which will be applied to the placement charge set by the advertising channel.
- c. Your proposed approach to meeting our requirement as described above.

It is for you to determine what format your response takes so as to describe your offering in a clear, comprehensive fashion; however you should note that the information you supply may be used in whole, or in part, to populate the Contract Schedules. As such, please make clear and unambiguous statements about the commitments you are making.

If you have any clarification questions, please submit these to procurement@nationalarchives.gov.uk by 12 noon on Wednesday 25th April.

Submissions will be evaluated as follows:


- Price 40%
- Quality of Response 60%

The Contract will be awarded under our [standard terms and conditions](#)

4. TIMESCALES

Description	Date(s)
Invitation to Tender published	16 th April 2018
Deadline for receipt of clarification questions	12 noon Wednesday 25 th April 2018
Deadline for TNA to provide responses to clarification questions	5pm Monday 30 th April 2018
Deadline for receipt of tender submissions	5 pm Tuesday 8 th May 2018
TNA selects successful supplier	By 18 th May 2018
Contract signed by TNA and successful supplier	w/b 21 st May 2018
Contract start date	1 st June 2018

FREQUENTLY ASKED QUESTIONS & ANSWERS

QUESTIONS	ANSWERS
Q. Are there any upcoming challenges we would like you to take into consideration regarding recruitment?	A. Budget restrictions and salary levels in comparison to the private sector
Q. Do we find particular roles more difficult to fill than others?	A. Digital and IT
Q. What is the quality of applications we currently receive?	A. Reasonable quality for majority of campaigns but significantly poorer for technical roles
Q. Is there a particular format that we would like the tender responses to be supplier to us in (i.e. Word doc or PDF)?	A. No, there is no preference regarding the format of responses
Q. Is there a secondary stage to the written tender response (i.e. telephone discussion/interview)?	A. It is not intended that there will be a second stage to the written tender response; however we reserve the right to take that approach if we deem it appropriate.
Q. What does value for money look like for us at TNA?	A. Increased quantity and quality of applications, and flexibility in approach and services offered
Q. With regard to your rate card submission what are we looking for?	A. We would like a complete rate card for the professional services which you are able to provide. We would like you to provide a clear description of any mark-up which will be applied to the placement charge set by the advertising channel
Q. Is media spend included in the budget? i.e. does this include costs associated with buying media space e.g. an advert on a job board?	A. The indicative budget that we have specified is to cover every single aspect of this service, including media space for advertisements on job boards
Q. What are we seeking in terms of a list of services that will be required as part of this tender e.g. whether we require creative services or whether we see this as a media planning and buying in priority?	A. We expect advice on the most appropriate channels to use, advice on wording of those advertisements, and the placing of those adverts. Your rate card should provide for these professional services.
Q. A recent example of a campaign that we would like to share with you	<p>A. Senior Legal Editor (Fixed Term Appointment – 12 months)</p> <p>The National Archives</p> <p>Closing date: 3 Apr 2018</p>  <p>Reference number 1576254</p> <p>Salary £26,336 - £34,660</p>

Grade

Higher Executive Officer

Contract type

Fixed Term

Length of employment

12 months

Business area

Digital - Legislation

Type of role

Digital
Legal Services
Policy

Working pattern

Flexible working, Full-time, Job share

Hours

36

Number of posts

4

[Location](#)

Kew, Richmond upon Thames, London, TW9 4DU

[About the job](#)**Job description**




From Magna Carta to the latest Act of Parliament, be a part of the ongoing development of UK legislation.

The Legislation Services Team at The National Archives is responsible for the operation of legislation.gov.uk, the official home of UK legislation. A free service covering new and revised legislation for the whole of the UK, it is a vital resource which has transformed public access to the law. Millions of people turn to us each month when they need to read, quote or cite legislation.

The team's objective is to bring the legislation on www.legislation.gov.uk fully up to date in order to provide free public access to a fully revised Statute Book. In addition, the United Kingdom's exit from the European Union is expected to confer new duties on The National Archives to publish relevant EU laws, and reflect the

	<p>changes to existing legislation that are necessary to ensure a functioning Statute Book. As a result we are looking for skilled and enthusiastic Senior Editors who share our passion for providing a world-class legislation service.</p> <p>This role is initially being offered as a 12 month fixed term appointment, with the potential to be extended.</p> <p>About the role</p> <p>Working as part of a team of Senior Legal Editors in the Legislation Services Department, the main purpose of the job is to support the editorial work required to bring legislation on www.legislation.gov.uk fully up to date, and to maintain this service.</p> <p>You will carry out analysis of new legislation for its effects on existing legislation, the editorial revision ('update') of items of legislation with amendments made by later legislation, and the detailed technical research required in preparation for updating.</p> <p>You will review editorial work carried out by external expert participants and editorial colleagues in a timely and responsive way, providing constructive feedback and addressing training needs where necessary.</p> <p>You will provide an advanced level of advice, guidance and support to colleagues and external participants, with focus on the correct application of editorial policy and procedures, the prioritisation of workflows, and coaching and mentoring as required to ensure the maintenance of consistently high editorial standards and the accuracy of editorial work published on legislation.gov.uk.</p> <p>You will contribute to the ongoing development of the editorial processes and systems, and the legislation.gov.uk website, by providing appropriate input based on your knowledge and experience, attending iteration meetings and conference calls as necessary, and providing support and advice to the management team and external development contractors as required.</p> <p>About you</p> <p>We are looking for someone who is personable, flexible, willing to learn, detail-focused, a great team player – whilst being able to work independently – and an ability to convey complicated technical ideas in an easy to understand way. Any first-hand experience of working with legal or regulatory materials is ideal. However, as important is a genuine passion, interest and understanding of what we're trying to achieve.</p> <p>You will have an understanding of UK legislation and its behaviour, in particular as relates to legislative amendments, and knowledge of the policy and practice relating to the revision of legislation.</p>
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	<p>You will have an excellent eye for detail, and experience of editorial work, including the ability to understand and apply official editorial policy and style.</p> <p>You will be able to make decisions autonomously, based on sound judgment, on a wide range of editorial and technical issues, providing best practice knowledge, advice and guidance, escalating where necessary.</p> <p>You will have the ability to interact effectively and flexibly as part of a team with a range of participants with different types and levels of expertise, sharing knowledge readily and providing support and assistance to other team members.</p> <p>You will have proven organisational and time management skills in a delivery-focused environment.</p> <p>In addition you will have good IT skills and an aptitude for quickly mastering new IT systems and processes, ideally with experience of working with mark-up languages such as XML, SGML or HTML.</p> <p>Full Job Description attached - see below.</p> <p>To submit your application please click the 'Apply now' button on this page, where you will be asked to upload a CV and supporting statement. In your supporting statement please explain how you meet each of the essential criteria below. You may draw on knowledge, skills, abilities, experience gained from paid work, domestic responsibilities, education, leisure interests and voluntary activities. Please note selection for interview will largely be based on the information you provide in this section.</p> <p>Competencies</p> <p>We'll assess you against these competencies during the selection process:</p> <ul style="list-style-type: none"> • An in-depth understanding of legislation, in particular legislative effects, and an advanced level of knowledge of the policy and practice relating to the revision of legislation • The ability to make decisions autonomously, based on sound judgment, on a wide range of editorial and technical issues, providing best practice knowledge, advice and guidance, escalating where necessary • The ability to interact effectively with a range of participants with different types and levels of expertise,
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	<p>maintaining the credibility of The National Archives with participants</p> <ul style="list-style-type: none"> • The ability to work effectively and flexibly as part of a team, sharing knowledge readily and providing support and assistance to other team members • Proven organisational and time management skills in a delivery-focused environment • Excellent communication skills, both oral and written, including the ability to mentor, manage, direct and motivate both in-house staff and external expert participants and provide constructive feedback, explaining complex information clearly • Excellent attention to detail • Good IT skills and an aptitude for quickly mastering functionality of new IT systems and processes and the ability to communicate this knowledge to others
Q. When we have gone to the media, how have we found the response levels and the quality of applications	A. We have previously had a good response with reasonable quality
Q. Are we looking to increase under-representation and do we want this included in our attraction strategy?	A. We are always looking to increase the diversity of our applications and we would be interested in any ideas that you would be able to provide to assist us with this.
Q. Recent examples of varied job titles and job descriptions that we would like to share with you	<p>A.</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  Education Web Officer V2.docx </div> <div style="text-align: center;">  2018-03-19 IT Cost and Contracts Manag- </div> <div style="text-align: center;">  Financial Accountant Job Spec August 201 </div> </div>