

Order Schedule 20 (Order Specification)

This Schedule sets out the characteristics of the Deliverables that the Supplier will be required to make to the Buyers under this Order Contract

Agency requirement (Implementation)

a) Requirements

The overarching objective of this brief is to provide evaluation and insight to help us optimise and evolve the current GIT and TiFE campaigns.

We would expect the successful supplier to provide the following services:

- Track and evaluate the success of the campaigns
- Develop understanding of the context within which the campaigns operate, such as the economy, current events and popular opinion of teaching
- Provide audience insight and segmentation to shape future strategy and creative
- Develop innovative ways to test and optimise creative, working with our creative agency
- Provide understanding of our complex customer journey – for example from advertising touchpoints to engagement with our services to successful application to teacher training or FE.
- Work with our media planning agency to build audience segments and track media effectiveness
- Mobilise quickly on ad-hoc research requests to support emerging priorities
- Proactively suggest innovative techniques and methodologies to help us better understand our audience and context
- Deliver a smooth handover and knowledge transfer at the end of the contract period, including:
 - The supplier to facilitate handover meetings with both DfE and the new supplier
 - The transfer of all data and reports to DfE
 - The transfer of all data and reports to the new supplier
 - Details for a contact to support with any queries after handover

b) Role of the agency

The successful agency will become the market research agency for the Get into Teaching and Teach in Further Education campaign with responsibility for developing robust and innovative audience insight and supporting DfE to evaluate activity and creative effectiveness.

We would expect the agency to:

- Work with the named contract manager and project leads across the wider marketing teams to manage the design, delivery and debriefing of BAU and ad-hoc research projects
- Lead on developing understanding and tracking of brand health metrics for the campaigns in their respective contexts, advising on target setting and strategies to improve performance. Work with the marketing team and creative agency to test and refine strategic and creative ideas during campaign development
- Work closely with our other suppliers that DfE contracts with as part of the recruitment campaign, our creative and media buying agencies. This includes taking part in inter-agency group meetings, led by Havas (across both GIT and TiFE campaigns)
- Support the marketing team during evaluation and submissions to Cabinet Office for Professional Assurance sign off and to respond to ad hoc commissions from stakeholders and ministers regarding audience insight.

c) Management and staffing

The client team will need to flex to support peaks and troughs, with recommended staffing proportionate to project requirements.

d) Key upcoming delivery milestones

- June: June wave of GIT monthly perceptions of teaching tracking (BAU)
- June-July: GIT Creative evaluation and optimisation recommendations for the next recruitment cycle (September 2024 to August 2025) (Ad hoc project)
- July: Summer wave of GIT brand tracking (BAU)