



**Annex I.A
to Tender Specifications**

Tender Procedure No: EIOPA-OP-042-2018

**Broker Services for Advertising Related to
Recruitment**

Terms of Reference

1. CONTEXT / INTRODUCTION

1.1. Background

This procurement procedure aims to establish a framework contract with a broker who would serve as intermediate between EIOPA and any webpage/media EIOPA chooses to publish its vacancies.

1.1.1. Relevant project background

The service provider would function as intermediate between EIOPA and any platform, internet job portal site and printed media EIOPA chooses to publish its vacancies. The broker will thus manage the technical preparation of advertising to be published, ensure legal obligations are adhered to, place the advertising and charge the cost for the service plus fee to EIOPA. Efficiency gains for EIOPA are expected as the broker ought to take care of the manual act to populate webpages and online media, maintain contacts with the media and will be the single contract partner EIOPA pays for publishing in multiple media. It is also envisioned that EIOPA will be able to benefit from economy of scale as the broker ought to charge own costs plus the agreed service fee thus enabling EIOPA to benefit from the discounts the broker has to certain media.

1.1.2. Current state of the project

All vacancies are published at EIOPA's own website. To increase the visibility and reach to candidates, EIOPA furthermore uses eutraining.eu (https://eutraining.eu/eu_jobs#), LinkedIn and sends links of EIOPA page also to the contact partners in the network of Agencies and the National Authorities. Furthermore EIOPA used for every vacancy the EPSO platform until EPSO introduced the requirement to translate all vacancies into all EU languages in August 2016.

Since the change in requirements by EPSO EIOPA signed two purchase orders to publish on EurActive (<http://jobs.euractiv.com/>) and Eurobrussels (<https://eurobrussels.com/>). Together with LinkedIn, for which EIOPA has access to via a Framework Contract, these webpages developed into the first choice to advertise vacancies. Management positions of EIOPA have been advertised also in the Economist.

1.1.3. Related projects and other activities:

Publication of articles and information over EIOPA is, albeit done, not part of this procurement. Only vacancies and publications to attract candidates are part of this procurement procedure.

2. DESCRIPTION OF TASKS

2.1. General activities

The contract holder should be:

- able to publish all EIOPA vacancies in Job Portals and online platforms;
- able to publish selected EIOPA vacancies in professional, in national and international press in the European Economic Area Market;

- having one sole contact point and service partner for all publication (for vacancies) related needs of EIOPA;
- able to provide statistics upon impact and visibility of the vacancies in the job market;
- able to provide monthly report on consumptions monitoring by all agency;
- able to share experience and knowledge which platform/media EU wide or in specific national markets would be most beneficial for specialised profiles.

2.2. Specific activities

The following services will be requested from the broker:

1. Reserve space for advertisements in professional, national and international press/internet job portals, and negotiate the best possible prices and shortest times for publication; negotiate special discounts for large campaigns and negotiate space to give maximum exposure in high profile media;
2. For all advertisements (online and printed) the contractor shall provide a written offer to EIOPA within 2 working days, outlining:
 - a. the title of the media used for publication (including section of publication within the media if relevant);
 - b. the format of the publication;
 - c. the cost of the publication clearly indicating the price of the publication and the applicable fees;
 - d. the issue date of the advertisement in the relevant newspaper or other press;
 - e. the closing date for EIOPA to send the final text/file to the Contractor; and
 - f. the duration of the publication (the possibility of its extension shall be provided, if requested and applicable).
3. Ensure that the advertisements fulfil the legal restrictions relating to press and internet publications in all EU Member States.
4. Manage all tasks linked to the technical preparation of advertisements to be published, in particular adaptation/lay-out of the vacancy notice to the newspaper or online format required by the selected job portal.
5. The broker needs to ensure that EIOPA is informed in writing as soon as the advertisement is published by means of screenshots/copies of the press advertisement and/or links to the online source. After the publishing of the advertisement, the broker invoices EIOPA for the costs of the advertisement plus the corresponding fees.

6. Accommodate changes (i.e. deadline extension) to already published vacancies within 24 hours. If the advert is not corresponding to the requirements of EIOPA (e.g. an incorrect link), the contractor needs to correct/amend it on his own costs within 24 hours.
7. Upon request for online publications (job boards): provide statistics regarding usage (e.g. how many times the page was accessed).
8. In order to be able to give guidance on the press or media to be targeted for a specific position the service provider is asked to conduct market research, accumulate knowledge of trends of recruitment campaigns in general and statistics on the various media i.e. readership breakdown and, upon request, share it with EIOPA.
9. The broker should be able to support and advise EIOPA in further developing the layout of advertisements in line with EIOPA's corporate design as appropriate, taking into account EIOPA's recruitment objectives and strategy.

2.3. Logistics and Timing

2.3.1. Location

EIOPA will launch this procedure on its own but for the benefit of any interested and joining Agency. Each Agency will have one single point of contact with back-up for the contractor. The contractor will deal with and invoice each Agency individually.

2.3.2. Period of implementation

The planned starting date of the contract is September 2019, but not before signature on the finalised framework contract of both parties.

The contract is proposed to be concluded for an initial period of 12 months and three possible automatic renewals of one year each.

The contract duration of up to four years (1+1+1+1) corresponds to the maximum duration allowed by the *Rules of Application* and requires no further justification.

2.4. Experts Profile/Staff

The service provider will have to provide one main contact point/person with excellent verbal and written English skills. The person should be knowledgeable and empowered to provide requested information and feedback in a timely manner.

2.5. General Guidance on Methodology/Organisation

As a minimum the service provider will have to be able to publish a vacancy in any given media within two working days. The typical lead time is envisioned to be shorter than two working days.

3. OTHER PRECISIONS

3.1. Input by the Contracting Authority

Standard communication is via email. The files for publication (vacancies) are provide typically in a digital pdf format.

3.2. Project management

3.2.1. Responsible body

The HR Unit of EIOPA will be the unit at EIOPA to execute the contract.

3.3. Confidentiality

The contractor shall treat with confidentiality any information and documents, in any form, disclosed in writing or orally in relation to the performance of the contract.