

## **ITN 26-21 FOR MARKETING, ADVERTISING AND RELATED SERVICES SCOPE OF WORK**

### **1.0 Scope of Work Summary**

#### **1.1 Overview**

The University of North Florida (UNF) is seeking proposals from strategic marketing, communication, media buying, branding, advertising and creative agencies to provide services to the University. The University has an estimated annual media spend of approximately \$1.5 million per year, net of any commissions or management fees.

#### **1.2 Scope of Work**

This solicitation will create a pool of pre-qualified agencies, with whom the University of North Florida colleges, departments, centers and units may contract for marketing and advertising services on an as-needed basis. UNF will require experienced agencies that can provide one or more of the following services:

- Strategic marketing consultation, planning and/or production
- Media buying, placement and monitoring
- Creative work including the development of print or digital advertising or assets, website development, writing, event support, social media management or campaign development, specialized photography, videography and video production that are on brand and support the University's goals.

Details for the scope of work for vendors awarded will be dependent on individual departmental marketing and advertising needs and budgets as they arise. This solicitation is intended to qualify vendors for inclusion in a qualified vendor pool, with pre-negotiated rates. Inclusion into the vendor pool is not a guarantee of business. Awarded vendors will work closely with the Office of Marketing and Communications to ensure that the University's branding identity is maintained consistently across campus.

Pre-qualified agencies may contract for media-buying services, including media planning, targeted media to reach specified audiences, media purchasing (broadcast, print, outdoor and digital), electronic distribution of commercials to designated media, keeping buys within budget limitations, approving and reconciling vendor invoices, direct payment of vendor invoices to vendors and submitting Agency invoices with copies of vendor invoices to the University in a timely manner. Firm will also monitor media performance and ensure that make-goods fall within campaign flight dates. Firm will also facilitate negotiations with the media outlets on behalf of UNF including, but not limited to, added value opportunities and negotiating discounted rates on behalf of UNF.

The scope of work for media buying shall include, but shall not necessarily be limited to:

- Media planning, execution and evaluation

- o Working with appropriate UNF department to identify criteria for upcoming campaigns, including target markets, budget, reach, frequency goals, etc.
  - o Developing local and regional competitive media buy analysis as needed
  - o Providing and presenting a comprehensive media plan that includes strategic media analysis and recommendations for each campaign.
  - o Meeting regularly with UNF departments to update Marketing and Communications staff on changes, new media opportunities, review results/performance of previous campaigns, etc.
- Implementing Media Buys
    - o Negotiating and contracting approved advertising plans on behalf of UNF
    - o Preparing all media insertion order packages
    - o Preparing all traffic instructions to the media vendors, this includes coordinating delivery of the creative
    - o Verifying production requirements and deadlines
  - Monitoring and Verifying Invoices
    - o Monitoring media performance and ensure that make-goods fall within campaign flight dates or a time mutually agreed.
    - o Auditing all media invoices
    - o Working directly with media to handle make-goods

Vendors for marketing/advertising will be required to get approval when filming/shooting on campus by using the **University of North Florida Standard Location Agreement**.

### **1.3 Coverage and Participation**

The intended coverage of this ITN and any Agreement resulting from this solicitation shall be for the use of all departments at the University of North Florida. With the consent and agreement of the Successful Vendor, other state universities, community colleges, district school boards, other educational institutions, and other governmental agencies, may assess and access an Agreement resulting from this solicitation issued and administered by the University of North Florida. The University reserves the right to add and/or delete elements, or to change any element of the coverage and participation at any time without prior notification and without any liability of any kind or amount.

### **1.4 University Demographics**

The University of North Florida is a comprehensive, urban research university located in Jacksonville, Florida. The University includes six colleges: the Brooks College of Health, the Coggin College of Business, the College of Arts and Sciences, the College of Computing, Engineering and Construction, the Silverfield College of Education and Human Services, and the Hicks Honors College. UNF is one of 12 public universities in Florida, which is ranked the #1 state in the country for higher education by U.S. News & World Report.

The University of North Florida is known for its experiential learning and strong job placement and, among Florida's public universities, UNF ranks No. 1 with the highest percentage of bachelor's graduates employed in the state. The University is a top provider of talent in Florida with 80 percent of graduates staying in the state. UNF's annual economic impact in Florida is more than \$1.3 billion.

Key areas of strategic focus for the University include: advanced manufacturing, coastal resilience, data science, cybersecurity and information technologies, healthcare and health sciences, and transportation and logistics.

The Fall 2025 enrollment was 17,662 students with full time faculty of 645. For any additional demographics and information about the University, please visit the University's website at [www.unf.edu](http://www.unf.edu).