

Ireland: Advertising consultancy services Social Media Management Services

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Carlow County Council

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Social Media Management Services

Description: Carlow County Council is current seeking proposals for Social Media Management Services. Carlow County Council operates a distributed social media management model, comprising a series of principal (“pillar”) corporate and programme-level accounts, together with subsidiary accounts managed by individual sections and project teams. This model enables both central oversight and decentralised content generation, ensuring responsiveness while maintaining brand consistency. The appointed Contractor will be required to operate within this governance framework and support the Council in delivering a coordinated, professional, and strategically aligned social media presence.

Procedure identifier: c4d1941d-723b-477b-ac7e-aa6fb24cca2f

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79341400 Advertising campaign services

2.1.2 Place of performance

Country subdivision (NUTS): South-East (IE052)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 30 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

2.1.6 Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Social Media Management Services

Description: Carlow County Council is current seeking proposals for Social Media Management Services. Carlow County Council operates a distributed social media management model, comprising a series of principal (“pillar”) corporate and programme-level accounts, together with subsidiary accounts managed by individual sections and project teams. This model enables both central oversight and decentralised content generation, ensuring responsiveness while maintaining brand consistency. The appointed Contractor will be required to operate within this governance framework and support the Council in delivering a coordinated, professional, and strategically aligned social media presence.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79341400 Advertising campaign services

5.1.2 Place of performance

Country subdivision (NUTS): South-East (IE052)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 3 Year

5.1.5 Value

Estimated value excluding VAT: 30 000 Euro

5.1.6 General information

Reserved participation: Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9 Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.11 Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 23/03/2026 12:00 +00:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7628442>

5.1.12 Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=7628442>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 06/04/2026 12:00 +00:00

Deadline until which the tender must remain valid: 180 Day

Information about public opening:

Opening date: 06/04/2026 12:30 +00:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=7628442>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15 Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Carlow County Council

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation receiving requests to participate: Carlow County Council

Organisation processing tenders: Carlow County Council

8 Organisations

8.1 ORG-0001

Official name: Carlow County Council

Registration number: 00250066U

Postal address: Athy Road

Town: Carlow

Postcode: R93E7R7

Country subdivision (NUTS): South-East (IE052)

Country: Ireland

Email: etenders@carlowcoco.ie

Telephone: +353 599170300

Internet address: <https://www.carlow.ie>

Buyer profile: <https://www.carlow.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1 ORG-0002

Official name: The High Court of Ireland
Registration number: The High Court of Ireland
Department: The High Court of Ireland
Postal address: Four Courts, Inns Quay, Dublin 7
Town: Dublin
Postcode: D07 WDX8
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: HighCourtCentralOffice@courts.ie
Telephone: +353 1 8886000
Roles of this organisation:
 Review organisation
 Organisation providing more information on the review procedures

8.1 ORG-0003

Official name: European Dynamics S.A.
Registration number: 002024901000
Department: European Dynamics S.A.
Town: Athens
Postcode: 15125
Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)
Country: Greece
Email: eproc-esender@eurodyn.com
Telephone: +30 2108094500
Roles of this organisation:
 TED eSender

Notice information

Notice identifier/version: d32b982c-8d8d-4cce-82ef-ce2f2029cc0a - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice dispatch date: 02/03/2026 12:28 +00:00
Languages in which this notice is officially available: English