

Local Enterprise Office Offaly Social Media Management

Specification for Social Media Management Services

Submission Deadline: 12 noon, Thursday, 29th January 2026

Return to: LocalEnterprise@offalycooco.ie

1. About the Local Enterprise Office Offaly

The Local Enterprise Office (LEO) Offaly was established in April 2014 as part of a national network of 31 LEOs across Ireland. We provide advice, information, and support to entrepreneurs, early-stage promoters, start-ups, and expanding businesses. LEO Offaly acts as a “First Stop Shop” for anyone seeking information and support on starting or growing a business in Ireland.

LEO Offaly operates as a business unit within Offaly County Council. Accordingly, any contract awarded under this procurement process will be entered into with Offaly County Council.

2. Description of Services Required

LEO Offaly requires social media management services to strengthen its online presence and engagement. The service will include content creation, promotion, and management across multiple platforms, ensuring consistent representation of the LEO brand.

3. Deliverables

The appointed supplier will be expected to:

- Manage and create content for Facebook, LinkedIn, and Instagram.
- Provide a minimum of ten weekly posts per platform, using information supplied by LEO Offaly and repurposing it with appropriate graphics.

- Syndicate relevant content from Offaly County Council, Offaly Tourism, and Offaly business innovation centres (e.g. The Junction Offaly, e-Hive).
- Identify promotional themes and create original content to increase engagement.
- Source and share relevant third-party content aligned with LEO objectives.
- Use legal images and graphics for branding and promotion.
- Respond promptly to urgent posting requirements.
- Ensure brand consistency through agreed tone and persona.
- Establish online listening alerts and keywords for monitoring and engagement.
- Monitor accounts for activity and respond appropriately.
- Utilise current social media tactics (video, emojis, stickers, GIFs) to maximise reach.
- Create and manage online paid advertising campaigns (budget agreed separately).
- Develop and run social media competitions where appropriate.
- Provide a monthly metrics report with KPI comparisons, analysis, and recommendations for future strategy.

4. Contract Timescale

- Initial term: 12 months (1st February 2026 – 31st January 2027).
- Potential extensions: Up to two further periods of 12 months each, subject to satisfactory performance.
- Maximum overall contract term: 36 months (to 31st January 2029).

5. Supplier Requirements

Suppliers must confirm:

- Ability to deliver the services outlined above.
- Tax compliance (provide tax clearance reference number and access number).
- Insurance details relevant to the service.
- CVs of personnel who will deliver the service.
- Evidence of relevant expertise and experience in social media management.

6. Evaluation Criteria

Quotations will be assessed on the basis of:

- Price (20%) – fixed sum including labour, travel, expenses, insurance, overheads, VAT separately.
- Comprehensiveness and quality of approach (40%) – methodology, creativity, and alignment with LEO objectives.
- Expertise and experience (40%) – relevant track record and resources allocated.

7. Submission Instructions

- Quotations must be submitted by 12 noon on Thursday, 29th January 2026.
- Submissions should be emailed to: LocalEnterprise@offalycooco.ie
- Prices must remain valid for the duration of the contract.
- LEO Offaly will not be responsible for any costs incurred in preparing quotations.

8. Compliance

Suppliers must comply with:

- GDPR and Data Protection legislation.
- Equality and dignity at work legislation.
- Accessibility requirements under the Disability Act 2005.
- Prompt Payment of Accounts Act 1997 (as amended).

9. Tender Value:

The maximum value of this tender is €16,000 per year. This figure is exclusive of VAT.

Supplier Quote Submission Table – Please complete all fields

Section	Information Required	Supplier Response
Supplier Details	Company Name Contact Person Position Address Telephone Email Website VAT / CRO Number (if applicable)	
Service Delivery	Outline of proposed approach & methodology Number of weekly posts per platform (Facebook, LinkedIn, Instagram) Details of content creation process (graphics, video, third-party content sourcing) Monitoring & engagement process Paid advertising campaign management (approach & indicative hours) Reporting format & frequency (monthly KPI report)	
Team Expertise	Names & CVs of personnel delivering the service Relevant experience in social media management Examples of similar projects delivered	

Section	Information Required	Supplier Response
Compliance	Confirmation of tax clearance reference & access number Insurance details (public liability, professional indemnity) GDPR compliance statement	
Costs	Fixed sum for service delivery (excluding VAT) VAT amount Total cost (including VAT)	€ € €
	Confirmation that prices remain valid for contract duration	Yes/No
Additional Information	Any added value or innovation proposed	