



Written Questions and Answers

Employment Advertising Services

UK-2508-25

Closing Date: April 30, 2025

Today's Date: April 16, 2025

No.	Question	Answer
1	Could you please clarify whether the requested employment advertising services are intended for the University of Kentucky, the University of Kentucky HealthCare, or both? If services are required for both entities, we would appreciate a breakdown of the budget allocation between the two.	See section 2.1 of the RFP, 4 th paragraph. Unknown at this time.
2	As it relates to Section 4.5, Question 7: "What percentage of billings would the University of Kentucky account represent in the agency?" What is the annual employment advertising budget? We will need to know the expected annual spend to answer this question.	Unknown at this time.
3	As it relates to Section 4.6, Question 5: "Recruitment Efforts – Provide a list of recruiting services your agency offers including a cost breakdown. Please also include pricing information in the Offeror's financial proposal." Are you looking for 3rd party recruitment services OR is this to say what specific recruitment tactics/channels do we use (as Indeed and Job Boards are listed in the 2nd part of the question)?	This would not include third party recruitment services. "To say what specific recruitment tactics/channels do we use"
4	As it relates to Section 4.8, Question 2: "HR Employment has an existing contract for advertising and marketing employment opportunities. Describe how your agency would manage the transition from an existing contract." Please provide a list of current marketing tools/media contracts that are owned by the current agency (contract holder).	The current contract holder would complete any projects they currently have in progress. The new contract holder would begin with anything new. The university cannot speak for the marketing tools or media contracts that are owned by the current contract holder.

5	Is there a specific time frame that the ads would run?	It would be on a case-by-case basis, with the idea the advertising would match the duration of the posting or “deadline to apply” date.
6	What would be the duration?	The contract term can be found in section 6.1 of the RFP.
7	Would the ads be for a specific position or department or is it for all open positions?	Yes, Yes & Yes.
8	Is there a predetermined budget?	No