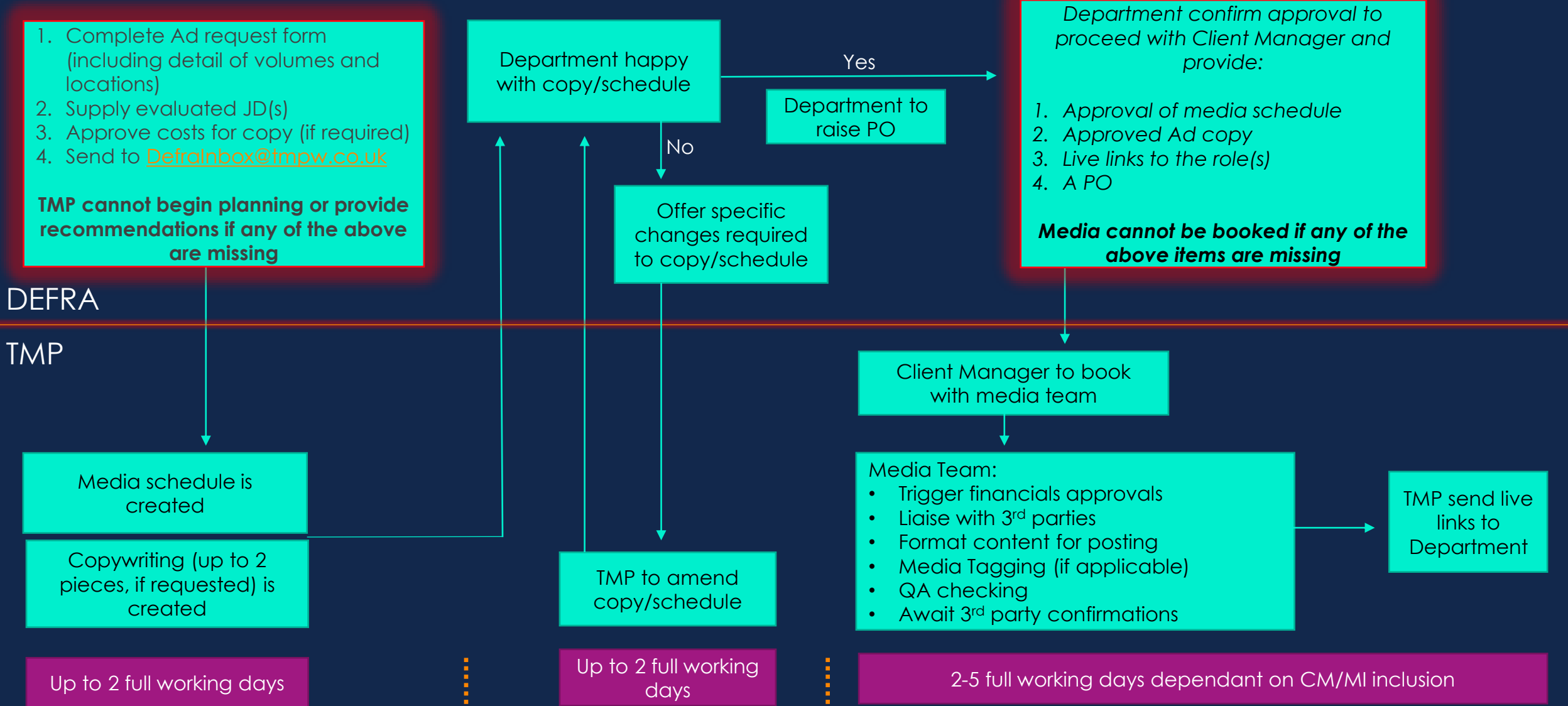


TMP and DEFRA Group

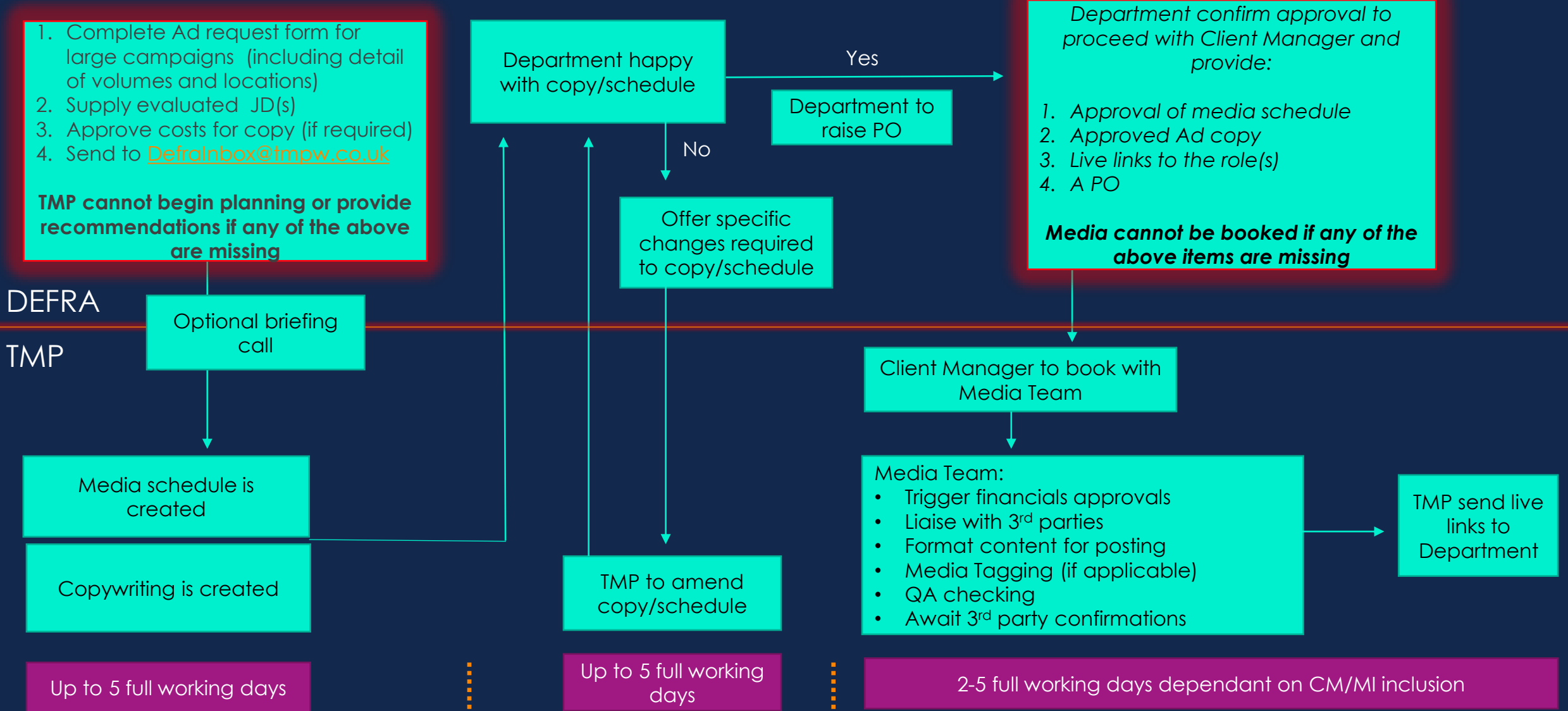
Process and SLA's

February 2023

Standard Requests



Large campaigns (budget over £15k)



Q: How long does it take to plan a media campaign?

Process	SLA
Brief in to receive schedule –under £15k	2 full working days from receipt of brief
Brief in to receive schedule –over £15k	5 full working days from receipt of brief
Copywriting – up to 2 pieces	2 full working days from receipt of brief
Copywriting up to 5 pieces	3 full working days from receipt of brief
Copywriting – 6 pieces plus	TMP to advise dependent on scope of requirement (more than 2 full working days)
Go live – no CM/MI	2 full working days from approval
Go live – with CM/MI	5 full working days from approval
Receive dashboards	Earliest one week after 1 st insert date
CM/MI Dashboard/Reporting calls	Dashboard provided by TMP (not before 1 week of activity) - Weekly calls for campaigns over £5k - End of campaign dashboard call to be requested by DEFRA if required
Campaign extensions	2 full working days notice required

Q: What do we need you to provide?

1. For a Schedule	2. For Copywriting	3. In order to 'Go live'
<ul style="list-style-type: none">• Completed ad request form including the following info• Job title• Job description• Salary• Number of vacancies• Number of hires• Number of Jobs links• Locations• Timeframes for live campaign (start and close dates)• Budgets• Any channel requests	<ul style="list-style-type: none">• Candidate pack or JD• Language preferences• Essential points to include• Approval of cost for copywriting	<ul style="list-style-type: none">• Approval of schedule• Final copy/content provided or approved• Jobs live link(s)• PO