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Contract

LinkedIn License for MOD External Vacancies

Ministry of Defence

F03: Contract award notice

Notice identifier: 2022/S 000-033068

Procurement identifier (OCID): ocds-h6vhtk-038746

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Section I: Contracting authority

I.1) Name and addresses

Ministry of Defence

Kentigern House, 65 Brown Street

Glasgow

G2 8EX

Email

jonathan.mcniven101@mod.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

https://www.gov.uk/government/organisations/ministry-of-defence

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Defence

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

LinkedIn License for MOD External Vacancies

II.1.2) Main CPV code

- 79611000 - Job search services

II.1.3) Type of contract

Services

II.1.4) Short description

Use of the LinkedIn platform for externally advertised vacancies in the MOD

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £360,316

II.2) Description

II.2.3) Place of performance

NUTS codes

- IE0 - Ireland

II.2.4) Description of the procurement

Use of the linkedin platform to advertise jobs to external candidates

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

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Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The justification is as per PCR 2015, Regulation 32(2)(b)(ii) as follows:

Until recently, for externally advertised MOD vacancies, Civil Service Jobs was the only website that potential candidates could find out about MOD's advertised roles. This meant that MOD relied on potential applicants already having an interest in the Civil Service and knowing what sort of opportunities were likely to be available. This made MOD reach extremely narrow as Defence was missing out on large numbers of applicants who did not already have a high awareness of the Civil Service or were interested in a profession but did not know that there were opportunities in MOD. This was negative in terms of the professions, diversity, and social mobility.

LinkedIn is a single source provider (there is no alternative supplier offering their services) enabling business areas to showcase prospective candidates what it is like to work for them using a variety of content including adverts/featured content/testimonies before prospective candidates place an application for the advertised role.

Recent research has highlighted different outcomes in recruitment for staff with protected characteristics, and whilst activity to address this is multifaceted, enabling MOD to raise the profile of our organisation and the diversity of our workforce will enable us to improve the diversity of our workforce

LinkedIn is the only company that provides hiring solutions services to customers within Europe, middle east & Africa. Its hiring and social networking solution is unique and as such, a direct competition process isn't viable. Other companies like, 'Facebook', 'Bark', 'Opportunity', and 'Xing', offer similar social networking platforms but with limited professional reach, unlike LinkedIn. There are clear differences in the services on offer and the scale of reach in terms of target audience. Of these four companies , none have a comparable level of professional and global presence and therefore this would not enable MOD to source quality talent and in turn build and sustain a more diverse workforce. This would detrimentally impact on MOD ability to fill our roles and deliver MOD key objectives.

Facebook is the largest social networking platform, 'Facebook' has 2,91 billion monthly users, known mostly for personal networking. 'Bark', has around 5 million users in comparison to Linkedin's 800 million. The basic role of this platform is to connect professionals with people who look for their services. 'Opportunity' is a platform with nearly 80 million users across 190+ countries. It concentrates on professional matchmaking, users can find new job opportunities and apply for them. Xing is a professional-oriented social networking platform that enables its users to network, share news, and look for job opportunities. Although Xing is well known in Germany (17 million users), Austria (1.6 million users), and Switzerland 1.4 million users), it has limited UK reach.

Given the above there are no other value-for-money alternatives to consider which will enable us to promote MOD as an employer, advertis our vacancies and with additional products (recruiter directly reach out to prospective candidates).

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract

Contract No

705772452

Title

Supply of LinkedIn Licenses for External MOD Vacancies

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 October 2022

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from tenderers from other EU Member States: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

LinkedIn Ireland Unlimited Company

Wilton PLace

Dublin

Country

Ireland

NUTS code

• IE0 - Ireland

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £360,316

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

MOD

65 Brown Street

Glasgow

Country

United Kingdom