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Contract

## **LinkedIn Licenses for External MOD Vacancies**

Ministry of Defence

F03: Contract award notice

Notice identifier: 2024/S 000-039616

Procurement identifier (OCID): ocds-h6vhtk-04c5aa

Published 9 December 2024, 1:39pm

### **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](mailto: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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

LinkedIn Licenses for External MOD Vacancies

Reference number

713464450

#### **II.1.2) Main CPV code**

- 79611000 - Job search services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

To continue to deliver external media outreach using LinkedIn to enhance MOD branding and MOD's civilian adverts to help improve targeted attraction across the MOD, reduce growing recruitment pressures and support an agile future Defence workforce.

#### **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: £153,525

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

To continue to deliver external media outreach using LinkedIn to enhance MOD branding and MOD's civilian adverts to help improve targeted attraction across the MOD, reduce growing recruitment pressures and support an agile future Defence workforce.

### **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:

(ii) competition is absent for technical reasons,

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section V. Award of contract**

### **Contract No**

713464450

### **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**

23 November 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 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

Dublin 2

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: £153,525

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

Ministry Of Defence

Kentigern House, 65 Brown Street

Glasgow

G2 8EX

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United Kingdom