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Award

LinkedIn Commercial Agreement

Ministry of Defence

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-077025

Procurement identifier (OCID): ocds-h6vhtk-05e8b4 ([view related notices](#))

Published 25 November 2025, 4:58pm

Scope

Reference

715727490

Description

Hiring Enterprise Programme & LinkedIn Talent Insights Leader

Contract 1. LinkedIn Commercial Agreement

Supplier

- LinkedIn Ireland Unlimited Company

Contract value

- £873,994 excluding VAT
- £1,048,792.80 including VAT

Above the relevant threshold

Earliest date the contract will be signed

5 December 2025

Contract dates (estimated)

- 5 December 2025 to 4 December 2028
- 3 years

Main procurement category

Services

CPV classifications

- 79611000 - Job search services
-

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - technical reasons

The Defence People - Civ HR, part of the UK Ministry of Defence, intends to award a three-year contract with a value of £1,048,792.80 (incl VAT) to LinkedIn for licenses for the Hiring Enterprise Program and LinkedIn Talent Insights Leader.

It is considered that this contract can be awarded under section 41 of the Procurement Act 2023 because the direct award justification specified in paragraph 6 of Schedule 5 (technical reasons) applies.

This is because LinkedIn is the only 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.

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.

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

Supplier

LinkedIn Ireland Unlimited Company

- Public Procurement Organisation Number: PNBB-9589-YHWZ

Wilton Place

Dublin

Dublin 2

Ireland

Email: dlawfordmee@linkedin.com

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. LinkedIn Commercial Agreement

Contracting authority

Ministry of Defence

- Public Procurement Organisation Number: PHVX-4316-ZVGZ

65 Brown Street, Kentigern House

Glasgow

G2 8EX

United Kingdom

Email: jonathan.mcniven101@mod.gov.uk

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

Region: UKM82 - Glasgow City

Organisation type: Public authority - central government