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Contract

## **LinkedIn Commercial Agreement**

Ministry of Defence

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-082067

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

Published 11 December 2025, 2:41pm

### **Scope**

### **Reference**

715727490

### **Description**

Hiring Enterprise Programme & LinkedIn Talent Insights Leader

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## **Contract 1. LinkedIn Commercial Agreement**

## **Supplier**

- LinkedIn Ireland Unlimited Company

## **Contract value**

- £871,926 excluding VAT
- £1,046,311.20 including VAT

Above the relevant threshold

## **Date signed**

5 December 2025

## **Contract dates**

- 5 December 2025 to 4 December 2028
- 3 years

## **Main procurement category**

Services

## **CPV classifications**

- 79611000 - Job search services

## **Justification for not setting key performance indicators**

Under £5 Million

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## Other information

### Applicable trade agreements

- Government Procurement Agreement (GPA)

### Conflicts assessment prepared/revised

Yes

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## 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).

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## **Supplier**

### **LinkedIn Ireland Unlimited Company**

- Public Procurement Organisation Number: PZZJ-6312-QTTD

Wilton Place

Dublin

Dublin 2

Ireland

Email: [dlawfordmee@linkedin.com](mailto:dlawfordmee@linkedin.com)

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. LinkedIn Commercial Agreement

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## Contracting authority

### Ministry of Defence

- Public Procurement Organisation Number: PHVX-4316-ZVGZ

Kentigern House, 65 Brown Street

Glasgow

G2 8EX

United Kingdom

Email: [example.example@mod.gov.uk](mailto:example.example@mod.gov.uk)

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

Region: UKM82 - Glasgow City

Organisation type: Public authority - central government