

Case Study 1

Mobilisation Recruitment Strategy

Sector: *Support Services*

Client: *FTSE 250 Company*

Appointment: *Mobilisation – Northwest*

Client Overview

Our client is one of the UK's leading support services groups specialising in the utilities sector as well as providing repair and maintenance, and capital investment services to local authorities.

McCoy James has successfully worked in partnership with this client over a number of years and this assignment has proved the most challenging to date.

Assignment Requirements

Our client was successfully awarded a ten year joint venture contract with Manchester City Council to deliver its core services to its customers. These services ranged from the upgrading of the housing portfolio to 'decent homes' standards, the repair and maintenance of the housing portfolio and management of public buildings.

During the bid process the client identified the need to have the right team in place in order to successfully deliver against KPI's set with Manchester City Council. It was agreed that to do this they needed to identify local key talent to deliver their commitment to establishing a presence in the Northwest.

The challenge for McCoy James and our client was the need to identify these key individuals within a very short and defined timescale between the successful award of the contract and the TUPE transfer deadline (3 months).

To add to the challenge the level of candidates required had a minimum notice period of 3 months and a standard search and selection strategy would not fit into the timescale set.

Roles Included:

- ◆ *Managing Director*
- ◆ *Operations Director*
- ◆ *Partnering Manager*
- ◆ *2 x Commercial Managers*
- ◆ *Operations Manager*

McCoy James's Recommended Strategy

During the bid process McCoy James held a number of discussions with the Board in relation to the best way to implement this key mobilisation process.

Our recommendation to our client was as follows:

- ◆ *Appoint a dedicated research team and Account Manager to carry out a market mapping of all their key competitors within the Northwest*
- ◆ *Work with the key decision makers to ascertain the key competencies required for each role*
- ◆ *Discuss the information from the market mapping and agree the most suitable individuals to make confidential approaches to*
- ◆ *Interview and shortlist candidates and manage / liaise with them through the process, ensuring that offers were agreed in principal on award of the contract*

Results

Due to the proactive nature of our market mapping process McCoy James successfully worked with our client to identify and interview individuals relevant for the position's before the contract was awarded. Once the contract was won our client was then in a position to formally offer the successful candidates and ensure these individuals were in place within the agreed timescale.