

HOW TO FILL SENIOR ROLES UNDER TIME PRESSURE

Historic England is an executive non-departmental public body of the British Government established in 1984. Sanderson were employed to fill the position of IT Director, a role which would involve heading up a team of 8+ line managers and a wider team of 50 to 60 heads, plus third party suppliers. Following a significant organisational change, the position provided the unique challenge of implementing IT strategies for two organisations with very different needs; English Heritage, a newly created charity, with a need to generate significant revenues from a standing start and move away from reliance on government funding, and Historic England, a not for profit organisation very much subject to Government Spending Review. Finally, Sanderson were required to fill the role under considerable time restraints.

THE SOLUTION

Initially, Sanderson conducted a selection process from an existing network of potential candidates, internal databases, job boards, pay-per-click advertising and social media campaigns, as well as referrals to draw up a comprehensive shortlist. A multi-channel search campaign then combined:

- Research based market mapping and direct approaches
- Campaign microsite design and employer branding
- Branded advertising
- Networking and referral
- Sanderson’s database of Senior IT Professionals

A final shortlist was presented to the client for review. All preferred candidates were interviewed, in person, by Sanderson whereupon a detailed report on each was presented back to the client. A communications plan was agreed and weekly updates provided so that Historic England were kept informed at each stage of the process.

THE RESULTS



SUCCESSFUL

Successful candidate identified from the initial short list



DELIVERED

Full process delivered from start to offer within 8 weeks



ON TIME

Successful candidate started in time for 4 week handover



SATISFIED

Historic England delighted with all stages of the campaign