

RECRUITMENT



PROJECT Community Safety Manager Recruitment

CLIENT Staffordshire Moorlands District Council

BACKGROUND

The local authority and their stakeholders had previously been through a recruitment procedure for this post without success. MPCG were engaged to investigate the reasons for failure and to design and deliver a recruitment campaign that would provide candidates of sufficient calibre to make an appointment.

ACTIONS

MPCG Consultant Arthur Yates was engaged to deliver the project. He identified the following criteria as the key factors influencing the difficulties faced in the initial attempt to recruit:

- The complex mixture of technical knowledge alongside a public facing persona as essential qualities
- The restricted target group for advertising
- The final selection panel consisting of stakeholder representatives; senior executives with different ideas of what to look for
- A strong perception amongst candidates that this would be an internal appointment

The recruitment process was redesigned to address the above and select a group of strong candidates. Including:

- A revision of the Job Description and Person Specification
- An Advert designed to promote the employer, the region and the essential qualities for the post
- An emphasis on the notion of transferable skills to widen the target group and to attract a more diverse group
- Increased customer care, informing candidates at all stages and maintaining their interest throughout
- A detailed information pack sent to all candidates
- Additional care with the testing and short listing of candidates
- The use of structured telephone screening to inform decisions
- Full candidate briefing at each stage in the selection process
- Independent assistance to the selection panel during the final interviews and selection
- Full feedback to all candidates

OUTCOMES

The procedure identified twenty four applicants of a high standard. These were short listed to six for selection testing and the three strongest were presented to the selection panel. With the assistance of MPCG, the stakeholders used interviews and presentations to identify their choice and a successful appointment was made.