

Executive Recruitment

Building a resilient and diverse
public sector workforce





We recognise that now is an opportunity for local government to reform, re-imagine and re-think how services are delivered. We believe it is important to diversify and disrupt public sector executive appointments to ensure you secure the leadership qualities you need, both now and for the future.

As a Regional Employers' Organisation, West Midlands Employers (WME) is uniquely placed as a trusted partner for public sector organisations. Our aim is to advocate, build and champion people centred organisations that benefit everyone in the West Midlands. We have a vested interest not only to attract and retain the very best talent, but to ensure we develop a positive 'employer brand' along the way, showcasing the diversity of roles, the opportunities for growth and the region as a great place to work.

Our unique Executive Recruitment Service plays a fundamental role in helping to achieve this vision for the Region. We know how important it is to secure the

right 'leaders' into your senior roles. To attract the best people, you need an experienced recruitment partner who will work closely and flexibly with you throughout the process. A partner who offers expertise in executive recruitment, an in-depth understanding of the sector and an understanding of your organisational goals and challenges.

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Our unique service

We offer a wide menu of high-quality services, but our clients are always advised to only select what they really need. Services include:

	Bespoke attraction campaigns focused on amplifying your employer value proposition
	Tailored Executive Search to widen the net
	Cutting edge assessment tools to help you better understand your candidates
	Robust assessments to challenge and test prospective talent
	Full leader and Member advisory support to ensure a robust process
	Personable and high-quality candidate care that ensures a positive experience from start to end
	An inclusive approach and delivery to ensure a diverse talent pool

Above all, we offer flexibility and agility to work within tight timeframes and changing needs. This applies to our pricing too; we only charge for services we have delivered and not for work that you may have initially requested but not utilised. We aim to keep your recruitment investment low and quality of service high and will always offer our member authorities discounted rates on our delivery.



Bespoke attraction campaigns

Our campaigns focus on amplifying your employer value proposition and you will work with a dedicated WME Campaign Consultant. Our team of specialists can offer full campaign management to deliver the desired reach and outcome.



Marketing Strategy and Design:

Compelling, interactive, and targeted campaigns are key to engage with a wide and diverse audience. Our team will provide the strategy and design expertise for all aspects of your attraction campaign



PR:

Setting the narrative to attract the absolute best people is critical and often the most challenging part. We have our own PR Specialist Associates who are highly experienced in storytelling and writing editorials and articles for regional and national media outlets. They will help us to bring your story as an employer to life.



Campaign Enhancements:

We can offer a range of campaign enhancements such as bespoke recruitment microsites, recruiter videos and social media content that will help to promote your organisation as a desirable employer and compete well with other recruiters in a competitive talent marketplace.



Social Media Targeting:

We can deliver a full social media targeted marketing plan using organic and paid for search, harnessing candidate behavioural nudges to encourage interaction.

Tailored Executive Search

Our Search Consultants are highly experienced in targeting and securing quality candidates for a range of public, private and third sector organisations. We understand what makes a good leader and the type of skills and experience you require for your executive and leadership roles. We will undertake a thorough brief before providing longlisting and shortlisting recommendations, alongside a full campaign breakdown.

We target people in our regional and national networks who might not be looking to leave the marketplace, alongside emerging and aspiring senior leaders who we know are looking to step up. We use our Regional Employers Organisation network to help target candidates outside of the Region. We utilise our connections with our leadership development partners, and professional national bodies such as the LGA to target candidates who through various projects and programmes are regarded as exceptional and emerging leaders.



“It’s hugely helpful to have an organisation like WME working with you. WME’s expertise brought in experience of what you should be looking for, how you might measure that and identifying where people’s development needs and areas of growth are”

**Mannie Ketley, Chief Executive,
Rugby Borough Council**



Cutting edge assessment tools

We offer rigorous and robust assessments to ensure you have all the information you need when recruiting to your executive roles.

We provide innovative solutions and tools for assessing your candidates. This includes a range of psychometric and assessment tools you can use depending on the critical key behaviours you want to assess. We use qualified individuals to analyse, report and provide quality feedback of the results, so you are fully informed of each

candidate's performance. Our feedback sessions are delivered by an Occupational Psychologist and/or trained Occupational feedback providers.

The psychometric and assessment tools which we use to complement our selection processes include: MiRo, NEO, GC Index, SHL, and Credo.



Assessment Centres

Our assessment services provide a fair and robust insight into candidates' values, experience, knowledge, and transferable skills.

Our recruitment experts will manage and deliver a tailored and high-quality service based on your individual needs, these can be as light touch or as comprehensive as you need them.

Project management

Full timetable schedules for assessments and feedback, managing all logistics for both on-site and virtual delivery assignments



Client briefing sessions

On candidate performance pre, post and during the selection processes including final interview panels and appointment committee briefings



Design of all assessment criteria including:

- Interview questions for technical and leadership interview stages
- Staff interview panels, stakeholder engagement panels, and final interview panels
- Presentation topics, scenario-based assessments, and in-tray exercises



Technical Assessors

Through our networks and Talent Bank of 40+ associates we can provide subject matter technical assessors to provide additional rigour to the recruitment process from shortlisting, longlisting, design, and delivery of assessments. Our technical experts include current postholders leading in their profession, freelance consultants, and ex-post holders now retired. Our experts cover a broad spectrum of vocational professions, including IT, Adults and Children's Social Care, Chief Executives, HR, and Business Transformation and more.



Provision of Resourcing Consultants

Our own team will play a part in the assessment program; we will observe, chair and participate in interview panels as you wish, enabling us to offer independent insights, advice and guidance.



Virtual Delivery

Our services include virtual delivery options to reflect the current world of work - covering longlisting, shortlisting, assessment centres, psychometrics, and member interviews. We can offer a blended approach to our service that meets your specific local needs. We manage the process from start to finish including working with your IT team to design the process using our software solutions or your own.



Process Guides and Videos

We offer 121 briefing sessions to all stakeholders, including Leaders, Elected Members, Senior Leadership Teams, and HR officers. We also provide top tips, guidance and technical assistance to candidates giving them the best opportunity to perform, even in a virtual assessment environment.



Expert Advisory Support

Recruitment of executive roles is critical to the success of any organisation and senior appointments influence the culture and values of an organisation. Our service aims to provide support to your own team to ensure a robust and positive process for all involved. That is why the WME service begins well before any recruitment campaign and continues through to appointment and on-boarding support services.



Our services include:

Expert HR advice and consultancy

from service redesign, restructures, and job evaluations



Expert recruitment and selection training

to ensure you have a fair, robust and inclusive approach to recruitment



Independent expert support, advice,

and guidance to interview or stakeholder/member panels*



Salary negotiations

with prospective candidates and reference checks are all part of the service we offer



Developing our public sector talent

through our personal 121 feedback with candidates, we focus on strengths and opportunities for growth and will work with both successful and unsuccessful candidates providing them with opportunities for development, from Executive Coaching, to new networks and development programmes for emerging and senior leaders.



*For Chief Executive recruitment we will offer this for free to subscribing councils as one of our Member service benefits.



An inclusive approach to build a more diverse workforce

Organisation's need to be responsive and dynamic; able to respond the changing needs of customers and the wider community. In the public sector, the issue of appropriate, authentic, and diverse representation alongside exemplar skills has never been more important. At West Midlands Employers we are committed to ensuring all our Executive Appointments are underpinned by and integrate the absolute best practice in relation to Equality, Diversity, and Inclusion. By partnering with us, we will work with you to ensure EDI considerations are integral throughout each step of the recruitment process.

Our consultants understand the importance of embodying an inclusive approach to recruitment and selection and will deliver that expertise to you throughout the executive recruitment process. Applying our expertise starts before the role is even established and our specialist Equality, Diversity and Inclusion Associates are available to provide expert consultancy and training, including undertaking recruitment diagnostics for Councils, workshops on enhancing cultural competence, understanding systemic bias and unconscious bias. We also offer a series of workshops that can be specifically tailored to minimising bias in recruitment and selection. Our services are tailored for clients, examples being Senior Leaders, Elected Members, Leadership Teams, Managers, and Human Resource professionals. It is the application of this wealth of expertise will ensure that you deliver an inclusive recruitment approach from the very start.

We will integrate diversity and inclusion into your recruitment strategy through:

- Development of your employer brand to reflect your organisations diversity. A brand that shows inclusiveness and welcomes people from all walks of life will in turn attract people from all walks of life.
- Design inclusive job adverts, clearly defining what the job is and the skills it requires without any unconscious bias is a great start to interacting with prospective candidates – adoption of inclusive language is key.
- We work with a select group of recruitment partners and job boards who specialise in attracting talent from a diverse background, including under-represented groups to provide a targeted, inclusive, and diverse search.
- Delivery of a robust assessment process, unbiased, inclusive, and equitable.
- Education and training for your team through our Equality, Diversity and Inclusion consultancy and workshops, specifically tailored to support your recruitment process.

A first-class Candidate experience

Our candidate engagement is first class, because we genuinely care about the people who want to work in the public sector and our organisations. An unsuccessful candidate is someone who has not quite found the right fit, but we hope to help them make the right connection in the future.

When we source prospective candidates for you, we are representing you - we treat them with respect and care every step of the way. We recognise that they are all individuals and will do our best to meet their specific needs. We know that candidates who receive regular engagement from us and are fully informed throughout the recruitment process really value this care and it allows them the space to concentrate their energy on preparing their best self for your assessment and interview.

Many senior candidates have told us how they value WME's professional but friendly support, during what is an important process for them. We also value their commitment to working in our sector and our region. We bring this appreciation into our post appointment feedback sessions, in which we go beyond the discussion of assessment and help them focus on personal development opportunities, offering a trusted and confidential perspective on career pathways. We encourage them to consider future opportunities within our sector.



"I felt the process was proportionate, focused and covered just about every angle. Once politicians had decided to go with the internal option, the role of WME was absolutely vital. They brought that validation to show I met certain criteria. I had a one to one with WME afterwards. In terms of feedback that was great. It makes you think about the 'what next?' and that this is just the start of the process, not the end."

Steve Maxey, Chief Executive



"Thank you to Chantelle and Nicola for how professional you have been throughout the robust recruitment process."

Simon Parry, Housing Property Services Manager

Further information

We offer a bespoke service to suit every need and every budget, for further information about our services or for an exploratory discussion contact

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