



F J WILSON

Headhunting and
Talent Management Services

Case study

**How can a talent acquisition company benefit
both employer and candidates?**

**The case of FJWilson Talent Services and
the Institution of Civil Engineers**

ice
Institution of Civil Engineers

The Institution of Civil Engineers (ICE)

ICE is long established. Its royal charter dates back to 1828. Its international membership totals over 90,000. ICE's aims include encouraging its members to gain qualifications and to continue to develop professionally.

ICE also has an ambitious outward-facing mission, aiming to inform the public about what civil engineers do and to contribute to debates and inform policy decisions concerning infrastructure and the built environment.

FJWilson Talent Services (FJWTS)

FJWTS is a talent acquisition company that specialises in assisting professional associations, membership organisations and learning providers.

The case study below outlines how FJWTS helped ICE to fill two roles.

First role: Professional Conduct Manager

Joanne Phillips is one of the employees that FJWTS has placed at ICE. Joanne works there as Professional Conduct Manager.

Prior to working at ICE, Joanne worked as a case worker at an anti-poverty charity called Z2K. Before that she worked for several years for the Law Society. This gave her extensive experience of working in a regulatory context.

Joanne has kindly reflected on her experience of being recruited to ICE, highlighting in particular the ways in which she interacted with FJWTS during the process.

Narrative account

The first stage was an hour-long Skype conversation with FJWTS's Managing Director, Fiona Wilson. Fiona went through the details of the job and found out about Joanne's experience. According to Joanne, the process was very rigorous in going through every aspect of the job description.

Next, Joanne's application was submitted to ICE for consideration. This led to two interviews in the same week, after which she heard that she had been successful.

To ICE's credit, Joanne found she actually enjoyed the interview process, which was more conversational than the typical Q&A. This interview style enhanced the appeal of ICE as a prospective employer.

During the process of application and interview, it was evident to the candidate that Fiona was in touch with the employer on a daily basis. The FJWTS team kept Joanne informed and provided the right details for preparing for and attending the interviews: FJWTS ‘took the strain out of the process’.

In the following period, between offer and commencement, the FJWTS team maintained regular contact, ensuring that Joanne had received, completed and returned the relevant paperwork: ‘FJWTS made sure that everything kept flowing.’

Once in post, Joanne found that, though the subject matter differed from her previous job, working in the regulatory field proved ‘fascinating from the get-go’: each case at ICE is ‘varied and unique’.

Joanne generously volunteered some comments to summarise her experience of working with FJWTS, which she found ‘quite different’ from other talent acquisition agencies in the sector:

‘At FJWTS, there was much more hands-on involvement at every stage. There was a caring element to it, which helped to make the whole process extremely pleasant and stress-free. I wasn’t left on my own, wondering what’s happening.’

Joanne Phillips, ICE

Second role: Product Development Manager

Liz Brookfield is another of the employees that FJWTS has placed with ICE. Liz works there as Product Development Manager at NEC, a division of Thomas Telford Ltd, the commercial arm of ICE.

Narrative account

Liz was working for the Innovation Institute when she was contacted, initially via LinkedIn, by FJWTS’s Managing Director, Fiona Wilson. The timing proved happy as Liz had begun to feel it was time to progress her career.

This led to two conversations during which Liz and Fiona worked together to establish the fit between Liz’s talents, career objectives, and the vacancy at ICE.

Liz then submitted her CV.

Most case studies focus on success stories and so one might expect the next stage in this story to be that Liz was duly shortlisted and invited for interview.

She wasn't. Liz's application didn't make the cut.

This is where there was a twist. Because of her understanding of the role, alongside her understanding of Liz's work experience and attributes, Fiona was confident that Liz was a strong candidate and so discussed the shortlisting decision with ICE. Much to their credit, ICE exhibited flexibility by inviting Liz to interview.

Fiona then supported Liz in preparing for the interview, including a discussion and coaching session on how to deal with the nerves that an interview tends to set off.

After the first interview had gone well, Liz was invited to a second. Again Fiona helped with the preparation. Liz had the confidence to abandon PowerPoint. Instead, she gave her presentation as if it were a meeting with interviewers, talking them through a carefully prepared handout.

Liz generously offered some thoughts on her experience of FJWTS. She had experienced agencies before and was disillusioned by them - especially by the lack of feedback they provided. In contrast, Liz found FJWTS's service 'really supportive': the experience 'restored [her] faith in recruitment agencies'.

By Anthony Haynes, based on interviews by Susie Schofield

To find out more about FJWilson Talent Services and how we could help your organisation when recruiting, please contact our Business Development Manager, Julie Lloyd, on 020 3195 3600, or by email via julie@fjwilson.com.