





CASE STUDY - TALENT SEARCH: HEAD OF PRIVATE BRANDS & INNOVATION

Retail Client

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■ Position overview

The Head of Private Brands & Innovation role will report directly to the Group Commercial Director.

The remit will be responsible for own-brand development, innovation, product packaging (and related CSR). There is a 'current incumbent', albeit at a slightly different job-level, and we are advised that we must be discreet in the Retail & FMCG sectors, but only needing a NDA-process with those in the immediate industry.

The role is responsible for creative direction & product design. There is a £300k budget towards agencies & artwork design and the appointee will be responsible for a team of c.10 that comprises creative designers, NPD and packaging. It is not expected that a candidate will have packaging experience, as this is not common in the external marketplace.

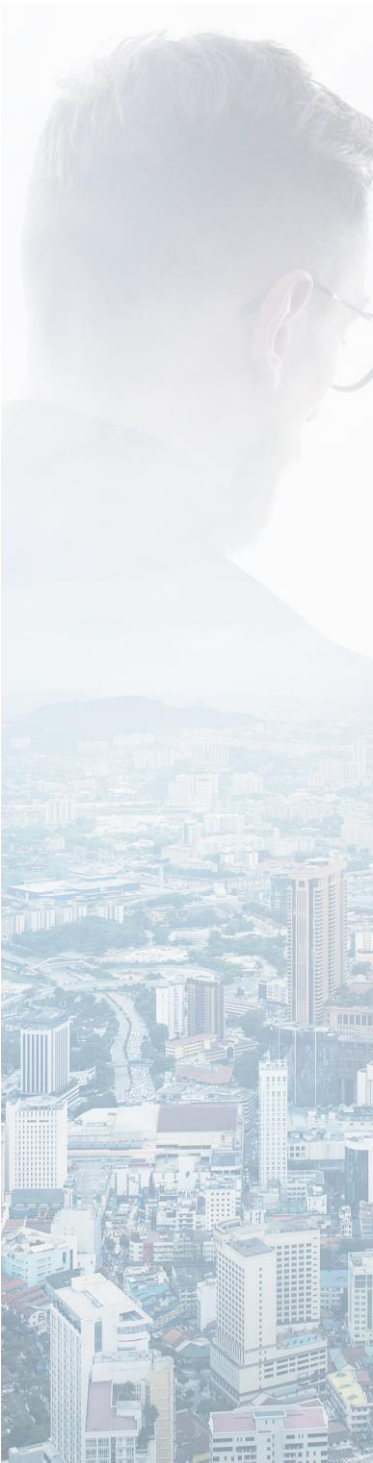
To summarise, the key selling points will be the opportunity to join a leading-edge business (on a global-level) with aspirations to have 50% own-brand sales – and one which already has very credible brands as well as providing the opportunity to create entirely new brands.

Requirements

■ Search Parameters

With regard to an ideal candidate, they will be / have:

- A Senior Product designer, Senior Product Manager, NPD Controller or Innovation Manager with huge capability and on an upwards career trajectory
- Own-brand expertise, working in the retail sector (stores preferable to online) or a supplier brand
- Food or General Merchandise experience – categories are not important, but you will prefer food & home over fashion
- Ideally be capable of bringing simplicity to the role, as well as demonstrating how to create a product but also save a certain % margin
- Leadership skills; someone who can shape, develop and reinvigorate the team
- Preferably a NW-based individual as it is envisaged the appointee will need to be in the NW Head Office regularly and work hand-hand with key stakeholders such as the Buying Director and Supply Chain Director
- Band C (including basic salary c. £80-95k). Relocation assistance can be provided if required, but our search is to focus on the immediate region in the first instance



Our Solution

Talent Search



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Our Talent Search service will provide our client with focused identification of key personnel relating to the agreed search parameters, associated biographical information, and a subsequent direct engagement phase with the primary objective of understanding interest in the organisation and the role.

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This transparent service ultimately helps our clients to build a real-time picture of the external market, that they can utilise towards both the immediate hiring need as well as future vacancies.



Process – Stages 1 & 2

Search Identification & Candidate Approach



We will initially spend a block of research time identifying relevant individuals as per the search parameters outlined.

This will be achieved via a combination of telephone and advanced web research techniques, and all of the individuals identified will be documented (by name, job title, employer, location and any biographical information) within our Search Identification Report.

Upon your review, we will subsequently approach select individuals via the agreed engagement strategy (discreet in the wider sector and with a NDA process for the immediate industry).

At this point, our key objective will be to gauge candidate viability and their level of interest in exploring the opportunity further with you.



Process – Stage 3

Search Analysis Report

We will submit a Search Analysis Report detailing the results of our initial contacting and subsequent discussions.

In addition to providing you with a comprehensive breakdown of everybody approached, this report will also highlight candidate feedback to our approach. This provides clients with significant market data, e.g. insight around:



- Relevant organisations and associated talent pool
- Key people & scope of role
- Current situation & career aspirations
- Salary indicators
- Barriers to recruitment
- Perception of client

This stage also encompasses time towards aiding the client re interview arrangements, and providing subsequent feedback through this process as an intermediary if required.



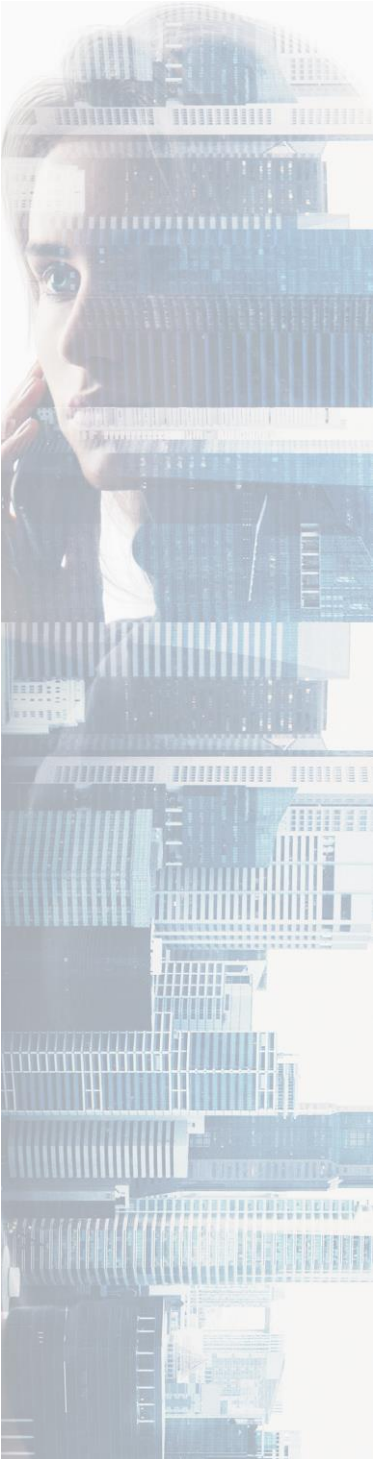
Our impact

50 appropriate individuals identified, 9 CVs submitted
6 subsequent interviews

New Hire appointed – at a significant cost saving against search / agency

x2 other candidates deemed appointable for future roles

All candidates are your intellectual property... at no additional cost



Project fee Example rate & savings

Stage	Days	Fee
Search Identification	6	£3,000
Candidate Approach	10	£5,000
Search Analysis	1	£500
Total	17	£8,500 +VAT

Day rate £500

Please note, we do not charge placement fees. Any number of appointments made from our research, be it now or in the future, will cost no extra.

£90k salary so with our fee (£8500) a cost saving of £14k against 25% search fee - plus other potential candidates



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