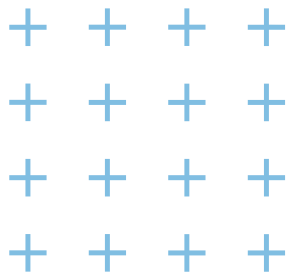


CASE STUDY

SNAGGING TOP TALENT
FOR A GLOBAL LUXURY BRAND:
A 10-WEEK SUCCESS CHRONICLE



CLIENT

UK Food and Beverage

SPECIALISATION

Speciality food and beverage
brand

SUMMARY

A prompt and precise headhunting journey to recruit a Senior Marketing Director for a global luxury food and gift enterprise, overcoming geographical hurdles



KEY STATISTICS

HUMAN RESOURCES

- 1 BUSINESS DEVELOPMENT MANAGER
- 2 SENIOR RECRUITERS
- 6 TALENT ACQUISITION MANAGERS

TOTAL HOURS

185

TIMEFRAME

10 WEEKS

CLIENT

Our client, a family-rooted gourmet food and gift brand, embarked on a quest for a seasoned Marketing Director to steer their marketing helm. With a legacy of crafting exquisite teatime luxuries, the brand, valued at £15 million, holds a cherished spot on the shelves of eminent retailers like Harrods and Selfridges, spanning over 40 nations. Their new agenda? Enhancing direct consumer interactions via a novel website, alongside maintaining their global and domestic distribution channels.

REQUIRED ROLES

1 Our client is looking for a highly competent **Marketing Director**, with experience of high-value or luxury branded food and beverage products, selling across multiple channels; consumers (directly via a new website), businesses, international, independent and national distribution.

RECRUITMENT PROCESS

The Challenge. The principal obstacle lay in the brand's quaint locale in North East England. Despite the allure of flexible work arrangements, the geographical position posed a stern challenge in attracting candidates with the requisite expertise and willingness for a reasonable commute.

Custom Database Creation. Initiated by crafting a tailored database, listing senior Marketing Directors in North East England with illustrious careers and a proven history of success, eyeing a ballpark salary of £135K along with a 40% bonus incentive.

Targeted Outreach. Transitioned to a meticulous phase of researching, connecting, and engaging with potential candidates, spotlighting the rewarding opportunity at hand. Only the crème de la crème with dazzling professional histories were approached.

Document Compilation & Evaluation. A thorough scrutiny of résumés and supportive documents ensued, followed by candidate interviews and an in-depth assessment via The Sales Experts - Marketing Intelligence Evaluation Assessment©.

Client Presentation. Post-assessment, top-tier candidates were introduced to the client for further evaluation. The client then executed their series of interviews and evaluations, culminating in the final selection, with our team assisting in the offer.

Swift Closure. Thanks to a laser-focused recruitment blueprint by the client, entailing a maximum of three interview rounds, the coveted role was seamlessly sealed within a mere 10-week span.

RESULTS

Marketing Director (North East of England)



- **Cold Screening of Candidate Profiles**
- Agency Side Interviews Conducted**
- Candidates Presented**
- Client-side Interviews Conducted**

*** Cold Screening represents the initial group of candidates identified as having a potential fit to the search parameters. These candidates were then contacted and those interested in the opportunity were further screened prior to scheduling Agency Side interviews.*

CONCLUSION

In the pursuit of securing a Senior Marketing Director for our client, a global luxury food and gift enterprise, the journey was both challenging and rewarding. The unique geographical location in North East England demanded a strategic and innovative approach to headhunting.

We used a focused strategy, beginning with a custom database of senior Marketing Directors in the region. Our Marketing Intelligence Evaluation Assessment© ensured the presentation of only the most qualified candidates to the client.

The results, which are quantifiable, indicate the success of the endeavour. After 30 interviews by the agency and 14 by the client, we made a final hire.

The case study illustrates the effectiveness of a targeted and collaborative recruitment strategy in overcoming geographical barriers. The successful appointment of a Senior Marketing Director not only meets the immediate needs of our client, but also positions them for continued success in the ever-evolving global luxury market.