



THE CLIENT

ENERGY UK

Departments

Policy and External Affairs

Points of contact

Director of Regulation, Director of Advocacy, Director of Strategic Communications, Head of HR

Biggest challenge

Securing in demand talent, at scale, during a time of seismic industry change.

Solution

Retained assignments to hire permanent staff

THE APPOINTMENT

TRUSTED WITHIN THE ENERGY INDUSTRY

We have acted for Energy UK (EUK) for over a decade and successfully recruited key hires across policy and communications teams.

Successful placements include:

- ✓ Deputy Director, Retail Energy
- ✓ Senior Policy Manager-Investment
- ✓ Senior Policy Manager- Net Zero Systems
- ✓ Operations and Policy Manager
- ✓ Public Affairs Executive
- ✓ Policy Manager- European and International
- ✓ Digital Communications Executive
- ✓ Press Officer
- ✓ Member Services & Policy Executive
- ✓ Senior Policy Economist



OUR PARTNERSHIP APPROACH

UNDERSTANDING OUR CUSTOMER'S REQUIREMENTS

We engage across EUK to understand their culture, organisation and needs:

- Attend the Energy UK annual conference to understand industry priorities and network with members
- Conduct salary benchmarking post-Covid to help the Board with strategy, forecasting and hiring
- Engage with stakeholders beyond direct hiring managers to understand expectations and important considerations for each team; for example, sourcing public affairs skills within policy specialists to support their move towards becoming a campaigning organisation.
- Convey cultural fit through: our video platform to record 1st stage interviews on values-based questions, and a microsite sharing EUK's video with candidates
- Explore subjective requirements by regularly working with HR to understand core values and EVP.



A MULTILAYERED PROCESS

CANDIDATE GENERATION AND D&I CONSIDERATIONS

Our framework is developed to ensure a fair and inclusive process from attraction through to appointment, enabling candidates to perform at their best and reducing deselection points throughout. This includes:

- Writing inclusive, accessible job adverts that appeal to all and highlight EUK's excellent EDI commitments
- Creating scoring matrixes to assess candidates fairly using the Civil Service D&I framework and checklist to
- Monitor and evaluate our performance
- Investing in tools such as HireARA to anonymise CVs, reducing unconscious bias from the selection process

EDI SPONSORSHIPS

SOLE SPONSORS OF THE EDI CONFERENCE 2023 & SPONSORS OF THE YEP FORUM D&I FOCUS AWARD

We are proud to practice Energy UK's EDI responsible initiatives and thrilled to support their activity in promoting conversation and achieving tangible industry progress.

“MM UNDERSTOOD NOT JUST THE ROLE REQUIREMENTS BUT OUR VALUES, INCLUDING OUR COMMITMENT TO D&I. THE PROCESS WAS ACCOUNT MANAGED, WITH REGULAR UPDATES AND FEEDBACK. WE'VE SUCCESSFULLY HIRED TALENTED AND ENTHUSIASTIC NEW EMPLOYEES THAT WE ARE CONFIDENT WILL HELP US PROVIDE THE BEST POSSIBLE SERVICE TO OUR MEMBERS.”

Nicola Rowland - HR Manager

VOLUME PROJECT 2021

Navigating Covid, Brexit and the push to Net Zero, as well as an organisational restructure, Energy UK engaged MM for a volume campaign to recruit specialists critical to steering members through turbulent times. The appointment of new CEO, Emma Pinchbeck, saw Energy UK transform from a predominantly policy-oriented approach into a campaigning organisation with a renewed vigour for Renewables. These changes had a profound impact on Energy UK's standing in the market and their relationships with members and stakeholders.

Internally, the restructure led to newly created positions and saw several long-time colleagues depart. This dramatic change impacted team dynamics and thriving commercial performance. Through close collaboration, we successfully managed the challenges to their reputation and new candidate perception.

We spoke to candidates to highlight:

- The scale, reach and impact of EUK's work and reputation, offering opportunity to build strong network with senior industry players and civil service officials
- Their 100% recommendation rate on Glassdoor

- The purpose of the restructure
- That EUK holds Investors in People Standard: Silver Accreditation

We employed the following expertise and tools to promote EUK:

- Our retained PR firm developed a press release, gaining coverage from multiple media channels. Our PR firm achieved greater public awareness through:
 - Social media marketing with info/motion graphics
 - Search engine optimisation activities
 - Case studies, to give candidates insight and confidence
 - Bespoke microsite - to convey EVP - 911 page views
 - Promotional video - 234 views
 - Blog on our partnership and the future of energy

- Content marketing - articles and a white paper on energy sector trends and market
- Social media posts - +3,000 impressions, avg. 4% engagement rate (2% on LinkedIn is considered good). Post highlight; 8.8% engagement, 534 impressions. MM have c.18k LinkedIn followers; more than competitors, organically grown, relevant and engaged.
- Online branded job adverts - 290 views

ENSURING A POSITIVE CANDIDATE EXPERIENCE

To ensure a positive candidate experience and to help elevate EUK's employer brand, we included a variety of activities into our retainer recruitment process. To ensure consistent and tracked communications we utilise our industry-leading CRM and applicant tracking system. We also responded regularly, within 48 hours of interview or enquiry, to keep candidates informed and supported in the application process. We have SLAs with candidates like we do with clients. For further insight we guided candidates to a bespoke EUK welcome video, for insight on company culture and value.

At interview stage, we held pre-interview videos with all candidates which could be viewed by EUK ahead of the first interview round. This created a warmer introduction and usefully provide insight for each meeting, allowing for deeper questioning. For successful applicants, we continue to liaise with them throughout their resignation period, on their 1st day, end of 1st week and monthly for 6 months. This allows us to address potential concerns, avoid drop-outs, and gather feedback.



CAMPAIGN STATISTICS

We automated a post-process feedback survey for both candidates and hiring managers (including Google Review). We sought direct feedback throughout to improve our approach to the search process. As shown in our stats, our offer to acceptance ratio outperformed other campaigns as did CVs to interview to placement in line with our usual performance. This improved performance showing the benefit of being retained and gaining an in-depth understanding of the requirements.



1.4 : 1

CVs sent to interview ratio.



3.3 : 1

Interview to offer ratio.



1:1

Offer to acceptance ratio.

10 IN 10

10 successful appointments in 10 weeks.