

THE CLIENT

FEDERATION OF MASTER BUILDERS

The Federation of Master Builders (FMB), the largest trade association in the UK construction industry. Having just placed a “Head of” level position in the team, the CEO entrusted us with a critical task-finding a replacement for their Director of Communications. We embarked on a retained search, collaborating closely with the FMB Exec team to identify the ideal candidate to champion the organisation and ensure continued credibility and influence for members.



THE CHALLENGE

Amidst difficult economic circumstances for the construction sector, with many current and potential members facing financial uncertainty, we needed to find and attract an accomplished Communications expert, excited by a purpose-driven challenge and the ability to lead and motivate a team. Holding a ‘Gold’ status in the Investors in People accreditation, values are at the heart of the FMB’s work so cultural fit was of critical importance.

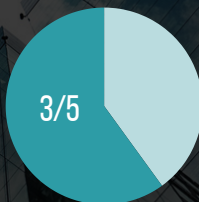
THE APPROACH

Our strategic approach involved collaborating with the incumbent Director of Communications to understand the opportunities and challenges of the role to truly establish the required skillset and mindset of their successor. Given the importance of the role in growing membership, it was imperative to manage the timeframe and transition seamlessly.

KEY STATS



Of the six candidates that were longlisted, five were selected for first stage interview.



Of the five shortlisted candidates, three were invited to second stage interview.



Within eight weeks the retained search was completed with a successful appointment.

THE OUTCOME

Our rigorous and strategic search process led to the identification of multiple appointable candidates and following a swift and well-structured interview process, the successful placement of an impressive candidate who had not only established their credibility in a high profile sector previously, but also knew how to navigate and integrate communications in a policy-led environment.