

CASE STUDY



Client: The Crown Estate

Positions: Public Affairs Manager within the Marine team

THE CLIENT

The Crown Estate own land and property, ensuring it is managed and invested in sustainably to deliver value to the nation over the long term. As an independent business they hold a unique role bridging the public and private sectors. We were appointed as their exclusive recruitment partner for a crucial hire, a Public Affairs Manager within the Marine team.

THE CHALLENGE

The hiring manager, new to The Crown Estate, expressed frustration after conducting two unsuccessful rounds of recruitment via another agency. Feedback from the previous agency was limited, which restricted the ability to identify pain points and refine the search. Our task therefore was not only to attract talent but also to restore confidence and streamline the recruitment process for The Crown Estate.

THE APPROACH

With specialist expertise of the Public Affairs market, we took a detailed role brief to grasp the unique requirements and challenges. Recognising the urgency, we shared example profiles early in the process, seeking prompt feedback to fine-tune our search strategy and align with The Crown Estate's expectations. We shared industry insights and trends, contributing valuable information to the recruitment process and enhancing our client's understanding of the competitive landscape. Open communication and collaboration were key to building out our market map and attracting candidates with specific subject matter knowledge.

A thorough search led to the identification of an accomplished government relations professional with relevant campaigning experience and a passion for the sector. A swift and efficient recruitment process meant a high-level engagement and resulted in a successful appointment. Our ability to assess and adapt to specific client needs, restored confidence in the recruitment process, and provide timely, high-quality results.

KEY STATS



1.5:1 ratio of CVs sent to candidates invited to interview



This project had a **1:1 offer to placement** ratio.



Within **three weeks** the first choice candidate was qualified and offered.