

CASE STUDY

Client: Energy UK

Position: Senior Public Affairs Manager

Point 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.



THE APPOINTMENT

Southern Water is the private utility company responsible for the public wastewater collection and treatment in Hampshire, the Isle of Wight, West Sussex, East Sussex and Kent, as well as the public water supply and distribution for approximately half of this area.

THE CHALLENGE

The Corporate Affairs team had considered a number of people for the vacant role of Senior Public Affairs Manager, but **had not found the right candidate**, despite using a variety of channels including direct work, MSP and other agency support. As such, **the vacancy had been open for a number of months**, becoming a critical requirement.

Our engagement coincided with the arrival of a new Head of Public Affairs. The company brought us in to explore the challenges it had experienced, and to help it attract and secure the right talent. We concluded that the main hurdles were a limited interest in the water sector (owing to prevailing sector issues) and the company's location in Worthing.

OUR PARTNERSHIP APPROACH

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.

KEY STATS



Five CVs were sent to the hiring manager for review.



Four people were selected for first stage interview.



The process took eight weeks from commencement to appointment.

MORE ABOUT MURRAY MCINTOSH

Founded in 2015, Murray McIntosh was established to offer a research-led, specialist recruitment service. Since then, we've earned a reputation as a trusted partner, working with clients ranging from innovative start-ups to global multinationals to secure the talent needed to deliver.

Our Policy, Public Affairs, Strategic Comms & Economics team deliver highly targeted support, backed by genuine insight and sector knowledge. Our consultants are fully equipped to provide a first-class recruitment service.

We also offer strategic, complimentary advice across recruitment process design, employer branding, and workforce planning. Our services cover both permanent and contract recruitment, tailored to meet the specific needs of each client.

We remain embedded in our markets by actively participating in industry events, panels, and working groups, keeping us informed, engaged, and always one step ahead.

GET IN TOUCH



Anna Kelly

Principal Consultant - Policy, Public Affairs,
Strategic Comms & Economics

 01184 381 007

 annakelly@murraymcintosh.com

 [Connect with me on LinkedIn](#)