



F J WILSON

Headhunting and
Talent Management Services

Recruitment Case Study

aat

The Client

The Association of Accounting Technicians (AAT) is a professional membership body that awards skills-based accountancy and financial qualifications. It is a major organisation, with 123,000 members in 90 countries and an annual turnover of £21.9 million (2011). AAT's members are represented at every level of the finance and accounting world, including students, people already working in accountancy, and self-employed business owners. AAT awards approximately 90% of all vocational qualifications in accounting and is sponsored by professional accounting bodies (CIPFA, ICAEW, CIMA, and ICAS).

The Context

AAT's Business Development team comprises Account Management and Sales teams. Following a robust review and successful trial of a regional approach in the Scotland/ North-East marketplaces, AAT decided a new approach was needed in order to increase student and member numbers and to drive commercial revenue.

The Recruitment Need

AAT wished to recruit:

- one new National Account Manager to manage seven field-based Regional Account Managers;
- four new Regional Account Managers.

AAT wanted to ensure that for all these roles:

- the best possible quality candidates were available for shortlisting;
- all candidates were benchmarked fairly and consistently, regardless of source;
- all candidates going through the recruitment process enjoyed the same high level of customer service and the best possible candidate experience.

To ensure these aims were met, AAT wished to be supported throughout the process by an experienced recruitment provider who could deliver reliably within tight timescales. FJWilson was engaged on an exclusive, retained, basis to deliver this recruitment project on behalf of AAT.

What we did

Our planning meeting with AAT enabled us to clarify all details regarding each post. We helped AAT to ensure that no elements were overlooked. We then agreed a detailed recruitment schedule to ensure that we delivered the best quality field of candidates on time.

Key items on the schedule included:

- agreement of key contacts in AAT and FJWilson;
- agreement of all Human Resources administrative detail, including: interview templates for each stage; the process for candidate travel expense claims; client-briefing remit and supporting documents; and the interview process itself;
- production of a search matrix for each role to guide the long-listing process;
- production and review of short-list;
- production of interview schedules for both rounds;
- provision of feedback at each stage in the process;
- co-ordination of interview rounds and psychometric testing;
- agreement of the process for engagement/on-boarding for the five successful candidates;
- debriefing on project, including presentation of project statistics;
- diarising timelines for each stage.

Our role in this project was not only to deliver, but also to act as a pro-active and responsive partner. We worked with AAT throughout the project to ensure that we responded rapidly to any changes requested. We also identified additional areas where we could add value – for example, in the ‘on-boarding’ process. We provided advice and feedback to ensure that the candidates’ experience was best-in-class.

The Results

5	Number of job roles
133	Total number of candidates approached/applied
120	Total number of candidates approached by FJWilson
22	Total number of short-listed candidates
100%	Of candidates shortlisted for interview, % provided by FJWilson
5.45:1	Ratio of FJWilson approaches: interview
5	Number of FJWilson candidates hired

AAT says

“The recruitment of a new regional account management team was a major new investment by the AAT. FJWilson appealed to us over the other agencies as they took the time to clearly understand our needs and the type of people we wanted in the team. Through their extensive network, they provided a high quality and enthusiastic short-list in a very short timescale.

Throughout the recruitment and selection process, we had regular dialogue and on-going support and regular suggestions to make things work better for us and the candidates.

We are very pleased with the quality of the new team and the positive contribution that FJWilson have made to the recruitment process. I would definitely recommend their approach as it adds value at every stage.”

Rob Alder, Business Development Manager, AAT

“I have and I will continue to recommend FJWilson to clients and individuals. Thank you for your help, support and communication every step of the way”

“If you ever need the service of recruiter for your organisation you will find that FJWilson will deliver on every level”

“FJWilson showed a depth of understanding and an intuitive approach to talent placement. They invested a great deal of time into ensuring the match between me and my new employer was a sustainable one”

“If you are looking for a recruiting partner who is professional and focussed on your needs, but also good fun, then look no further than FJWilson”

FJWilson’s ability to communicate the essence of the role and its opportunities, and the company’s organisation and culture, is unmatched in my opinion”