

**CHARITY** Recruit



**Case Study**



# Key Achievements

- Faced with the retirement of their long-standing CEO, Age UK Surrey required a sensitive and strategic recruitment approach to find a suitable replacement.
- Charity Recruit, specialising in senior appointments, was tasked by the Board of Trustees to identify and place a new CEO.
- The recruitment process demonstrated Charity Recruit's ability to handle sensitive transitions and to attract high-calibre candidates for pivotal roles in non-profit organisations.
- Charity Recruit's thorough and compassionate approach led to the successful appointment of a new CEO, ensuring continuity to the cultural shifts anticipated within the organisation.

# The Challenge



# Crucial but sensitive appointment

Replacing a CEO who had served for over 30 years, with 17 of those as the chief executive, presented a significant challenge for Age UK Surrey - a well-established charity deeply rooted in its community. The transition was anticipated to be a cultural shock for employees, board members, stakeholders, and the community, requiring a careful and compassionate approach.

The recruitment needed to be managed sensitively to honour the outgoing CEO while ensuring the new leader could adapt effectively to the existing culture and lead the organisation forward.

The Board of Trustees approached Charity Recruit, to find a candidate who was not only a strategic and creative leader, but who also held a deep understanding for the mission of Age UK Surrey and the community it serves.

The recruiter commented: “It’s been an absolute pleasure to work with Age UK Surrey. They have been extremely cooperative in providing as much information as possible about the role, and have stuck well to our agreed recruitment timelines, despite a challenging set of circumstances. The board were well prepared for their interviews which made my job a lot easier!”



# The Search



# Tailored Approach to Leadership Recruitment

Charity Recruit's approach to this sensitive CEO search included several key phases:

- **Strategic Planning and Consultation:** Charity Recruit worked closely with the board to outline the recruitment process, setting key milestones and timelines for each phase, ensuring clarity and structure from the outset.
- **Comprehensive Search:** Utilising headhunting, networking, and advertising, Charity Recruit cast a wide but targeted net to attract candidates with the desired blend of leadership skills and empathy for the sector.
- **Thorough Candidate Evaluation:** The candidates underwent a thorough evaluation process, ensuring they not only met the professional requirements but also aligned with the cultural and emotional intelligence demands of the role.
- **Shortlisting and Interviews:** A concise list of candidates was presented to Age UK Surrey, leading to six initial interviews. Feedback from the client highlighted the exceptional quality of the candidates, remarking that any one of them could potentially fill the post.
- **Final Selection:** The process concluded in a second round of interviews with the top two candidates, leading to a successful appointment that was well-received by all parties.

**Why choose us?**





# Systematic and thorough approach

The success of the CEO recruitment process for Age UK Surrey highlights Charity Recruit's specialised expertise in handling senior-level appointments within the non-profit sector. The approach was not only systematic and thorough but also deeply sensitive to the unique challenges posed by such a significant leadership transition.

By partnering with Charity Recruit, Age UK Surrey benefited from a recruitment agency that not only understood non-profit leadership recruitment, but also cared deeply about ensuring a smooth transition and a positive continuation of the organisation's mission. The process focused on open communication, high-calibre candidate selection, and accurate attention to both the emotional and strategic needs of the organisation.

Feedback from the client emphasised satisfaction with the smooth process, the quality of the candidates, and the overall management of the recruitment lifecycle, with the client commenting, "We were impressed by the quality of candidates that Charity Recruit sourced, which all met our brief and saved us countless hours. As a charity, cost is important and Charity Recruit's charges were excellent value for money."

**CHARITY** Recruit

**We'll help you find  
the perfect candidate**

If you're looking for your next senior leader within your charity, please talk to us about your requirements.

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