

CHARITY Recruit



KENNETH COPELAND
MINISTRIES

Case Study



"Working with Charity recruit took away all the stress and made us confident we had done a thorough search of the market before appointing our next CEO."

**Martin Hawkins,
Executive Director at KCM**

Key achievements

- Charity Recruit successfully appointed an internal candidate as Executive Director for Kenneth Copeland Ministries, following a highly competitive and transparent recruitment process.
- The recruiter demonstrated fairness and equity by running a full external search alongside the internal application.
- Charity Recruit ensured visibility and impartiality during selection, which proved the strength of the internal candidate.
- This placement has strengthened the leadership alignment during a critical period of transformation.

The Challenge



Finding More Than a Finance Professional

Kenneth Copeland Ministries Europe faced a delicate leadership decision as it set out to appoint a new Executive Director.

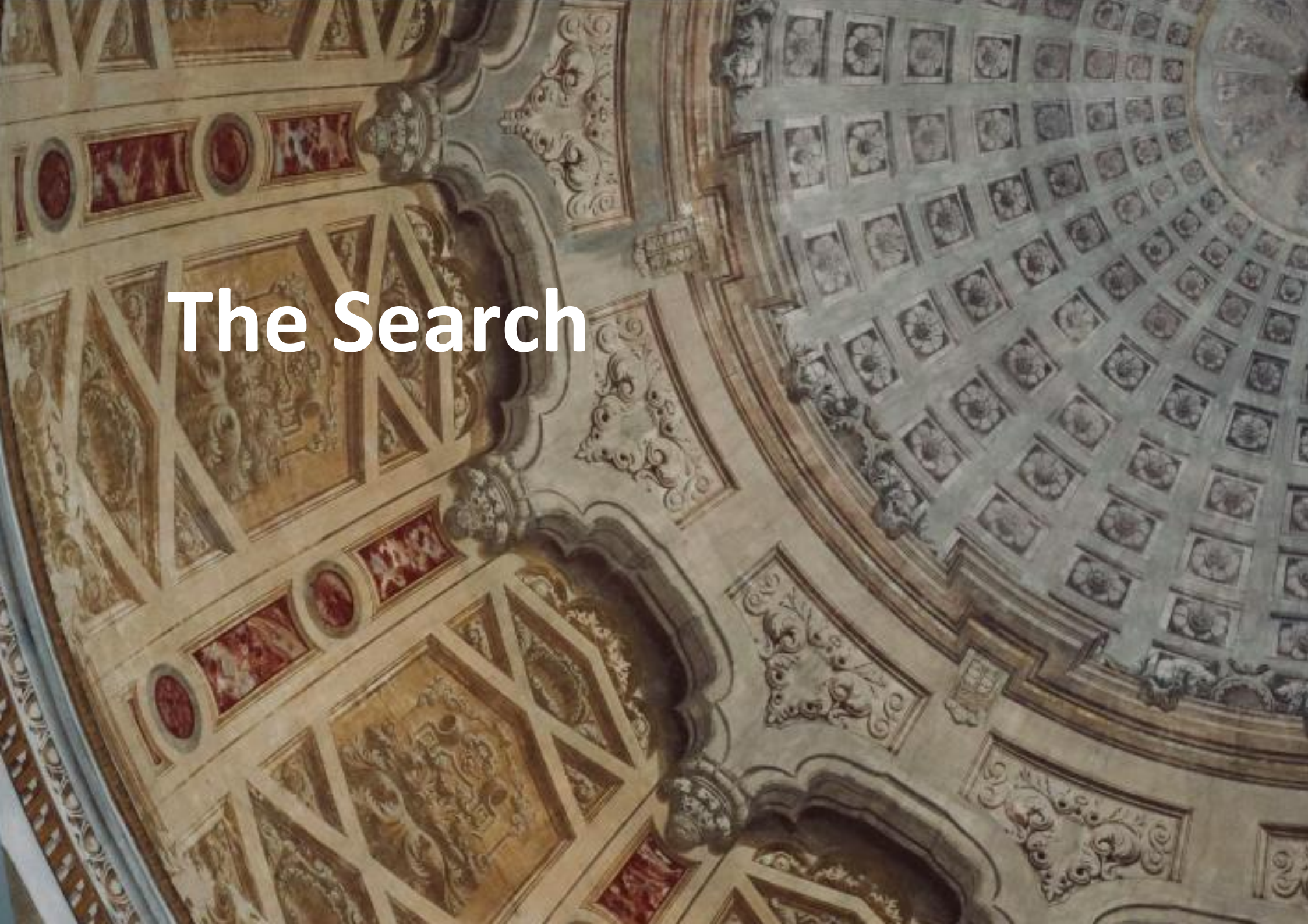
An internal candidate with extensive experience and strong alignment with the organisation's values was a clear contender, yet the Board was determined to run an open, competitive and transparent process rather than move straight to appointment.

It was essential that every candidate, internal and external, was assessed against the same standard and that the process itself reflected the integrity, equity and governance the ministry expects of its leadership. Maintaining trust and visibility among staff mattered as much as finding the right person for the role.

Our recruiter at Charity Recruit, explained the approach:

"This was a challenging brief in a very niche market but working with an engaged client really made the difference. Our deep network of candidates was really called upon with this role!"

The Search



The Recruitment Process

Charity Recruit partnered with the KCM Europe Board to deliver a fair and structured process from start to finish.

- **Discovery and Alignment:** A full review of the Executive Director role was undertaken, aligning expectations with strategic priorities for the ministry's next chapter.
- **Market Mapping:** A strong external search was launched alongside internal applications, ensuring a wide talent pool across faith-based and values-driven leadership sectors.
- **Candidate Assessment:** All candidates went through the same process, which involved application reviews, structured interviews and psychometric testing.
- **Accelerated Process:** The recruiter facilitated each stage with professionalism and discretion; offering clear, unbiased evaluations that helped the Board assess both the leadership potential and values fit of each candidate.
- **Final Selection:** Despite stiff competition from several strong external candidates, the internal candidate emerged as the outstanding choice, demonstrating not only specific alignment with KCM's mission but also exceptional operational and strategic leadership capabilities.

Why Charity Recruit?



Why Charity Recruit?

KCM Europe's leadership appointment shows how internal promotion can be tested and strengthened through a genuinely open recruitment process, with structure and impartiality built in from the outset.

Once the appointment was confirmed, Martin Hawkins, Executive Director at KCM, shared his thoughts on the process:

"Working with Charity recruit took away all the stress and made us confident we had done a thorough search of the market before appointing our next CEO"

A structured, impartial process gave the Board full confidence in its decision, closing the search with a candidate whose strength had now been proven against the wider market.

Sector understanding paired with genuinely open governance allowed Charity Recruit to help Kenneth Copeland Ministries Europe confirm its next Executive Director, giving the organisation both continuity and confidence in its leadership.



We'll help you appoint 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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