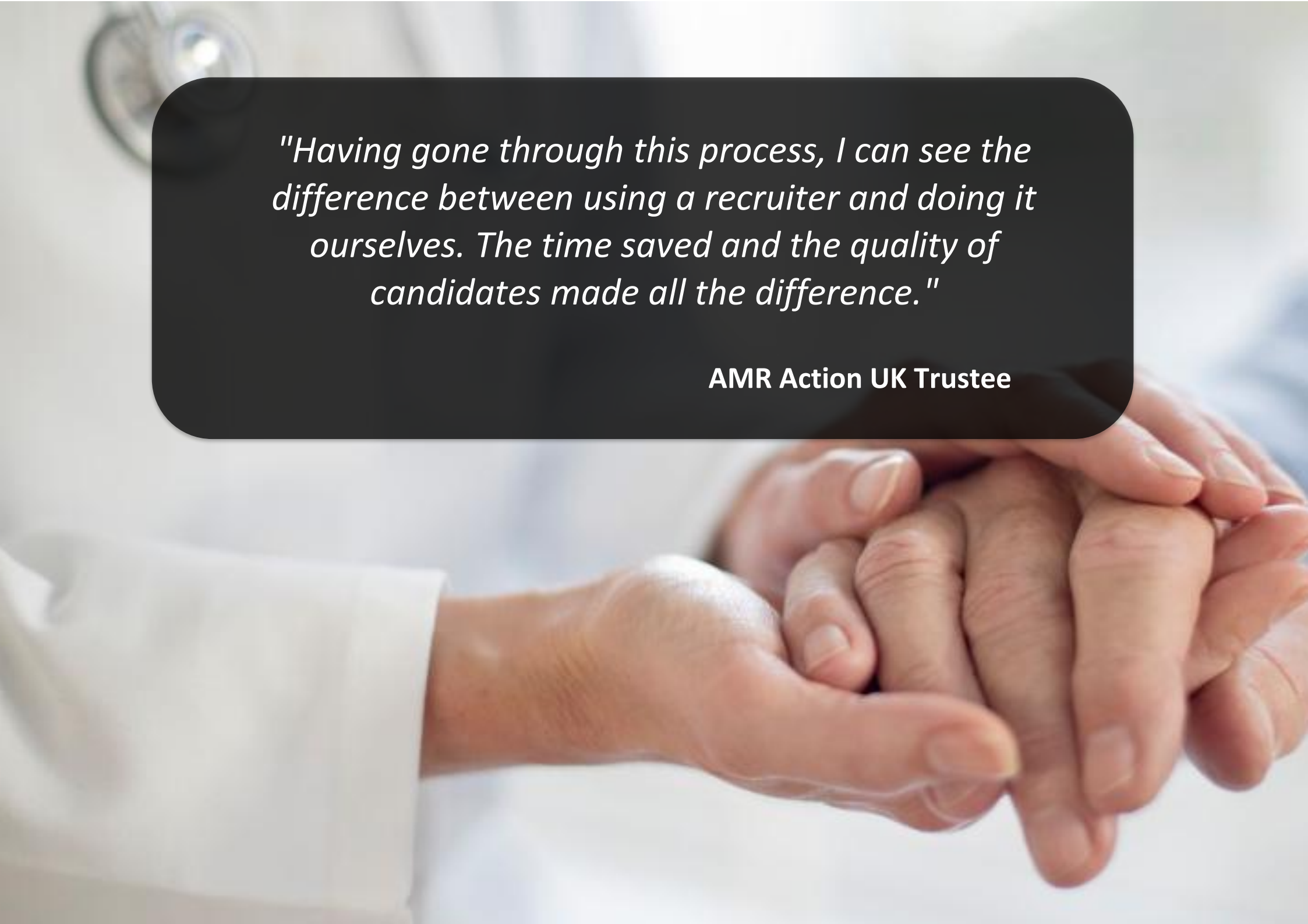
CHARITY Recruit




# Case Study


"Having gone through this process, I can see the difference between using a recruiter and doing it ourselves. The time saved and the quality of candidates made all the difference."
AMR Action UK Trustee

# Key achievements

- An interim Chief Executive was placed within a specialist health charity from a field of 286 applications.
- Charity Recruit combined advertising with proactive search across its senior charity network to build a genuinely broad shortlist.
- Two finalists were considered appointable without hesitation, giving the Trustees real confidence in their final decision.
- The appointment gave the charity stability and momentum during a critical leadership transition.



# The Challenge

# A Shortlist Built On Genuine Choice

AMR Action UK needed experienced interim leadership after its Chief Executive stepped down due to ill health.

The Board wanted someone who could provide stability from day one while also being prepared to challenge, develop and reposition the charity, continuing its shift from a research led organisation towards patient voice, advocacy and policy influence.

A successful candidate needed a rare mix of CEO level leadership, healthcare credibility, fundraising, advocacy and stakeholder management, plus the ability to lead a small remote team without a larger charity's infrastructure. The task was to find the person most likely to succeed in this organisation at this point in its development.

Our Recruiter at Charity Recruit commented:

*"We wanted the Trustees asking what kind of leader AMR Action UK needed next, not simply who looked strongest on paper, so the shortlist had to bring real breadth."*


The Search

# The Recruitment Process

Charity Recruit combined targeted advertising with proactive search across its senior charity network to build a genuinely broad shortlist.

- **Discovery and Alignment:** Charity Recruit explored what AMR Action UK actually needed beyond the CEO title, from Board relationships to income diversification and patient voice.
- **Market Mapping:** Advertising and proactive outreach across Charity Recruit's senior charity network built a field of 286 applications.
- **Candidate Assessment:** Conversations explored leadership style, interim credibility, fundraising, patient voice, policy engagement, Board fit and agility in a small charity.
- **Shortlist Depth:** Rather than presenting several similar candidates, Charity Recruit built a shortlist spanning NHS leadership, patient advocacy, fundraising, policy and organisational turnaround, giving Trustees a genuine choice of direction.
- **Final Selection:** Two finalists emerged as equally appointable, with the decision ultimately resting on which background most closely matched AMR Action UK's immediate circumstances and next stage of development.


Why Charity Recruit?

# Why Charity Recruit?

For AMR Action UK, the real value lay in reaching a decision the Trustees could stand behind with total confidence.

AMR Action UK Trustee:

*"Having gone through this process, I can see the difference between using a recruiter and doing it ourselves. The time saved and the quality of candidates made all the difference."*

The Trustees ended the process with two candidates they could appoint without hesitation, and the confidence to explain exactly why they chose one over the other.

That blend of sector credibility and rigorous search helped AMR Action UK secure the interim leadership it needed for its next stage of development.

CHARITY Recruit

# 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.

WEB: www.charityrecruit.co.uk
TEL: 0330 027 1535