

## Managing Director

### Somerset Waste Partnership

## Briefing

Somerset Waste Partnership is an innovative service, established in 2007 to manage waste services across Somerset. The first county-wide initiative of its kind, Somerset Waste Partnership are proud to be a leading provider of waste services and a pioneer of effective and efficient strategies.

To drive the next stage of their development, Somerset Waste Partnership commissioned Jobgopublic's SmartSearch service with the hope of recruiting a Managing Director. They sought an outstanding people manager with a wealth of experience in waste services, to drive efficiencies and seek new ways to improve their ambitious service.

## Solution

The SmartSearch team conducted a thorough briefing to determine the ideal candidate. A campaign plan was then put into place using search and candidate sourcing techniques, digital advertising and social media attraction to drive passive and active jobseekers to the job

advert and microsite. As it was such an important role, we created a bespoke microsite to narrate Somerset Waste Partnership's success story and give candidates in-depth information about the organisation.



## Results

 848

Site Visits

 1

Appointed

 22

Applications

 100%

Success Rate

## Testimonial

"We knew this would be a challenging campaign. The previous post holder was highly respected in the field and we thought it would be difficult to recruit a replacement. SmartSearch were given a tight timescale and still delivered a strong shortlist of applicants from around the country. We interviewed six applicants who were all of a high standard and made an appointment on the interview day.

I was particularly pleased with the way in which SmartSearch listened to our requirements and made sure these were included in the application details and shortlisting process. I was also impressed with the weekly updates on progress with the campaign. I would use SmartSearch again to search for and shortlist suitable candidates for senior roles."

**Paula Hewitt, Lead Director for Economic and Community Infrastructure & Director of Commissioning**

