

## Chief Executive

### Voice for Victims and Witnesses

## Briefing

Voice is a new company that provides support services to victims and witnesses in Northamptonshire.

They provide information, guidance, practical and emotional support through the criminal justice process and for as long as the individual requires.

The Voice commissioned Jobsgopublic's SmartSearch with the hope of recruiting a Chief Executive to take on an extremely important and influential role within the organisation. They needed an individual who was passionate about making a difference and could shape an organisation from scratch.

The SmartSearch team conducted a thorough briefing to find out exactly who they were looking for. After doing so, they used an array of search and sourcing techniques, digital advertising and social media attraction to drive passive and active jobseekers to the job advert.

The campaign proved to be a great success, with a strong shortlist of seven candidates and Voice being able to make an exceptional appointment.

## Solution



## Results

 1,245

Site Visits

 1

Appointed

 15

Applications

 100%

Success Rate

## Testimonial

"As a new business, it was important to find the right candidate to take on the influential role of Chief Executive. We knew that getting things right the first-time round would be crucial for the organisation and its future direction.

We chose SmartSearch for this role and have been thrilled with the service throughout.

SmartSearch start the process by taking an in-depth briefing, they then handle the whole process until final interview stage.

The briefing filled us with confidence that SmartSearch really understood what we were looking for. Their skill set and expertise was evident throughout the campaign and really assisted with our final decision in hiring.

By choosing SmartSearch we were able to reach an international audience that we would not have been able to if we had advertised in more traditional ways. As a result, we had a selection of 7 strong candidates to choose from.

Using SmartSearch we not only saved a large amount of resource, time and money it also allowed us to fill the role quickly.

The SmartSearch team were professional and responsive, keeping us up to date with our progress throughout the campaign. We would without a doubt recommend them to others and look forward to working with them again in the future.'

**Paul Bullen, Director for Delivery, Voice**

