



# Wrap

## A resourceful approach to recruitment

First established in 2000, WRAP is a registered charity whose vision is a world where resources are used sustainably. WRAP works in partnership with governments, businesses, trade bodies, local authorities, communities and individuals looking for practical advice to improve resource efficiency that delivers both economic and environmental benefits.

## The client's perspective

### Eileen Anderson, Head of HR and Organisational Development, WRAP

#### The brief

After our Director of Communications moved on, we took the opportunity to re-evaluate and restructure the wider team. This led to the creation of a new Head of Marketing role. We approached Allen Associates with the job description which not only gave an overview of the role, but also clearly set out the key accountabilities and core organisational competencies required as well as our essential and desirable criteria.

#### The approach

Allen Associates visited our offices and took a detailed brief, asking lots of pertinent questions, not just about the role but also about the type of person we were looking for and the attributes necessary to work well with the existing team as well as the organisation as a whole. It's always a good sign when an agency looks beyond the job description and considers team and cultural fit. Allen Associates were very focused in their approach and put forward a number of candidates, including Anthea Milnes. I worked closely with our Chief Executive to analyse and score 14 applications to come up with a shortlist. We invited Anthea and three other strong contenders to attend an interview, which included competency based questions, a secondary test and a presentation. The presentation was particularly challenging but Anthea really impressed us with her confident and articulate delivery. She stood head and shoulders above the other candidates and we were unanimous in our decision to offer her the role.

#### The outcome

We provided feedback to Allen Associates and discussed the package with them before liaising with Anthea direct. We had a lot of contact before she joined us. She came in and met with the directors and members of her team and was briefed on a major project which we wanted her to tackle as soon as she started. Anthea has taken everything in her stride and is already making a fantastic contribution to the business.

We have a long-standing relationship with Allen Associates, but they really proved themselves in finding Anthea for our new Head of Marketing role. They did not make any assumptions but instead focused on the specifics of the brief and delivered a first rate candidate. I rate them very highly.

**“I have always found Allen Associates to be responsive and to show great attention to detail. They take a thorough brief and remain focused throughout the process. They communicate regularly and thoughtfully, keeping me informed at every stage.”**

## The candidate's perspective

### Anthea Milnes, Head of Marketing, WRAP

#### The brief

Having worked in senior marketing roles in the higher education and publishing sectors, I was looking for a new challenge – ideally something a bit more creative and where I felt I was doing something meaningful. Allen Associates interviewed me and took the time to understand where I was in my career and what I wanted from my next role. I came away with a very positive impression. The consultant I saw was professional but friendly and easy to deal with.

#### The approach

When the position at WRAP came up, it was hugely appealing and I knew I wanted to go for it. Fortunately my application was successful and I was invited for interview. Allen Associates provided me with a thorough briefing and talked me through the interview requirements. I had a lot of questions, but the consultants were always very quick to get back to me and were knowledgeable and informative.

The interview was a very positive experience. Being interviewed by a panel of three women was also a first.

#### The outcome

I was delighted to be offered the role at WRAP and grateful to Allen Associates for providing me with so much support. WRAP is full of bright people which makes for a stimulating working environment. It is a great organisation which is making a big difference in the world, especially in areas such as climate change and waste prevention. I am loving my role and feel like I am helping to make a difference.

**“Allen Associates was thorough and professional throughout the process, from my first meeting with them to my interview preparation and final negotiations. I had an excellent experience and will definitely use them to recruit in future.”**

For more details about how Allen Associates could help your organisation recruit specialist Marketing staff, please contact our **Marketing consultants** on **01865 335600** or visit **www.allen-associates.co.uk**