



OEE consulting

Head of Marketing

OEE Consulting is a specialist business improvement and transformation firm which helps leading brands improve customer experience and strategic outcomes, through operational excellence.

OEE helps its clients dramatically change the way they work to help them refocus their businesses on what is most important. From organisational design to productivity increases and bespoke training solutions, OEE helps embed change to achieve a culture of continuous improvement and excellence.

The Client's perspective

Duncan Burtoft, Operations Director, OEE Consulting

“The support I received from Allen Associates was excellent. Their ability to understand the brief at the right level was very good and this was reflected in the quality of the people they put forward. They were all relevant and could all have done the job. Allen Associates definitely added value to the recruitment process.”

The Brief:

As a management consulting firm working in the field of operations, predominantly in the service sector, I'd like to think we're pretty good at recruiting consultants and operations specialists. However, we are less experienced in recruiting support staff and that's where Allen Associates has proved to be a real asset. They had previously helped me, very successfully, with a senior administration role and so I had no hesitation in approaching them when our Head of Marketing role came up. I provided a detailed description of the role and briefed them to provide me with a list of quality candidates.

The Approach:

Allen Associates impressed me with their ability to understand the intricacies of what we were looking for. They didn't bombard me with candidates hoping someone would stick. Instead they were thoughtful and highly selective about who they put forward and I got the impression that they had met and got to know every candidate.

Allen Associates provided me with eight CVs. On paper, all the candidates were strong contenders for the job. The next step was to assess their fit for our business and I wanted to 'own' this part of the process. We have an in-depth and rigorous recruitment process which we put all our consultants through and as this was a senior hire, we felt it was important that we applied the same approach to our Head of Marketing candidates.

We took the candidates through a two stage process comprising online cognitive reasoning tests, a telephone-based interview, written exercises and a face-to-face, panel interview with members of our management team. Robin Harrison emerged as the clear favourite and from there, we put him through a half-day session with a business psychologist, as we do with all our permanent hires, followed by a series of informal, off-site meetings with some of the company's directors.

The Outcomes:

We were delighted to offer the role of Head of Marketing to Robin and involved Allen Associates again at this point. Robin is settling in very well and is proving to be exactly what we were looking for. It feels as if he has worked with us for a long time which is usually a good indication of a positive match. Although we handled the assessments ourselves, Allen Associates added real value to the process by using their considerable contacts and know-how to come up with strong and relevant candidates.

The Candidate's perspective

Robin Harrison, Head of Marketing, OEE Consulting

“Allen Associates takes great care in the way they select candidates which sets them apart from other agencies. It's also rare to find a local agency with a specialist marketing recruitment division.”

The Brief:

I've known Allen Associates for quite some time, having used them in a previous role to recruit people at various levels within marketing and other areas at an Oxfordshire-based plc. I left corporate life a few years ago to launch a start-up company in Australia and then, on my return to the UK, joined the board of a high-growth clothing brand based in Cornwall, before returning to my roots in Oxfordshire where I set up my own marketing consultancy, working for clients such as the BBC. Despite its success, I knew I'd be tempted by an in-house role provided it was sufficiently interesting and at the right level. I wasn't in a hurry as I wanted to wait for the right role, and I knew it would be difficult to find roles at this level in Oxfordshire.

The Approach:

When Allen Associates contacted me about the Head of Marketing role at OEE Consulting, it sounded perfect. The business has a stellar client list and a fantastic culture, and the role appeared to be both interesting and challenging. I applied for the role and made it through the various stages of the assessment process.

I was impressed with Allen Associates' ability to match me with the role at OEE. I like the fact that Allen Associates is Oxfordshire-focused and that they have a specialist marketing recruitment team. I'm also impressed by the care they take in selecting candidates. Their approach is far more comprehensive than many agencies I've dealt with.

The Outcomes:

After a couple of months, I am thoroughly enjoying the new role. We've just launched the new brand which will underpin the next stage of growth for the business. It's an exciting time for OEE Consulting and there are some big projects planned for next year.

I'm really pleased Allen Associates approached me about the role, and I will definitely consider using them again if I recruit into my team.