

“Working with Aegis was a very pleasant and successful experience. In a single meeting, their consultant acquired an extensive understanding of our work, the person we wanted to recruit and the role they would play within the existing team.

Aegis provided a rich and diverse selection of suitable candidates, any one able to add value to our business. Together with sound advice on the best recruitment methods and strong support throughout the process, this ensured that we immediately turned to Aegis to help us recruit for another senior role. And they did just that!”

BEVERLEY HALL, HEAD OF SURFACE TRANSPORT COMMUNICATIONS
TRANSPORT FOR LONDON

THE BUSINESS

Transport for London (TfL) is responsible for most of London’s transport systems. An impressive management team is driving a visionary change strategy to deliver a safe, reliable, integrated service for the millions of people who live, work in, and visit London.

Surface Transport is the most diverse of TfL’s operating divisions. It is responsible for the world’s largest bus system; manages and maintains London’s major roads and its streets; runs Congestion Charging, River Services, The Public Carriage Office, Croydon Tramlink, Victoria Coach station and many other services.

With such a disparate group of businesses, excellent communication is one of the essential elements in the success of the division.

THE BRIEF

Aegis was briefed to appoint a Head of Stakeholder Engagement in Surface Transport Communications, responsible for leading a team conducting the consultation and liaison work with a variety of stakeholder groups. The aim was to improve customer satisfaction and the quality of service delivery, through a framework of valued partnerships, effective communication, proactive engagement and responsive issue resolution.

A high profile role, candidates had to have a blend of strategic thinking, grounded pragmatism and commercial acumen, together with proven interpersonal abilities, leadership and communication skills to win the trust, credibility and confidence of all stakeholders. It demanded someone able to react quickly to changing situations, juggle multiple tasks and resolve conflicting demands.

THE RECRUITMENT SOLUTION

Candidates could potentially come from a wide range of sectors and organisations, so Search would not generate a sufficient spread of suitable people. We therefore used an advertising-led solution.

The recruitment strategy challenged candidates to set aside any preconceptions about TfL and see it for what it is – a unique career opportunity in a unique organisation, where they can have a measurable impact on the success of a historic transformation.

The advertisement targeted candidates in comparable roles. Its wording and design assertively gained their attention, attracting and motivating the right people to apply.

It used a ‘mirror’ style of writing, giving little detail about the job or organisation; instead it described the qualities and characteristics of the person, in effect saying to the right candidates “this is you, isn’t it!” It didn’t identify TfL to avoid prejudgement and allow us to ‘sell’ the opportunity strongly, without being bound by corporate language.

THE RESULT

This recruitment strategy succeeded in attracting and engaging applications from a wide variety of experienced candidates, all with track records of success in managing stakeholder communication and relationships.

The interviews with the Aegis consultant probed, assessed and verified the essential skills and their transferability to TfL. As a result, the shortlist provided an array of very different people from a broad range of backgrounds, from which our client was able to make a well informed choice and achieve an excellent appointment.