



# Maritime & Coastguard Agency

High demand for digital transformation skills can make it difficult for the public sector to attract the right talent. This case study explains how Global Resourcing provided a solution for the MCA.

The Maritime and Coastguard Agency (MCA), based in Southampton, was seeking an Executive Director of Technology to lead their digital transformation strategy. This was a new position that would play a pivotal role in the creation of the 'Future Coastguard' programme to ensure a coastguard fit for the 21st century.

## **Attracting the right talent**

Recognising that the right calibre of candidate would be challenging to find, not least because of the location outside of London, MCA appointed Global Resourcing to manage this critical appointment.

Global Resourcing worked with MCA to create an eye-catching and vibrant campaign that would appeal to the tech community. They undertook all project planning, from timelines to document creation and advertising, working to the highest standards, as a valued and expert partner.

Global Resourcing accessed their extensive network of digital leadership professionals, conducting market mapping to develop a targeted approach. This included their national Women-In-Tech network and a proactive approach to encouraging applications from Black, Asian and Minority Ethnic (BAME) and other under-represented groups to ensure diversity within the candidate pool.

## **A successful campaign**

Despite the role being based on the South Coast, the campaign generated 444 initial expressions of interest from a diverse cross section of industry professionals. This resulted in 122 full applications, of which 12 were taken through to the first interview stage.

These interviews were conducted by Global Resourcing on-site at MCA, and 6 candidates with a 50/50 gender split were then invited to a panel interview. Individual leadership assessments were conducted to ensure that MCA could be confident in their final decision.

The successful candidate was appointed from the private sector and has taken up their new position with the MCA. Another candidate who applied under the Disability Confidence Scheme was offered an alternative role.

The campaign was completed in 9 weeks, which is a very swift turnaround for a crucial and dynamic leadership role within an exciting and innovative organisation.

The success and speed of this appointment has led MCA to use the Global Resourcing again to fill a band 6 post.

Matthew Briggs, Director of Human Resources, Estates and Health and Safety at MCA said:

*“We have worked very closely with Global Resourcing over the last year to identify, attract and ultimately recruit a number of important senior and specialist roles. Their flexibility, positive attitude and efforts to understand our business and specific requirements have resulted in some great staff being recruited, and a much better marketplace brand for MCA.”*