



CASE STUDY

NICHE SKILLS IN SOCIAL HOUSING

Newport City Homes



Their challenge: finding candidates with niche skill sets



We hear you: some roles are tougher to fill than others, right? As recruitment specialists in social housing, we understand the challenges housing associations face when identifying candidates with niche skills.

When Newport City Homes asked for our help, they had been through the mill trying to recruit for a **Senior Procurement Advisor** role. They were up against a number of **challenges**:

- ◆ Low response rate to online adverts
- ◆ Struggling to attract candidates with the right skill, values and experience
- ◆ Difficulty competing with private sector salaries

The **impact** of the delayed turnaround led to...

- ◆ Added pressure on Anna, their sole recruitment officer, and the HR team
- ◆ Increased pressure and workload on the procurement team and management
- ◆ Delays in starting and completing time-sensitive projects

After pouring sweat and tears into their recruitment campaign, Newport City Homes recognised the need for our help. It was time to do it **#TheMoxieWay!**



Anna Griffin
Recruitment Officer
Newport City Homes

So, why Moxie?

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They work specifically with social housing, third sector and charity providers. They understand a hard sell isn't gonna work for us (...) they really are a values-led recruitment agency looking to make a difference for people.

Anna Griffin - Recruitment Officer

14 years of experience combined of dedicating of our time and effort to uniting housing associations and charities with the very best talent. We've made it our 9-5, so you can get back to doing what you love!

We search, you hire. We actively search for your perfect fit within our extensive network and talent pool. Active or passive job seekers, transferable and niche skills, we know where to find them! A one-stop-housing shop.

Your recruitment rock. We know competing with other industries isn't easy. Our friendly customer-focused approach allows us to put you forward as the employer of choice, whilst spreading the word of the countless benefits a career in social housing offers. Matching great jobs with good people, that's our motto!

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Great service from truly socially driven people that took the time to get to know us, and with whom we've established a successful, friendly partnering relationship.

Anna Griffin - Recruitment Officer

Oh, and did we mention we believe in recruitment for good? We're a new breed of socially-conscious recruiters, and are proud to add value to the housing and charitable sectors through amazing new talent. For more on our purpose and social impact [click here!](#)

If you'd like to chat about your recruitment needs, you can reach us at:

Rich Thomas (Co-Founder) at rich@moxiepeople.com

07305 427 757 or 02921 602 111



A winning solution: The Moxie 4-Step Process

1. First, we listened.

Role-briefing is the first step of our consultative approach. Before jumping in, we sat down with Anna over a brew to learn about their specific needs, challenges and what makes them stand out as an employer. As Newport City Homes were competing with other housing associations and private sector businesses, this was key!

2. An epic recruitment strategy.

Once we had the lowdown on Newport City Homes and the role, we tailored a recruitment plan involving:

- Advertising on LinkedIn, Twitter, CV Library, Total Jobs, Indeed, and [our website](#): no stone left unturned!
- Engaging with contacts in our ever-growing active talent pool, who we knew would fit the bill.
- Proactively searching for passive and non-active candidates, in and outside our network.

3. A carefully crafted shortlist.

After our market analysis we presented a curated candidate shortlist. In the words of Anna: "(...) Moxie sent over seven candidates all suitable for interviewing. It was the volume and also the quality that was great, something we definitely couldn't find ourselves (...) the fit culture fit also has been really, really spot-on!"

Building people up by supporting our candidates every step of the way: employability advice, interview prep, encouragement and constructive feedback are hugely important to us. We're here to be an extension of your (already) incredible team. A peek into what working with you is like!

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The candidates were so well informed and prepared before the interview (...) we've also had that great feedback from candidates that Moxie had been this great service for them as well.

Anna Griffin - Recruitment Officer

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They gave me so much knowledge on the association and the benefits I'd be getting as an employee...even small insights like projects they knew I'd be involved in.

Gary Snoad Jones - appointed Senior Procurement Advisor



4. Post-placement care and onboarding.

We take away the stress of preemployment checks. Sit back and let Moxie take care of the fiddly bits for you!

Employee onboarding can be the make-or-break of a new hire. So even after the placement was signed and delivered, we ensured all parties were happy and settling in well! Any excuse for a good old natter, really...

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It mostly was the human element (...) from initial talks all the way through to now, I still have conversations with the guys at Moxie on how I'm doing, how we're all coping with the lockdown...they've even invited me to meetings and webinars they think I'd benefit from. Their ethos really is do good, and good things will happen!

Gary Snoad Jones
Senior Procurement Advisor

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The happily ever after...

- ✓ Pressure relief for the whole team and their projects to get back on track
- ✓ Ensured job satisfaction through an outstanding candidate experience
- ✓ A two-week turnaround from our first chat until an accepted offer by their perfect-fit

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It really was a relief when he could get on-boarded really quickly and successfully, and relieve that pressure in the team. I'd definitely recommend people to use Moxie (...) and will continue to do so! I've also recommended them a couple of candidates because I know how well-connected they are in the sector.

Anna Griffin - Recruitment Officer

Don't just take our word for it. See for yourself!



Watch Anna's employer testimonial [here!](#)



Watch Gary's candidate testimonial [here!](#)

If like Newport City Homes, you're struggling with a tough-to-fill niche role...

...our inboxes and phone lines are always open!

Visit our website and start your Moxie journey with us by clicking [here](#).

...or chat to us directly at:
info@moxiepeople.com
02921 602 111

