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C A S E S T U D Y

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HERIOT-WATT UNIVERSITY

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CASE STUDY

HERIOT-WATT UNIVERSITY

The Company

Heriot-Watt University is a leading research-led university with five global campuses in the UK, Dubai, and Malaysia. It offers students unparalleled opportunities for mobility during their study and research, and works at the frontiers of global educational delivery with 28,000 students in total.

The Challenge

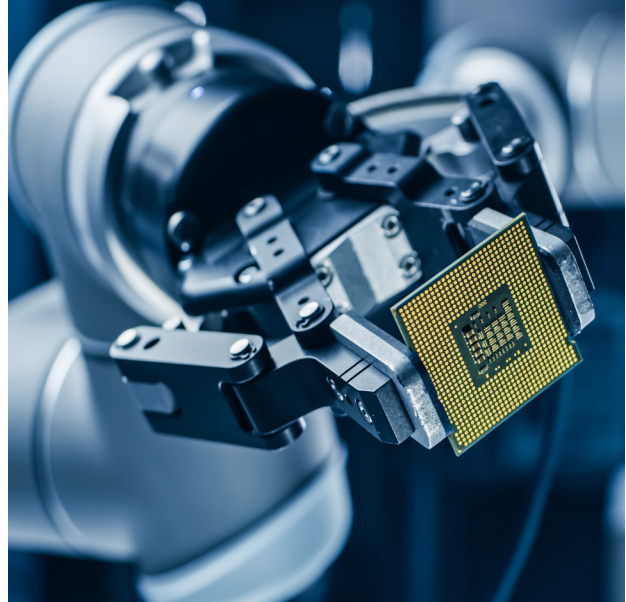
Post a previous campaign undertaken directly by the university, Eden Scott was engaged to support Heriot-Watt to return to market and source, select and ultimately engage a Head of Business Development. The successful individual was ideally to have a first class combination of experience gained within both private and public sectors and with a broad range of skills and experience focused on ensuring effective business growth, client acquisition and retention across multiple sectors whilst leading, mentoring and developing a team of talented Business Development Managers.

Eden Scott undertook a comprehensive recruitment campaign with a focus on maximising all routes to market but with the vast majority of all recruitment activities focused on either direct approaches to a broad range of potential candidates but also networking throughout both our own, client and extended stakeholder groups.

The Process

Post an extensive candidate mapping exercise, the recruitment process involved a robust selection process;

- Initial informal call with Eden Scott's specialist recruiter to understand relevant experience, skills, knowledge and personality fit
- In depth follow up Teams call, again with the same specialist recruiter, to gain an enhanced in-understanding of the candidate's background and experience in relation to the post, longer term career



aspirations and to afford the candidate with detailed understanding of Heriot-Watt as an organisation and the key duties, responsibilities and deliverables within the post

- Regular weekly diarised update meetings between Eden Scott and the client stakeholder group culminating with a shortlisting meeting to agree associated candidate shortlist
- 1st stage "informal" half hour Teams interviews between the candidates and client
- Final stage formal interviews with candidates further shortlisted from the initial meetings including presentation

Success

Post the robust recruitment campaign, a candidate was successfully appointed with the extensive background and experience the client was seeking to ensure success in the post but also with an extensive network affording further business growth opportunities for the university. In addition, post the suWWccessful incumbent commencing employment, Eden Scott's specialist recruiter was further retained to recruit Business Development professionals to meet the divisional growth plans.