



Appointing a Business Analyst for Link Group

CASE STUDY

Contents

OUR DELIVERY TEAM	3
BACKGROUND	5
CHALLENGES	7
ACTIONS	9
RESULTS	11
TESTIMONAL	13



Our Delivery Team



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Senior Business Director

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Specialisms:

- Data Analysts, Engineers, Scientists & BI Developers
- SQL, Data Warehousing, ETL, Modelling & Architecture
- HR, Workforce & HESA/Higher Education Data specialists
- AI, ML, GenAI, LLMs, MLOps & AI Product professionals
- Heads of Data, Analytics Leaders & CDOs



Neil McQuillan

Senior Business Manager

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Specialisms:

- Microsoft Dynamics 365 CRM professionals
- Blackbaud Raiser's Edge specialists (Charity sector)
- SharePoint, M365 & Modern Workplace experts
- Power Platform, Copilot & Automation consultants
- Solution Architects & Digital Transformation leads



Fraser Lang

Business Manager

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Specialisms:

- Workday, Oracle, Unit4 & iTrent specialists
- Finance, HR, Payroll & Procure-to-Pay professionals
- SITS & Higher Education student systems experts
- ERP Project Managers, BAs, Consultants & Solution Architects
- ERP Transformations, Migrations, Upgrades & Integrations



Steven Hughes

Senior Consultant

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Specialisms:

- Salesforce Admins, Developers, Consultants & Architects
- .NET, Java, Python & Full Stack Developers
- DevOps, Platform, Integration & API Engineers
- Technical, Solution & Enterprise Architects
- QA, Test Automation & Software Delivery specialists



Leigh Dickson

Business Manager

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Specialisms:

- Business Analysts across Digital, IT, Data & Change
- Project & Programme Managers delivering transformation
- PMO Analysts, Managers & Project Planners
- Scrum Masters, Agile Coaches & Delivery Managers
- System Integration, Migration & Target Operating Model programmes
- Product Owners, Service Owners & Transformation Leads



Matthew Reilly

Associate Consultant

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Specialisms:

- 1st-3rd Line Support, Service Desk & EUC specialists
- Infrastructure, Network & Azure Cloud Engineers
- Cyber Security Analysts, Engineers & Architects
- ServiceNow, M365, Intune & Entra ID experts
- IT Managers, Heads of IT & Operations Leaders

Background

Link Group engaged Morgan Hunt to recruit an experienced Business Analyst to support a major transformation programme covering both a Procure-to-Pay (P2P) implementation and a Housing Management System project.

The role required a strong blend of business analysis expertise, housing sector knowledge, stakeholder engagement, and experience delivering complex systems and change programmes. The successful candidate needed to quickly understand the organisation's operating environment and support the delivery of key transformation objectives.



"Our purpose is to provide a wide range of affordable and accessible housing services and create an environment which our customers can proudly call home."



Challenges

The recruitment of a Business Analyst for Link Group required a highly targeted approach due to the specialist mix of skills and the nature of the transformation programme.

Key challenges included:

- Requirement for a Business Analyst with a combination of housing sector knowledge and experience delivering complex systems and transformation projects
- Need for Procure-to-Pay (P2P) experience, a niche skill set within the Scottish market
- Short initial contract duration, creating uncertainty for candidates despite the potential for extension
- Requirement for regular office attendance, reducing the available pool of suitable candidates in a market where hybrid working is preferred



Actions

To overcome these challenges, we implemented a structured and consultative recruitment campaign combining targeted sourcing, market insight, and close stakeholder engagement.

Our approach included: →

1.

Conducted a detailed discovery session with stakeholders to confirm project objectives, technical requirements, and role expectations

2.

Provided market intelligence on candidate availability, contract conditions, and the challenges of sourcing Business Analysts with housing and P2P experience

3.

Developed a targeted search strategy across housing, public sector, and transformation professionals in Scotland and the wider UK

4.

Launched a targeted advertising campaign across specialist job boards and professional networks

5.

Leveraged Morgan Hunt's database and housing sector network to engage relevant Business Analysts with transformation experience

6.

Conducted detailed screening interviews to assess technical capability, stakeholder engagement, and project delivery experience



Results

Morgan Hunt successfully delivered a high-quality Business Analyst with the specialist housing and transformation experience required to support Link Group's key programmes.



Successfully appointed an experienced Business Analyst with strong housing and transformation programme experience

Secured a candidate with the right blend of business analysis, stakeholder engagement, and systems implementation expertise

Enabled continuity across both the Procure-to-Pay and Housing Management System projects without disruption

Provided market insight and consultative support to help the client make informed hiring decisions in a competitive market

Candidate quickly embedded into the project team and delivered immediate value, receiving positive stakeholder feedback and contract extensions



Testimonial

“Morgan Hunt have been a strong partner to Link Group across IT, Data, Project Management and Business Analysis.

What stands out is their specialism in the housing sector, they understand the challenges of working within social housing and consistently deliver candidates who can add value quickly.

Their approach is collaborative, responsive, and aligned to our long-term digital ambitions, which gives us real confidence in their support”

Ken Fox
Director of IT, Link Group

