

Royal College of Occupational Therapists Recruitment Support

CASE STUDY

Championing
occupational

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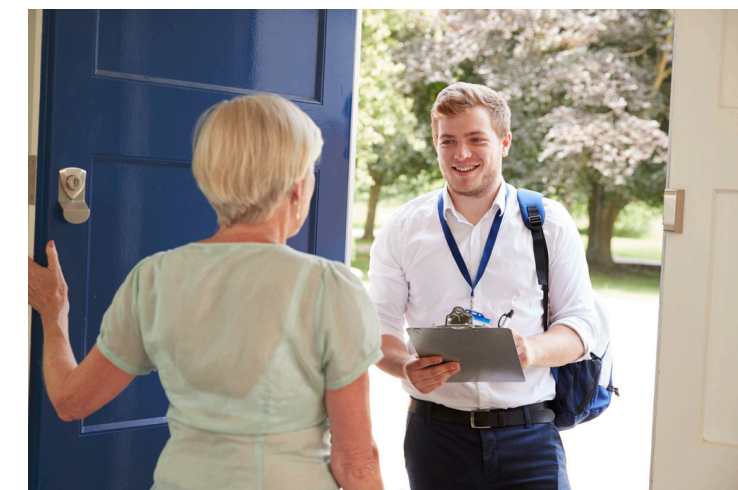
Background

The Royal College of Occupational Therapists approached Morgan Hunt following our ongoing partnership to support with the appointment of a temporary Marketing and Communications Officer.

The Marketing and Communications team had experienced several staff departures and, due to a potential team restructure, the organisation was unable to commit to a permanent hire at that stage. The requirement was therefore for an experienced temporary professional who could provide immediate support across a broad marketing and communications remit.



*"We have a vision,
that people
everywhere value
the life-changing
power of
occupational
therapy."*



Challenges

The Royal College of Occupational Therapists needed an experienced temporary Marketing and Communications professional who could quickly support a busy team during a period of change. The combination of previous recruitment issues, budget limitations, and a limited candidate pool made the role particularly challenging to fill.

Key challenges included:

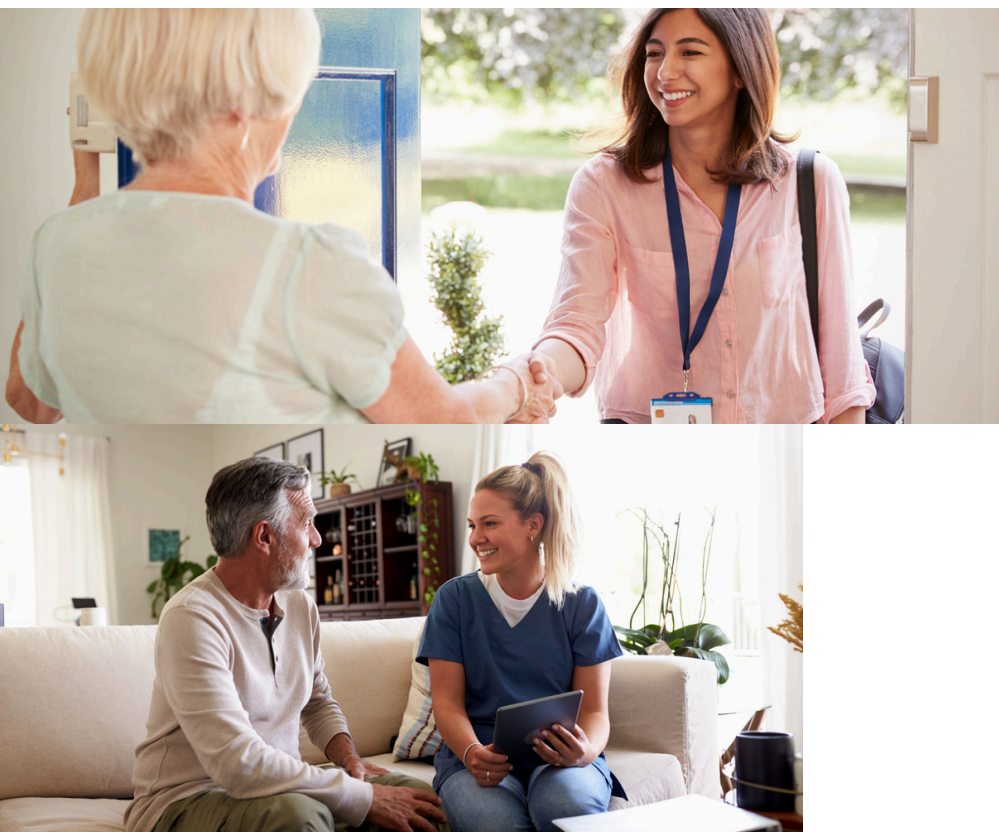
- Previous experience with another contractor had reduced trust in agencies and temporary staff
- The organisation only wanted to advertise the role initially as a 3-month contract despite a longer-term requirement
- Limited candidate pool with experience across the full marketing and communications mix, particularly digital skills
- Salary bandings restricted the budget available for the role
- Short contract length created uncertainty within the candidate market
- Need to identify a candidate who could start quickly and perform effectively in a fast-paced environment



Actions

We worked closely with the Royal College of Occupational Therapists to manage expectations, agree a clear process, and quickly identify candidates with the right marketing and communications experience for the role.

Our approach included: →



1.

Conducted a detailed briefing meeting to understand the role requirements and align expectations around salary and candidate experience

2.

Advertised the role immediately across relevant job boards and marketing channels

3.

Contacted 30 candidates from our internal database and proactively headhunted suitable professionals from relevant organisations

4.

Submitted CVs within 24 hours to support the urgent recruitment timeline

5.

Arranged meetings with the client to review candidate strengths, agree interview feedback, and coordinate interview slots

6.

Managed all compliance, referencing, and onboarding checks, making the successful candidate fully compliant within 48 hours

Results

Morgan Hunt successfully delivered a suitable candidate within a challenging market, rebuilding confidence in temporary recruitment and providing immediate support to the Marketing and Communications team.



Submitted a longlist of 5 suitable candidates within 24 hours

3 candidates progressed to interview, resulting in a successful appointment

The successful candidate was fully compliant within 48 hours and started as soon as IT access was approved

The contract was extended multiple times, ultimately lasting 6 months

The appointed candidate received excellent feedback and references from the organisation

