

Acre Resources

# Executive Search Management



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# Executive Search Management

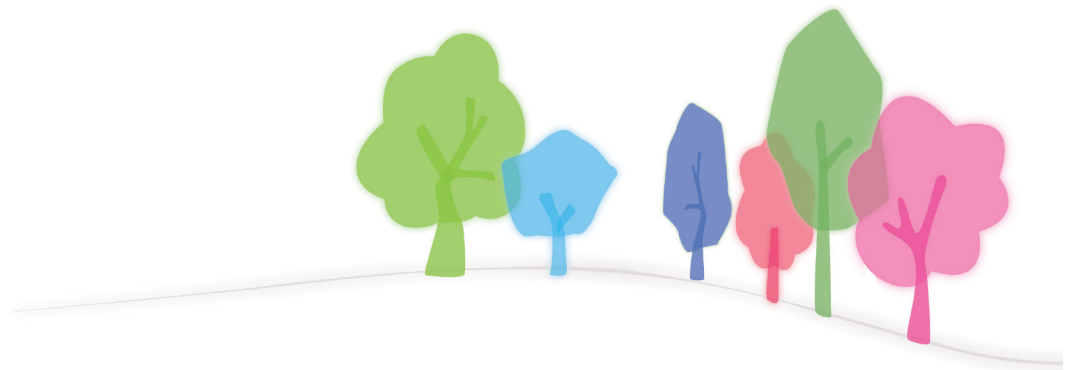
Finding the very best candidates for leadership and senior management positions is a challenging process, and critical in ensuring success for any business.

Acre's Executive Search Management offers clients an unrivalled solution to secure the right candidates for senior appointments in the fields of climate change & energy, sustainability & CR and environment.

With an unrivalled track record across the globe, our senior search consultants and researchers are experts in managing high-level executive search projects, ensuring confidentiality and guaranteeing results.

Acre's reach in the sustainability community enables us to source otherwise inaccessible individuals - candidates who are not actively seeking a job change, but are ideal for your senior management position.

We understand the challenges of senior level hires within this space; sustainability, climate and environmental issues span a range of business disciplines, departments and geographical boundaries. Acre's high level of expertise and truly consultative approach ensure that we understand your needs and provide you with a complete and bespoke solution.



“Tesco has worked with Acre on a number of assignments in the areas of Energy and Sustainability and we have been impressed with their level of service and by the calibre of candidates that they have introduced to us. Acre’s consultants have demonstrated an in-depth understanding of the Green market place and their professionalism makes them our first choice partner in this challenging area of recruitment.”

Recruitment Manager  
Tesco Property

“I have always been impressed with the quality of candidates sent to me by Acre, and I have employed three of them so far. Acre has risen rapidly to become the most specialised CR recruiter in the UK, filling a void in the market. I rely on the team to know the CR / CSR subjects well, and filter the CVs, which ensures that I don’t waste my time with poor candidates. I would have no hesitation to recommend Acre to anyone looking to find new people in the Sustainability field.”

Head of European Sustainability Affairs  
Samsung

Acre has been leading in the area of ‘green’ recruitment since 2003. We have built an unsurpassed reputation and placed hundreds of professionals, many of whom are now amongst the most influential leaders in the space.

## About Us

We have an unrivalled understanding and commitment to the sectors in which we specialise. We are passionate about our work and conduct innovative research to help advance our sectors. For example, we compile market leading reports including the CSR Salary Survey [www.csrsalarysurvey.com](http://www.csrsalarysurvey.com) and Carbon Salary Survey [www.carbonsalarysurvey.com](http://www.carbonsalarysurvey.com)

We have a dedicated team based in Central London and Chicago. Our staff have extensive experience and our understanding of recruiting in the sustainability space is second to none. Since 2003, we’ve built long-term partnerships with some of the world’s largest organisations as well as with innovative start-ups.

With the largest and most established global network of sustainability professionals, we have fast access to the cream of the world’s talent with a range of backgrounds, including technical, communications and commercial specialists. We use all appropriate methodologies including headhunting, market mapping, database search, social networking and sector-specific advertising to find the best people in the most efficient manner.

For every recruitment project we take a bespoke, project managed approach. We clearly identify the people needed, and efficiently manage the recruitment process to secure the best talent for your business.

We aim to run our business in the most ethical and sustainable way possible, striving to reduce our own environmental impact. Acre supports a range of good causes such as Cool Earth [www.coolearth.org/acre](http://www.coolearth.org/acre) and the Zoological Society of London.



Acre's Executive Search Management solution is the most effective means to reach the widest audience possible, through full access to our unrivalled networks, targeted marketing campaigns, and proactive headhunting. Our approach guarantees your project as a priority search, and will identify a shortlist of candidates of the highest quality for final selection.

## Project Stages

### 1. Preparation

Agreement of project brief and timeline

Consultancy session – full understanding of requirement

Marketing plan presented for approval

Market mapping and research

Stakeholder agreement

### 2. Project Start

Candidate approaches (Head Hunting)

Engage Acre's global network

Implementation of marketing plan

Active networking

Management of inbound response

Management of candidate longlist

### 3. Selection

Acre candidate interview and assessment

Acre selection

Candidate shortlist presentation

### 4. Completion

Interview management

Offer negotiation and brokering

Offer acceptance

Contractual management

Aftercare consultancy

# Search Approach

Our approach uses innovative technology and personal contact from our experts to combine proactive search methods (reaching 'non-active' job seekers) and traditional branding, advertising and network search. Through this method we reach the widest pool of talent without geographical boundaries.

## Market mapping

Our research team will complete an initial market mapping exercise to identify companies and institutions operating with similar projects, focus and talent both in the UK and internationally. In the first instance this is a broad search, then working with you, we narrow this down to a long list of potential target sources for direct approach.



## Engage the network

Acre has built an unparalleled network of individuals operating within this space, the largest globally, and we continue to grow and screen this database to ensure quality. Access to this network gives you an immediate time advantage; where other recruiters start from a back foot we can reach these contacts immediately in order to generate interest, contacts and additional referrals.



## On-line active networking

Acre's online and digital presence is maximised and we take full advantage of the many web forums and networking sites. As part of our ubiquitous brand marketing strategy this is a continuous exercise that attracts a heavy flow of unique visitors to our website.



## Direct approach

Individuals identified using our search methods are contacted directly (often termed head hunt). Our consultants are trained in the most effective methods when adopting this approach, ensuring sensitivity and success. Following the approach we act on your behalf (guided by your terms of confidentiality) to present your organisation and the opportunity in full detail.



## Marketing campaign

In partnership with you we develop a targeted and bespoke campaign to give your role the most effective exposure.



## Management of in-bound response

In-bound response may be generated from advertising, referrals, from our existing network and from many other routes. Our management of this response is personal - we take the time to ensure each in-bound application receives a reply and is reviewed in detail by your Project Manager.



## Selection for short-list

Our staff are trained in selection methodology. Screening initially using your criteria, we will endeavour to meet each candidate face-to-face in order to provide you with a short-list of relevant, motivated and fully briefed candidates for your selection.



# Marketing Approach

Acre is the number one destination for job seekers in the 'green' space. In addition we have developed partnerships with the key green job boards and advertising networks.

Research proves job seekers tend to use online resources to research their next career move. Rather than heading directly to a specific web page or job board it has been demonstrated that a search engine, such as Google, is usually the first point of call. In order to continue the growth of our network and enhancement of the Acre brand, we invest heavily in Search Engine Optimisation to ensure job seekers are directed to the Acre website through both natural and sponsored listings. For this reason we have over 20, 000 unique user hits per month.

Our staff and Directors are frequently called upon for thought leadership and comment. We strategically advertise both specific roles and our brand across all mediums. Every advert we place is tested and analysed for success to ensure it will yield a high quality response. Our clients benefit from the expertise of Acre's Marketing Manager, Beth Cox, who will be fully utilised from the commencement of the project. She will look to target all relevant industry bodies and academic press to ensure maximum coverage.

"One of the first things that businesses need to do is assess their impact and understand what their carbon emissions are as a business... They need qualified experts to come in and measure these impacts and then present them in such a way as is understandable for the organisation"

Tom Leathes  
Director, Acre Resources  
The Times, 2007

"Typically, green collar describes a role that hopes to have a positive environmental impact on construction and energy projects. It doesn't just describe ecologists looking for newts in a pond, as it did a few years ago".

Andy Cartland  
Director, Acre Resources  
The Guardian, 2009





# Project Team

## Senior Consultant

Your project will be managed by a senior member of Acre's team ensuring you have one point of contact, continuity and expertise. Your project manager will receive the full support of our management and administration staff.

## Managing Director Andy Cartland

Andy is Managing Director and Co-Founder of Acre Resources. With extensive environmental recruitment experience, Andy regularly contributes to a range of articles and reports within the green space. Andy works across all our sectors and oversees high level recruitment projects.

Andy graduated from Swansea University in 1999 with an honours degree in Zoology and is a Fellow of the Royal Society of Arts.

## Commercial Manager Beth Mitchell

Beth joined the Acre team in 2007. Graduating from Cardiff University in 1999, she immediately entered into the recruitment industry and has built up extensive skills in recruitment, management and training. She specialises in developing recruitment strategy for clients and is responsible for Acre's delivery and quality assurance.

## Marketing Manager Beth Cox

Beth heads up Acre's marketing function and joined the company in 2006. An integral member of the team Beth has played a fundamental role in developing Acre's brand and visibility across our markets. Beth also leads on the research and production of our green market reports.

## Lead Researcher Nadia Walsh

Nadia leads Acre's research function on Executive Search Management projects. She has a detailed understanding of sustainability and in-depth research experience within the Environmental space.

Nadia graduated with a first class honours degree from Melbourne University and has successfully completed the MREC recruitment qualification.

## Administrative Assistant Eli Panayotova

Eli supports the project team in finance, marketing, research and data management. She has previously worked for a major renewable energy subsidiary in Bulgaria. Eli holds a BA in Marketing and an MA in Management and is currently studying for a BSc in Financial Mathematics.

# Next Steps

We will be pleased to meet with you at your convenience in order to gain a fuller understanding of your requirements, and answer any further questions you may have.

If you would like to discuss anything in this document, or have questions you would like answered, please feel free to call us at any time.

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