

# How S2 grew the talent pool for Cartrefi Conwy

When award-winning housing organisation **Cartrefi Conwy** needed a Business Systems Analyst to drive their digital offering, **S2 Recruitment** was their first port of call.

## The client

Cartrefi Conwy is an independent not-for-profit Registered Social Landlord (RSL) formed as result of the transfer of around 3,800 homes from Conwy County Council in 2008.

As well as investing heavily in their refurbishment to bring them up to the Welsh Housing Quality Standard, the organisation has started an ambitious development programme of quality, affordable homes across the county.

In 2015 they also took the innovative step of establishing a social enterprise - Creating Enterprise CIC - which employs up to 50 people and has been a major success in developing employment and training opportunities.



## The challenge

As Cartrefi Conwy grows in line with technological advances, they targeted a Business Systems Analyst to help the group remain at the cutting edge in an increasingly digital world.

Siobhan Johnson, Head of Human Resources at Cartrefi Conwy, said: "We were changing the structure of our business development team and required more support in that area, particularly given digital and technological strides in past years."

"The position itself is very important within the organisation, influencing people to use other systems and going through a transformation which includes us updating and looking at our digital and online presence, from customer payments to social media."

"We need processes that will help us develop so this position was key to us, but these types of positions are notoriously difficult to recruit into. There is a particular skill set and not a huge amount of suitable candidates in this region, so I was a little sceptical as to whether we would find anyone."

## How we helped Cartrefi Conwy



We looked beyond CVs and took a more **personal approach**, identifying key transferrable skills and attributes



We held in-depth meetings with **client and candidates** giving us a comprehensive understanding of both



We identified highly suitable potential candidates from **outside Cartrefi's** original remit



We delivered **on time** and **on budget**

## | The solution

**Siobhan had successfully dealt with parent company Supertemps in the past, but not with their executive brand, S2. That was until she chanced upon the team at an event and spoke to them in the hope of finding a solution.**

"It was the first time working with S2, having used Supertemps in the past to fill short term agency roles," she said.

"I had always found them a good organisation to work with so I was confident they could help. They're also a local agency working on a national scale, which for me is always as a positive as they are close by and there if we ever need them, right on our doorstep."

"They soon managed to source a wide range of candidates and one in particular stood out from the rest. We might not have perhaps seen Denise Bowler's potential as she did not have any experience in the housing sector, but she did have many of the qualities we were looking for and had previously worked in IT for many years, including the public sector."

## | The result



**S2 were impressed with Denise's attitude and approach, and Siobhan was in agreement.**

**"Denise was head and shoulders above the other candidates in the end, showing the ability to develop and learn in this sector," she said.**

"S2 took the time to find out more about her, on a professional and personal level. They helped tailor her CV to the role and went the extra mile, which gives the candidate and client the best possible chance of a positive outcome."

Denise added: "The whole process was so quick and efficient, a real breath of fresh air."

"I have a background in IT but had never worked in housing; I had been in an information systems and analysis role so there was crossover and I do have a lot of experience and am willing to learn."

"Within a couple of weeks of seeing the job advertised I was completing an online assessment and S2 had finalised my case profile and interview."

"They gave me a list of tips and advice, which proved to be vital, and even helped me with my presentation. They were so helpful and boosted my confidence, I can't thank them enough."

## | The Outcome

Denise is enjoying her role at Cartrefi Conwy, which has also seen her achieve significant career development.

"This is a promotion for me, which is wonderful. I'm loving the job and excited about the future."

"I would certainly recommend S2 to other people, and already have. They really took the time to get to know me and knew I could get the job. They even sent me a card to congratulate me on getting the position. Thank you S2, you are brilliant!"

And Siobhan is equally pleased to have filled the position with a diligent and determined new member of staff.

"Denise has fitted into the team well and is an asset," said Siobhan.

"If not for S2 we might not have recognised her among the candidates, so they deserve a lot of praise for that."

"As we continue to grow - in this our 10th year - I'm certain we will work with S2 and Supertemps in the future."

"The whole process was really slick and responsive, the communication was excellent and whenever we rang - sometimes speaking to different consultants - they all knew the state of play and where we were in the process, which is a big help."

**"Denise has displayed all the hallmarks of a great employee and has settled into the role. She has got off to a good start and I'm sure that will continue."**

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