

Case Study: Appointing a Trustee and Chair of Trustees

Balanced People, the recruitment division of Kingston Smith and long established in recruiting for the “Not-for-Profit” sector, was briefed to source a Trustee and Chair of Trustees for a government-funded discretionary charitable trust in the healthcare sector. The Board wanted to attract candidates with a broad background and decided to place an advert in The Sunday Times, at a cost of £5,000. John West, Director at Balanced People, drafted the advertisement, highlighting the time commitment of the role and the skills needed.

The Trust was seeking people with proven successful backgrounds which may have included experience in health or social services, other public services, strategic finance, law, commerce and industry and who may have had government and Civil Service contact. Candidates also needed outstanding communication and reasoning skills, to be socially adept, politically sensitive and to have some knowledge of how government works.

This was a difficult recruitment exercise, combining the right experience for the charity but also someone with the right personality. The Chief Executive had asked for someone ‘with a hard head and a soft heart’.

A total of 30 candidates responded to The Sunday Times advertisement. 15 were selected for interview and a shortlist of six was created for the recruitment panel to interview. The panel was impressed with the quality of the candidates and the vacancies were filled.

The recruitment process followed all the correct codes of practice. The advertisement was drafted carefully to ensure that it attracted a high calibre of candidates with the right business and social skills. The candidates on the shortlist were all very impressive in different ways - so much so that the Trust not only filled the two advertised vacancies but has also since made two further Trustee appointments from the original shortlist of six people. There is confidence, therefore, that the candidates appointed all have the right skills and passion to help the charity to operate highly effectively.

For further information or assistance about recruiting a Trustee contact John West at Balanced People, jw@balanced.co.uk, 020 7306 5670. Balanced People are a wholly owned subsidiary of top 20 Chartered Accountants, Kingston Smith LLP. Kingston Smith has a very strong focus on the not for profit sector advising over 750 charities of all sizes.