

THE CLIENT/ROLE REMIT

The National Youth Agency (NYA) approached TPP Recruitment in January 2022 to tender for a recruitment campaign to recruit a Trustee/ NYA Board (with this specific Trustee role also Chairing the Education Training and Standards (ETS) Committee).

The role of Chair of the ETS Committee is a key role for developing and improving youth work skills training and workforce in the statutory and voluntary sectors England. The Committee upholds guardianship and regulation of professional youth qualifications, and the Chair will also be responsible for ensuring that the wider work of the NYA is strategically aligned with the regulatory duties of the ETS committee and work with the Board to navigate the tensions and challenges that this may bring.

CHALLENGE

The Chair's role is a varied one that requires, flexibility, adaptability and creativity, alongside strong leadership, and ambassadorial skills. Critically, it also required a deep understanding of training and education ideally within youth workers, experience within university validations, apprenticeships, workforce development and qualifications.

In addition, this role required considerable time commitment from the successful candidates – approximately 16+ days over the course of the year, to attend both NYA Board and ETS Committee meetings, and also on-site visits to universities across England and Wales.

SOLUTION

- We carried out a mix of targeted search and marketing. Utilising our education division's network, we targeted education and apprenticeships specialists, in conjunction with online marketing and direct approaches to sector qualification educationalists.
- We received 11 formal applications from a total of 46 expressions of interest:
 - 6 candidates sourced via direct headhunting;
 - 3 candidates sourced from our database; and
 - 2 candidates sourced via online marketing.
- Based on the requirement of understanding youth work in relation to workforce development and qualifications and/or apprenticeships qualification delivery, 7 of the 11 candidates were longlisted for assessment by the TPP team, and these candidates were interviewed against competency-based criteria that had been designed for this role.
- A report was submitted with a recommendation to interview 3. All 3 were interviewed by the NYA appointment panel and an appointment was made shortly after the NYA had conducted the interviews.



HOW TPP HELPED - RESULTS ACHIEVED

Through TPP's targeted approach NYA appointed to the original role – Trustee/ETS Chair, and also an additional board member for the NYA.

The candidate offered the position of Chair had extensive experience within policy, qualification delivery, standards review, validations, apprenticeships and workforce development within levels 2 and 3.

The NYA were delighted with the high calibre of candidates submitted. They were excited by their new Chair and the depth of expertise they could bring to them, exceeding expectations.

In addition, one of the other candidates interviewed had impressed them with their youth work advocacy experience that a decision was also made to offer them a position on the NYA Board (a role they had been trying to appoint to themselves).

“We appointed TPP Recruitment to recruit a joint Trustee/Chair for the National Youth Agency and the Education Training Standards Committee (ETS) as our current Chair/Trustee is retiring. We appreciated this was a niche search, as we required a candidate with a very specific skillset as well someone who had the capacity to commit to approx.16 days’ worth of time over the course of the year (an above average requirement for a Trustee).

We were looking for candidates who had a passion and understanding of youth work in relation to workforce development and qualifications or who had strong knowledge of qualification delivery and/or apprenticeships.

We were incredibly impressed by the amount, level and calibre of applications received – TPP presented us with a longlist of 7 candidates, and we then worked with them to shortlist to 3 who were seen for interview.

*We decided to appoint a Chair who had a wealth of experience in qualification design, apprenticeships, and education policy who we’re confident will be a fantastic addition to our team and will support our future strategy. All three of the candidates hit the brief above and beyond, in fact we went on to offer another one of the candidates a place on the NYA Board due to their strong background in championing youth work.
Great result!*

Throughout the process we had good communication and support from TPP.”

Leigh Middleton – CEO – National Youth Agency