

Case Study



The Challenge

BA Holidays approached Allen & York to partner with them to find their new Corporate Sustainability Manager, based in West Sussex.

This prestigious brand - recognised globally - were looking for a skilled and experienced sustainability professional to ensure sustainability was established at the very heart of their business.

The purpose of the role was to set the sustainability agenda; define the strategy and embed sustainability across the whole of BA Holidays.

The successful placement would develop and deliver a roadmap to implement the agreed strategy and work with the British Airways Sustainability team to ensure plans and activity complement each other and were consistent across the group.

Sustainability recruitment experts Allen & York were delighted to have been asked to assist on this project.







The Solution

Allen & York undertook a bespoke confidential recruitment process for BA Holidays based on our Search and Marketing based solution, Contingency+.

After taking the brief and understanding the background to this newly created role, and really getting under the skin of the matrix of technical and soft skills required, Allen & York proposed our Contingency+ solution for the project.

Contingency+ is Allen & York's Search and Marketing based solution which was the most suitable means of reaching a wide candidate market segment, combined with the ability to present a vibrant and informative outline of the opportunity.

In support of the Contingency+ suite of marketing materials, we promoted the role across our niche, yet far reaching, global network and to the wider sustainability candidate market.

We dual branded our materials alongside the BA Holidays' employer brand to gain synergy in the active candidate market. Alongside this, we conducted a thorough search of the passive candidate market with direct sourcing of highly promising profiles.

A selection of these materials can be found on the following pages.

Marketing Collateral

SUSTAINABILITY MANAGER
Ecompetitive, West Sussex

Want to ensure sustainability is at the heart of the business? Have experience of developing and driving strategic sustainability programmes?

Get in touch today for an informal chat.

CONTACT:
Lester Lockyer
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llockyer@allen-york.com
www.allen-york.com

BRITISH AIRWAYS
Holidays

Allen & York
SUSTAINABLE RECRUITMENT

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Want to ensure sustainability is at the heart of this fantastic brand? Get in touch today!

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https://youtu.be/CYtOQ5rM_f0

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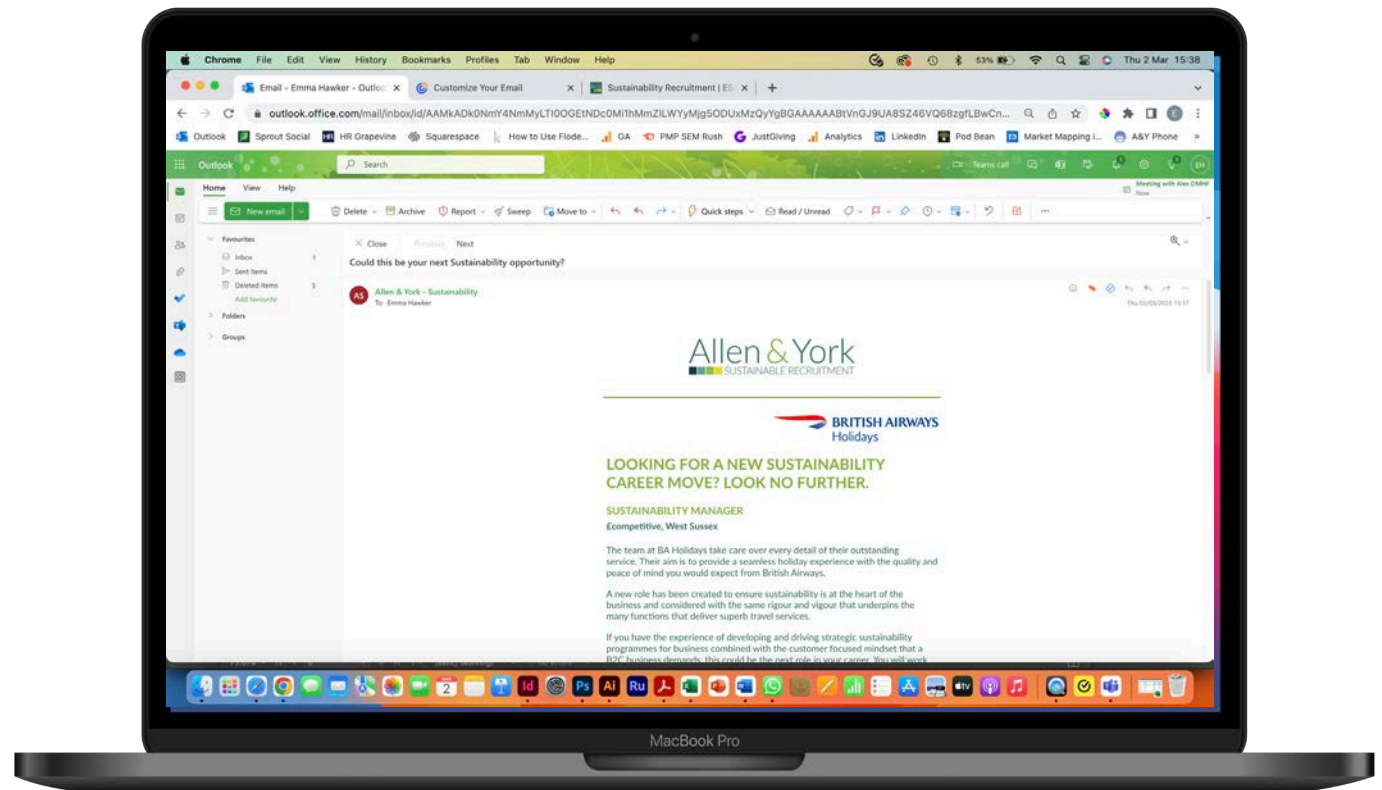
Allen & York
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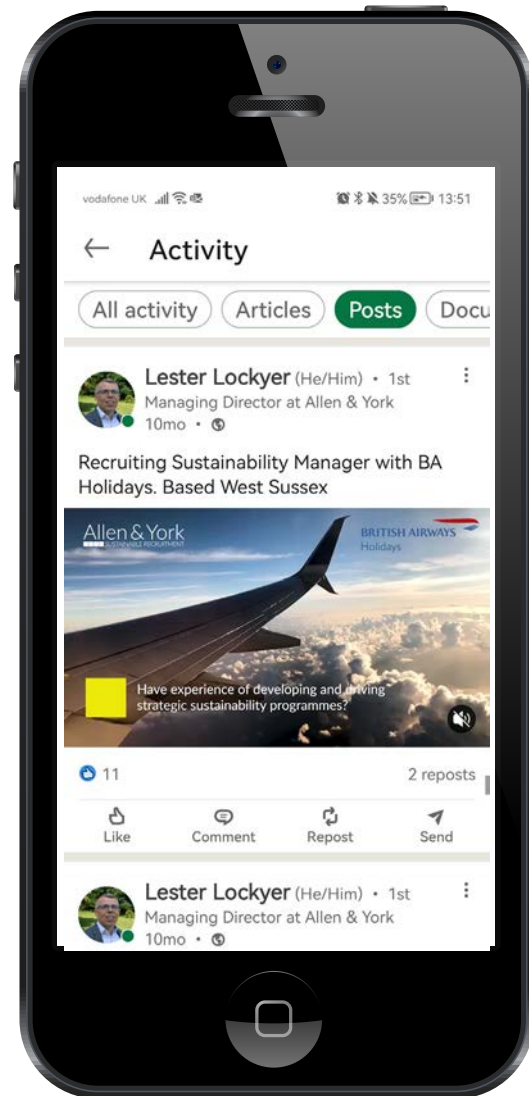
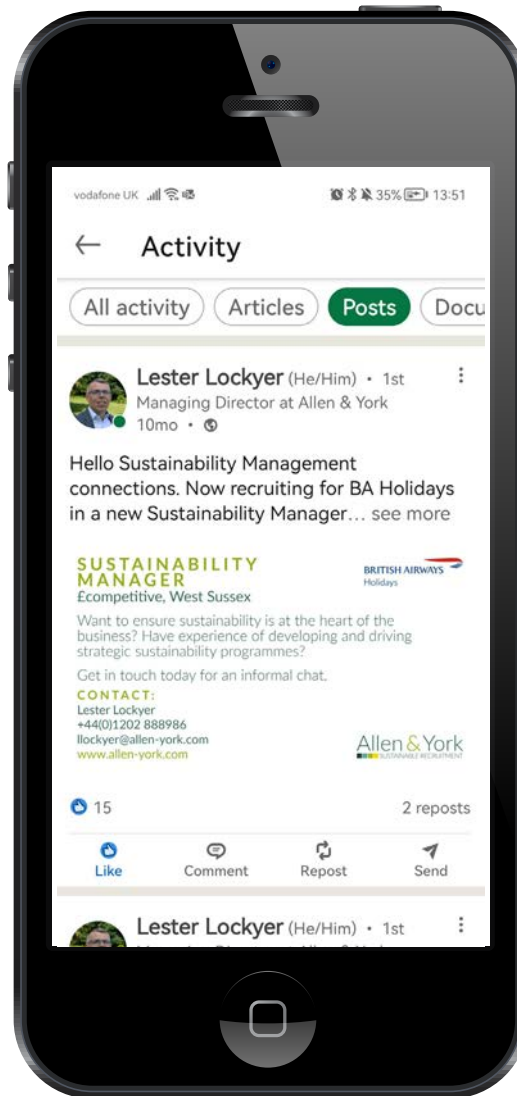
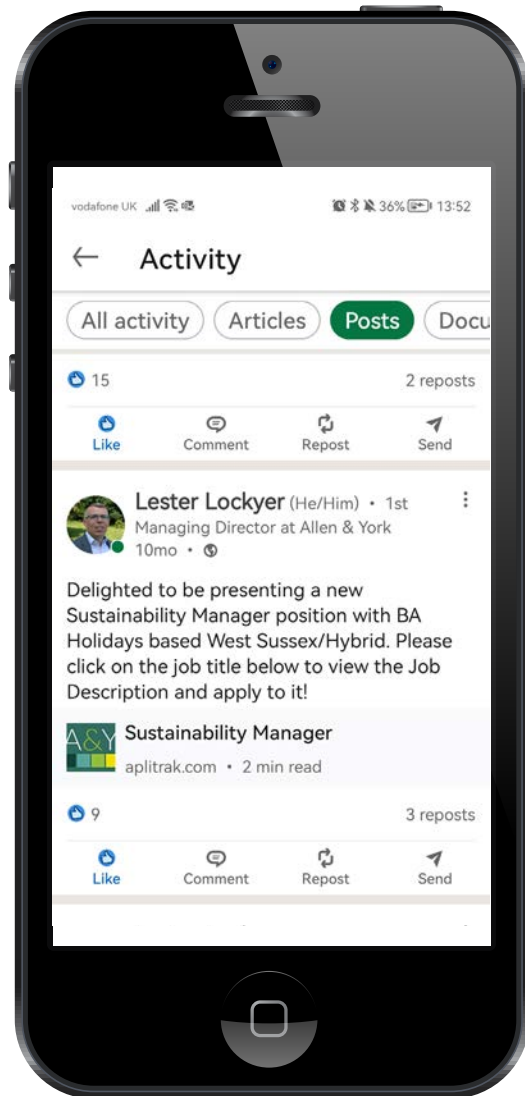
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The Result

With an extensive network of sustainability professionals, built over 30 years in the sustainability and environmental space, Allen & York were confident that they would be able to find the perfect match for this role.

Over the course of the project, which lasted circa two months, and throughout the search and selection process we consistently engaged with the BA Holidays decision makers.

Allen & York provided profiles of candidates, arranged exploratory interviews and refined the search parameters according to the ongoing requirements of the role.

Ultimately, this successful process resulted in the hiring of BA Holidays' first Sustainability leader.

The BA Holidays & Allen & York B2B partnership continues to this day, with further hires joining the sustainability lead as the function grows to meet its operational needs.



Cathy Kelly *It Started with Paris*

John Grisham

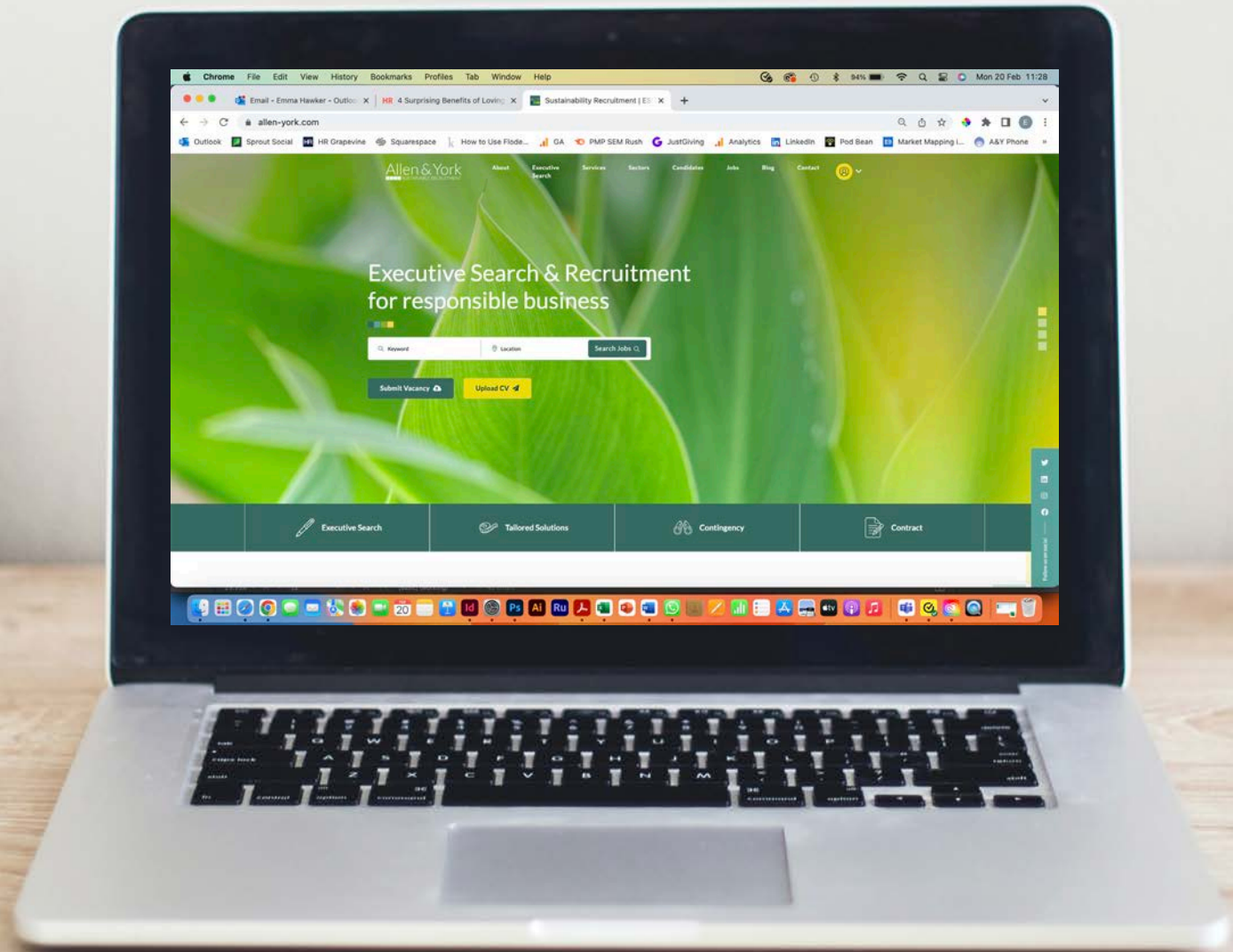
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Testimonial

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“Working with Allen & York, and in particular with Lester, has been a very pleasant and productive experience. Allen & York’s understanding of our requirements was exceptional, resulting in only CVs for applicants that met our brief being forwarded on.

Working in partnership with A&Y and using dual branding on adverts also worked really well.

I wouldn’t hesitate to recommend Allen & York to others.

Matt Armstrong
Head of Strategy & Digital

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