

## Recruitment of a new Chair of the Board of Trustees - Imperial College Union

### Overview

BAME Recruitment is delighted to be given the opportunity to present the following proposal to Imperial College Union to recruit a new Chair of the Board of Trustees.

### Your Objective

Imperial College Union (ICU) recognises that the current Leadership team does not reflect the diversity of the students they represent. To help broaden the Leadership team's diversity, you are now actively seeking applications from groups who are currently underrepresented:

- People from black, Asian and minority ethnic backgrounds (BAME)
- People of different genders
- LGBTQ+ individuals
- People with disabilities

### Our Suitability & Experience

BAME Recruitment was created to approach recruitment differently and to create fair and equal access to opportunities for EVERYONE. We live and work in a diverse country but the majority of organisations (including recruitment organisations) do not reflect this in how they hire or in the representation of their employees.

### Executive Search Methodology

At BAME Recruitment we take all of the best aspects of Executive Search and combine it with a social change approach to ensure that we work in harmony with our partners, giving the highest standard of candidate experience, aligning our values with theirs and ensuring they achieve their purpose as well as running a fair and equitable process where everyone has a level playing field.

### The Team

A number of our diverse team have over 20 years industry experience each and have worked in a range of Executive Search, Global Recruitment Agency and Internal Recruitment Talent & Leadership roles. See our [Meet the Team](#) page for full details.

### Student led organisations and relevant Senior Recruitment Experience

We have strong experience of supporting student/young people led organisations, this includes Executive Search, Recruitment, Advertising & Consulting. Some recent clients include:

- London Youth Games- Chair and Trustees
- Warwick University Student Union - 3 x Lay Trustees
- LLC – Chair
- London Sport - Chair
- University of Nottingham SU – Director of Student Engagement
- University of Law - Director of E,D&I
- NUS - Director of Race & Equality
- University of Bournemouth- Head of Student Voice and Engagement
- University of Oxford - Head of E,D&I
- Oxford SU



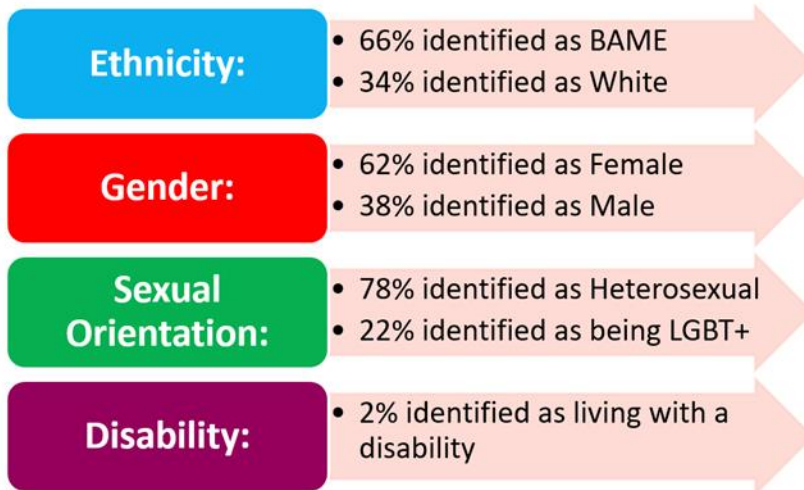
# BAME RECRUITMENT

DIVERSITY & INCLUSION - IT'S NOT JUST BLACK AND WHITE

- Durham SU
- University of Bradford
- University of Hertfordshire
- University of Sussex

## Diversity Data – our track record

We are very proud of the success we have had in making senior appointments from diverse backgrounds (data taken from actual appointments over the last 5 years):



## Methodology & Approach

Based on our knowledge and experience of having recruited for similar roles before, we recommend a blended approach of Executive Search and Recruitment Marketing to ensure that everyone is considered and given a fair opportunity in line with leadership appointments.

Before finalising the plan and timeline, we would have a meeting with all stakeholders to outline all the attraction methods and to finalise the timeline. We would also agree on the level of support and guidance required to make sure that all stakeholders feel confident and empowered to meet their requirements on the campaign.

### Headhunting

We would work with you to build a persona of the relevant candidate. Initially, this would be 5-10 candidates that we would then review with you to make sure that we are all aligned on what an excellent candidate looks like. Based on this calibration, we would then map all suitable candidates and work with you on a strategy to approach everyone of interest. As with any high-profile target search, there are sensitivities in approaching high-level individuals. We have a number of methodologies to manage this sensitively and, in collaboration with our clients, would welcome the chance to discuss this further.

### Attraction

#### 1. Dual branding

Organisations are frustrated that they have a strong commitment to become more diverse but often receive the same type of candidates from the same type of backgrounds.

We are in an age where people and organisations have built and are building their own communities and followers. Dual branding is a great way to bring in candidates from the BAME Recruitment



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diverse networks but also to showcase your commitment to candidates that may not have considered you as an organisation of choice for underrepresented communities.

## Engagement

### 1. Communities

With our diverse team and authentic approach to inclusion we have built a community of talented candidates from a very wide range of backgrounds. This in part has been a result of us driving social change via our marketing, social media and keynote speaking engagements.

Our traditional methods include a variety of job boards along with LinkedIn and our own LinkedIn Group BAME Network. All roles are also pushed out through our social media channels and inclusive networks to our diverse followers.

With our diverse team and authentic approach to inclusion we have built a community of talented candidates from a very wide range of backgrounds. This in part has been a result of us driving social change via our marketing, social media and keynote speaking engagements:

- BAME Recruitment Database – with over 60,000 diverse candidates and influencers
- Diversity Lens Newsletter (our weekly community newsletter to our diverse subscribers) which supports and highlights D&I initiatives, best practise and career opportunities to our followers
- Instagram – with over 3,000 followers
- Twitter – 2,500 followers
- LinkedIn + our BAME LinkedIn Network Group – 30,000 followers
- Facebook
- YouTube

### External (Communities) Networks

We also have access and strong and trusted relationships with key diverse networks including:

- BAME/multicultural diverse networks
- LGBTQ+ networks
- Disability Networks
- Parents and carers networks

## How We Ensure A Diverse and Inclusive Recruitment Process

1. 'Discovery' meeting with ICU's relevant student representatives, student stakeholders, current trustees and executives to fully scope the role, requirements and key points of contact for the campaign. Confirm timeframe for the campaign with key dates and sign off procedure agreed and look to identify diverse interview panel and dates.

2. BAME Recruitment will use the above information to co-create the role description to make sure it's fully engaging and has the right tone and content. BAME Recruitment to draft recruitment packs and advert copy (ICU to provide imagery of diverse staff and audiences). Send to the ICU for approval (within 5 working days of meeting).

3. Dual advertising under both ICU and BAME Recruitment brands for attraction and networking (timeline: minimum 4 weeks' advertisement & headhunting approach).

4. Headhunting and identification, targeted candidate mapping to also focus on attracting a diverse pool of applicants and pre-screening selection process to determine suitability conducted by BAME Recruitment (conducted in parallel with the adverts and online campaign).

5. 1<sup>st</sup> stage interviews conducted by BAME Recruitment in person or via video using pre-approved questions (conducted within a two-week period from the closing date).
6. Presentation of longlist by BAME Recruitment to ICU (submitted after all candidate interviews have been completed).
7. Shortlisting meeting with BAME Recruitment and ICU to select the candidates for final stage mix of informal meeting with key staff and Panel interview with members of the Selection Committee (scheduled for 3-5 days after shortlist meeting).
8. Selected candidates invited for final stage interview with ICU by BAME Recruitment.
9. Encourage a diverse interview panel. BAME Recruitment can offer diverse interviewers as part of the process to mitigate bias in the selection process and to create a level playing field for those from a diverse background, should none be identified, for a day rate fee.
10. Feedback to candidates delivered by BAME Recruitment on advisement of UCL from the final interviews.
11. Candidate selected and offer presented.
12. Offer accepted, and contracts and references generated by UCL.
13. Pre-onboarding to ensure engagement and alignment.
14. Coaching and support to ensure role success.

## Project Success Factors/ Mitigating Risk

With any high-profile search, there are risk factors that can be avoided by thorough preparation, aligning expectations and having the right structures that keep everybody aligned. Some of these include:

1. Weekly Reporting
2. Campaign Org Chart clearly defined showing who does what
3. Honest and Open Communication – we will be a “critical friend”
4. Partnership Approach
5. Perception of UCL in the external market from a diverse perspective
6. Communicate the unforeseen early and resolve together
7. Transparent Search Approach – you see the data regularly
8. Escalation approach for managing challenges

## Fees

Our standard fee for recruiting Chair roles is £7,000.

Fees are payable in 3 parts (1. on campaign commencement, 2. on approved shortlist, 3. on offer acceptance)

Advertising options included in price  
[www.bamerecruitment.com](http://www.bamerecruitment.com) – included  
[www.diversifying.io](http://www.diversifying.io) – included  
LinkedIn – included



# BAME RECRUITMENT

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Diverse recruitment marketing across all our social channels – included:

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### Summary

We are excited at the prospect of building a partnership with UCL. With our thorough and collaborative approach, we are confident of recruiting an exceptional Chair.



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