

OXFORD  
**BROOKES**  
UNIVERSITY

**CASE STUDY**

PROCUREMENT CATEGORY RECRUITMENT –  
OXFORD BROOKES UNIVERSITY

*1st* Executive

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## CASE STUDY

### HIGH-QUALITY PROCUREMENT PROFESSIONALS REQUIRED

Oxford Brookes University had been attempting to recruit a **Category Lead** and two **Category Managers** for over six months through internal hiring channels, without any success.

#### CHALLENGE & OVERVIEW

The university was finding it difficult to attract suitable candidates in a competitive procurement market and needed support in positioning the roles more effectively.

A key challenge was the absence of a clearly defined Employee Value Proposition (EVP)

that would make the opportunity compelling to high-quality procurement professionals.

The requirement was business-critical, with the roles needed to strengthen procurement capability and support the university's wider operational and commercial objectives.

#### APPROACH, SOLUTION & DELIVERY

1st Executive met with the Director in person to understand the challenges behind the unsuccessful recruitment campaign, the capability required, and the broader context of the roles within the university.

Following this briefing, we developed a tailored recruitment strategy covering:

- Targeted market mapping across relevant procurement talent pools
- Direct sourcing of suitable Category Lead and Category Manager candidates
- Positioning of the university's EVP to improve candidate engagement
- Structured candidate communication and qualification



- Interview preparation and process management
- A clear delivery timetable for CV submissions and interview stages.

Throughout the process, 1st Executive maintained close communication with both the client and candidates, ensuring momentum, transparency and alignment at every stage.

We also supported the client in shaping and communicating a far more compelling proposition.

**This helped the candidates understand:**

- The career opportunity
- The university environment
- The impact they could have within the procurement function.

## CAMPAIGN OUTCOME

An agreed three-week delivery timeline was set for all three hires.

Within that timeframe, 1st Executive delivered a 100% CV-to-interview ratio, with all three roles successfully filled.

**The university appointed:**

- One Category Lead
- Two Category Managers

This successfully resolved a six-month recruitment challenge within a short, structured delivery window.

## CASE STUDY

### KEY METRICS:



100% delivery success across all three roles



Six-month internal recruitment challenge resolved



100% CV-to-interview ratio



Interim and permanent hiring delivered in parallel



Three-week delivery timeline

### BENEFITS TO CLIENT

1st Executive managed the full end-to-end recruitment process, including candidate identification, engagement, interview preparation, coordination of Teams interviews and ongoing process management.

This allowed Oxford Brookes University to remain focused on business-as-usual activity

throughout the entire process.

Following a single briefing meeting with the Director, we were able to develop and position a stronger EVP, generating significantly increased candidate interest in both the university and the long-term career opportunities available.

**The client benefited from:**

- Rapid delivery after six months of unsuccessful internal recruitment
- Improved candidate engagement through stronger EVP positioning
- Reduced internal time burden on the hiring team
- A structured and transparent recruitment process
- Successful appointment of all three priority procurement roles
- Clear evidence of candidate alignment, demonstrated by a 100% CV-to-interview ratio

**IF YOU ARE:**



**Facing an urgent interim requirement with no time to lose**



**Managing unexpected resource gaps within your procurement function**



**Looking for a partner with the network to respond in hours, not weeks**

**1ST EXECUTIVE DELIVERS HIGH-IMPACT LEADERSHIP  
TALENT, ALIGNED TO YOUR STRATEGY.**

# 1st Executive



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