

Case study



Client: **MS Research Australia**
Service: **Exclusive Executive Search**
Role: **Head of Relationships, Fundraising and Development**
Successful appointment: **Susan Williams**

MS Research Australia is the largest Australian NFP organisation dedicated to funding, coordinating, educating and advocating for research as part of the worldwide effort to solve MS. Its goal is to accelerate research into the cause of MS, develop better treatments and ultimately find a cure.

Challenge

MS Research Australia had a well-performing traditional fundraising team, however, the CEO and Board knew they needed to develop more sophisticated strategies to take the organisation to the next level. After an unsuccessful attempt to recruit a new Head of Relationships, Fundraising and Development internally, MS Research Australia approached NGO Recruitment to undertake a comprehensive executive search campaign.

Solution

NGO Recruitment drilled down through the recruitment brief to gain a clear and precise understanding of MS Research Australia's strategic objectives and financial targets. Only by doing this were we able to understand the exact fundraising skills required by the organisation to meet these targets and create the ideal candidate profile. During an extensive executive search and sophisticated advertising campaign, we compared this profile to the top 10% of fundraisers within Australia's small, but highly-skilled, fundraising talent pool.

Results

2-month executive search campaign - from brief to placement

43 applications

Shortlist of five senior candidates all selected for interview

Successful candidate Susan Williams had been identified from the outset in her role as National Campaigns and Community Fundraising Manager at the Heart Foundation

Susan exceeded all expectations at MS Research Australia

"Susan was a great recruit to a brand new role at MS Research Australia. She was one of the founders of The May 50k which has already raised over \$6 million for MS research. Other countries are now running their own event of the same name. A stunning success. It would never have eventuated without Susan and the rest of the Kiss Goodbye to MS team. Susan is one of the best fundraising professionals I have ever worked with.

DR MATTHEW MILES, FORMER CHIEF EXECUTIVE OFFICER, MS RESEARCH AUSTRALIA

Sydney 02 8243 0570
Melbourne 03 8080 8978
Brisbane 07 5530 8066

UK, Europe & Middle East +4473 0579 1502
Asia Pacific & Africa +61 (0) 408 629 107

