

ENIGMA

PEOPLE SOLUTIONS

A CASE STUDY:

TH \approx
FARADAY
GRID





In 2016, the start of a new and exciting era began in Edinburgh. A small start-up company set out to optimise and commercialise an innovation in an attempt to change existing electricity grid architecture. Being the largest manmade machine in existence, the electricity grid provides us with everything we need to produce, build and, more generally, live.

The company, Faraday Grid, aim to improve the performance of the electricity grid with their pioneering technology and have the ultimate goal of improving all quality of life. Faraday understand the critical importance of an efficient, affordable, resilient and clean electricity system and is keen to show the world that their new technology is the “connective tissue that brings together the energy ecosystem”.



Our work has helped Faraday Grid to identify some of the key technical leaders they need as they have grown from a small team of 4 founding members in 2016 to over 250 employees having hired 60 people across their Edinburgh and new Washington DC office in 2018 alone and their recent acquisition in Czech Republic.

Our role has been to help the business find and attract those "needle in a haystack" candidates; finding high quality engineering talent to be the Technical Leaders and Principal Engineers that will build and lead their teams of the future.

Faraday Grid came to us with two initial "silver bullet hire" requirements when they were in the process of setting up their Edinburgh R&D Centre and almost had their first prototype finalised but still needed to overcome some complex challenges. They needed to find someone who was not just a great designer, but also a mathematician to join their team and lead it to success.

Working hand-in-glove with the CTO to get the vacancies filled as soon as possible, it was important that we were able to take the whole process off their hands to alleviate as much pressure as we could.



We managed the whole process for these roles; our recruiter's name and contact details were on Faraday Grid's own job and LinkedIn ads. We were able to run a smooth process and that saved time and effort for Faraday Grid.

We conducted in-depth screening of candidates, focusing not only on technical ability but also cultural match. It was clear to us that the key to getting the roles filled quickly for Faraday Grid was accuracy.

Our recruiter became expert in pitching the concept of Faraday Grid so that he could give candidates a real overview of what the company has to offer. It was a huge advantage to us that we were able to share Faraday Grid's explainer videos as these proved invaluable when attempting to sell Faraday Grid as the company to work for. Through our relationship we have filled a number of senior technical roles with both permanent and contract solutions including but not limited to:

Technical Leader

VP of Engineering

Power Engineering Principal Engineer

Technical Leader

With this placement, we found the Technical Leader who took the prototype team and lead them to deliver a working prototype on time, which was a catalyst for triggering significant funding to allow the company to grow.

We knew this role would be extremely challenging to fill, so we developed the brief for the role and put significant effort into packaging it, drawing out the key attractive elements, in order to inspire and engage the largely passive candidate pool. Candidates for these types of roles are few and far between, so communication was key to making this placement. It was imperative for our recruiter to build a relationship and mutual trust with these candidates from the first communication.

The successful candidate in this role had a number of consultant roles on their CV with almost exactly the same skills and experience that Faraday Grid were looking for; so he was perfect for the role. The challenge was that Faraday Grid would need to offer some flexibility to this consultant in order to secure them for this role. Faraday Grid was able to offer the flexibility that the candidate required and this was a determining factor in the candidate accepting the offer. We had a delicate part to play in ensuring that Faraday Grid saw value in the candidate and that the candidate sees value in the role at Faraday Grid.

VP of Engineering

For this role, we went international. We found a Slovak professional, working in Germany, who we persuaded to move to a VP role in Scotland - all whilst Brexit is going on! Our reach enabled us to contact candidates who might otherwise have been ignored and our accuracy was spot on.

The successful candidate for this role wasn't actually looking for a new job. We found an out-dated CV on one of our job boards, immediately saw the value in his CV and got in touch. The candidate held a very similar position to what Faraday Grid was looking to fill, and the candidate was interested in what Faraday Grid had to offer. After several stages of interviews, offering support to both Faraday Grid and the candidate throughout the whole process, we were then able to pass along an offer to the candidate.

Again, the relationship established between the recruiter assigned to this role and the candidate really helped to make this placement. Our recruiter and the candidate came from similar areas in Europe and our recruiter was able to offer his own experiences about moving to the UK, the process he went through and pass on advice on things from taxes in Scotland to accommodation. This made the thought of living and working UK more of a reality for our candidate and the offer became a deal. Key to this was communication and the mutual trust that had developed between the candidate and recruiter.



Power Engineering Principal Engineer

This was a senior technical role that is now leading and delivering key technical solutions in the build and design of elements of Faraday Grid's new technology stack.

This was probably the most challenging role to fill. The successful candidate was an exceptionally rare find. They were between contracts and quite keen to find their next contract as soon as possible. The candidate was interested in the role having seen the Faraday Grid's marketing collateral.

Our recruiter was able to highlight the expertise and value that this candidate would bring to the company, explained that the candidate was highly sought after and therefore, would be off the market very soon. Faraday Grid wanted him, however, at the time it was not completely clear whether it was best to set this role up as a permanent or contract engagement.

Again, regular communication with both the candidate and the client was really important here. Faraday Grid saw the importance of hiring this candidate and so to secure the candidate they offered the candidate the role on a contract basis which has progressed well.



Accuracy is key when helping start up companies to build their team. Reviewing CV's and interviewing candidates is time consuming for what are already stretched R&D teams, whose main priority is delivering to customers. Every business has access to a multitude of candidates through online job boards, social media and candidate databases, but that doesn't necessarily make the recruitment process straightforward.

What businesses often overlook, when recruiting, is that it's not just about finding candidates; it's about finding the right candidate. The true expertise lies in matching the right candidates to the right opportunities; a recruitment consultant's approach towards the passive candidate and their efficacious technique play a part in providing a service that clients are more than happy to use and pay for.

Interested in working with
us?

Give Ben Hanley a call
for a chat on:

+44 131 510 8150 //

hello@enigmapeople.com

ENIGMA
PEOPLE SOLUTIONS