

**REPORT / SUMMARY DECISION SHEET / LOG**  
**Office for the Police and Crime Commissioner for Dyfed-Powys**

**PURPOSE:** Commissioner Decision

**Timing:** Pressing

**Title:** Advertising for the Director of Estates vacancy

**Category of Decision / Business Area Impact:** Resources

**Executive Summary:**

Following the resignation of the current Head of Estates, consideration was given to the OPCC's requirements and how best to proceed. The PCC decided that in order to fulfil his responsibilities with strategic estates matters, it would be necessary to backfill the vacancy but that the post should be re-designated Director of Estates, therefore more accurately reflecting the nature of the role.

In view of the specialist nature of the position and knowledge of previous difficulties in identifying a suitable individual, it was considered appropriate to invest in targeted advertising. In accordance with the contract, Golley Slater were engaged and provided a quote for the following:

**Single listing and logo** - x 4 weeks online

**Top job** - this ensures that your listing stays at the top of the search list for its sector rather than slipping down and on to the next page.

**Target Email** - This is a company branded email that we send out to a specifically drawn up count of candidates from our database, that can offer an additional 13 applications.

**Banner** - 25,000 impressions on the editorial site [www.estatesgazette.com](http://www.estatesgazette.com). We can also target who it appears to based on location and industry sector. The banner will also appear on the jobsite at [www.propertyjobs.co.uk](http://www.propertyjobs.co.uk).

**Cost - £3,170.00.** During direct discussions with Estates Gazette an offer was made that the same package could be provided for **£2,975.00**

**Recommendation:**

To progress advertising directly with the Estates Gazette to ensure value for money is achieved.

**Police and Crime Commissioner for Dyfed-Powys**

I confirm I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with the Code of Conduct.

The above request has my approval / ~~does not have my approval / I note the information contained within the report (delete as appropriate)~~

**Signature:**



**Date:** 05/02/2015