



RECRUITMENT REDEFINED.

Specialized to
Help You Unearth
Hidden Talent

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**Duffy Group, Inc.
Proposal for Recruitment Services
Town Manager
Town of Wickenburg
January 8, 2025**

TABLE OF CONTENTS



WE WANT TO PARTNER WITH YOU 3

DUFFY GROUP DIFFERENCE 4

RECRUITMENT EXPERTS..... 5

DUFFY GROUP METHODOLOGY 7

KATHLEEN DUFFY 9

MELISSA BARKER..... 10

PERFORMANCE GUARANTEE 11

FLEXIBLE PRICING MODEL..... 12

REFERENCES.....13

RELEVANT PUBLICATIONS.....13

WE WANT TO PARTNER WITH YOU

Dear Tarah,

Thank you for the opportunity to introduce Duffy Group's Recruitment Research Process and submit this proposal for consideration for your Town Manager search. In today's competitive talent landscape, it's critical you have the means to target passive candidates and retain the "rolodex of candidates" to hire today and in the future.

For over 30 years, Duffy Group has partnered with internal Human Resource Directors and Councils to complement their recruiting processes and secure the best talent available. Duffy Group approaches the market with a methodology to find qualified candidates through market research and analysis, candidate screening, and comprehensive candidate interviews. Duffy Group brings to a strategic partnership:

1. Industry Expertise – Our Practice Leaders have extensive knowledge and experience in public-sector recruiting. Our recruiters understand industry requirements, trends, and challenges, which allows them to identify top performers.
2. Extensive Candidate Network – We have spent years building a vast network of candidates, including passive candidates and individuals with niche skill sets. As a strategic partner, you can tap into a pool of talent that may not be accessible through traditional recruitment channels.
3. Streamlined Recruitment Process—Our efficient recruitment process ensures we reach out to Town Managers and Assistant Town Managers from like-to-like communities and do not rely solely on applicants responding to the custom brochure we create.
4. Access to Innovative Tools and Technologies – We keep pace with recruitment technology and strategies. The competitive data we gather gives you access to what your competitors are doing and paying.
5. Cost Savings and Flexibility—We provide an economical solution that saves government agencies over traditional recruiting firms. Engaging with us ensures you avoid a hefty investment in building and maintaining an internal sourcing team. You can leverage our expertise to scale up or down your recruiting activity.
6. Proven Track Record – We have a strong reputation for delivering successful recruitment outcomes, with 76% of our clients coming from referrals and recommendations.

A strategic partnership has many advantages. We'd love to support your recruiting goals, and I am confident it will yield positive results and long-term success.

Sincerely,



Kathleen Duffy
President and CEO
Duffy Group, Inc.



Melissa Barker
VP Practice Development
Duffy Group, Inc.



DUFFY GROUP DIFFERENCE

Recruitment Research:

Until 1991, there was only one recruiting model, and it was based on only one variable: compensation. Today, that concept seems almost quaint. Of course, compensation is a key criterion, but there is so much more that goes into a perfect match between employer and candidate.

The “more” is the foundation of Duffy Group’s Recruitment Research model. Developed in 1991 and constantly evolving, it delivers real-world, actionable knowledge to employers and guides the Duffy Group to unearth hidden talent. Our approach, combined with a flexible pricing model that enables clients to pay only for services performed, is the core of the Duffy philosophy: to be a vigilant steward of clients’ recruiting dollars and serve as a virtual extension of the client’s team.

Our rigorous and comprehensive recruitment process is designed to both streamline the process and ensure the delivery of optimal candidates. The result? Searches that reveal interested, qualified candidates quickly and that save employers over traditional recruiting fees.

Headquartered in Phoenix, Arizona, Duffy Group represents and recruits for national and international clients across a variety of industries. One of its main practice areas is public sector. Its extensive network allows Duffy Group to source candidates throughout the United States.



Most Admired Companies



Industry Experts



30+ Years in Business



Based in Phoenix, AZ

RECRUITMENT EXPERTS

Duffy Group is an executive recruitment firm with special expertise in identifying “passive” talent. Duffy Group is a certified woman-owned business that has redefined traditional recruitment to offer our clients a customized approach to search for key roles, whether at the executive or middle management levels.

Our deep and long-lasting recruiting experience, spanning over 30 years, includes individual contributor roles to the C-Suite. Melissa Barker, VP Practice Development, would be the town's primary contact to recruit, interview, and negotiate with the final candidate(s).

The engine behind our VP Practice Development is a team of well-trained, passionate recruiters familiar with public sector recruiting who conduct research and initial candidate outreach. Our Recruiters know how to locate candidates in new, unusual, and non-traditional places. They provide the insulation and confidentiality needed to reduce the number of unqualified or unsolicited inquiries to our clients. Their expertise enables them to establish relationships with candidates quickly and extract accurate information, ensuring the focus of the search is on the most qualified candidates.

Duffy Group has demonstrated an ability to make successful hires. Our metrics-driven organization tracks retention rates with a follow-up to placed candidates and clients.

Examples of roles we have recently filled or are working on in the public sector are listed below:

Company	Positions
City of Sedona, AZ	City Manager
	Chief Building Official
	Finance Director
City of Cottonwood, AZ	City Manager
Town of Paradise Valley, AZ	Town Manager
	Director of Human Resources
	City Engineer
	Victim Advocate
City of Littleton, CO	Chief Building Official
	Community Development Director
	Public Works Director
City of Gunnison, CO	Utilities Manager
	Procurement, Contracts, & Grants Manager
	Construction Project Manager
Town of Payson, AZ	Chief Building Official
	Assistant City Engineer
City of Flagstaff, AZ	Assistant City Manager
	City Attorney
	Assistant City Attorney
	City Engineer
City of Tempe, AZ	City Clerk
City of Prescott, AZ	Public Works Director
	Deputy Director Engineering
	Community Development Director
City of Surprise, AZ	Civil Engineer

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Maricopa County, AZ	Director of Animal Care & Control
City of Page, AZ	Assistant City Attorney
City of Carefree, AZ	City Engineer
Santa Clara County, CA	Chief Financial Officer
	Chief Medical Officer
	Finance Director
	Information Architect
	Data and Analytics Manager
	IT Project Manager
	Regulatory Liaison
	Senior Management Analyst
	Strategic Improvement Director
Contra Costa County, CA	Director of Personnel
	Human Resources Officer
	Director of Facilities and Planning
	Deputy Director of Financial Planning
Town of Telluride, CO	Historic Preservation Director
	Sr Planner
City of Fountain, CO	City Attorney
	Sr Planner



DUFFY GROUP METHODOLOGY

Duffy Group will create a customized recruiting strategy to address the multiple steps associated with this critical search. We partner with our clients every step of the way. Our clients can choose among a set of services best for their organization. We customize the process and believe a more targeted approach will result in the strongest slate of candidates, save countless time and money, and offer the best results.

Our process will include:

1. **Intake/Strategy Meeting:** We will meet with the Council in person to learn their priorities in a new Town Manager. During the intake, we ask any questions that need clarification. We will gather the city's selling points from them – uncovering why someone would want to work for and relocate to Wickenburg.
2. **Draft Position Specification and/or Brochure:** We will finalize the position specification and brochure on behalf of the city and send for final approval.
3. **Identification of Prospective Candidates:** To find a diverse set of candidates best suited for the position, we will use various resources, drawing upon our internal research capabilities, online resources, and phone calls. We will source passive candidates through our research finding like-to-like communities. We will produce a brochure and post the position in industry publications. We will vet all candidates the same regardless of how they come to us.
4. **Candidate Outreach:** Duffy Group will contact the candidates identified to tell your unique story. We personalize our calls by leveraging our expert recruiting team's ability to connect with people. As we connect with candidates, we will do the preliminary vetting necessary to scout those individuals who are best aligned with your culture. We will also be speaking with candidates to obtain market intelligence that you will own and can use for future searches.

5. **Candidate Screening:** Duffy Group will use the criteria outlined during the Intake process to screen the candidates to ensure they meet the minimum qualifications. During this screen, Duffy Group will obtain their interest level for the role and ensure they clearly understand the position. These in-depth interviews will be conducted via video to determine the candidate's presence.
6. **Introduction of Candidate Slate:** Duffy Group will submit a slate of candidates, including detailed candidate profiles and resumes. As we progress, we will keep candidates informed and connected to ensure candidates do not lose interest in the opportunity. We will also present a candidate comparison matrix comparing key attributes of each candidate on the slate. This presentation will also be conducted in-person.
7. **Status Reporting:** Communication is critical to the success of any search. At Duffy Group, we are transparent about the work conducted. A weekly status report will be sent to the stakeholders to share the progress of the search. The objective is to stay in close contact with the HR Director to refine the process and take action as needed. These reports will include hours worked on the search to date, highlight each stage of the process, and provide details on the candidate slate.
8. **Interview process, Offer:** As part of the recruitment process for this important role, Duffy Group will be by your team's side as long as they would like us there. We can prepare interview questions for the interview process, sit in on the interviews, run background checks, conduct reference checks and social media scrubs, help present offers, negotiate offers, and offer best practice suggestions regarding the process itself. We act as an extension of your team and will provide all of these services, some of these services, or turn this part of the process over to your internal team as bandwidth allows.
9. **Expectations of the Town:** Searches can only be successful with a strong partnership and commitment to the process on both ends. As a result, we require your internal team to review the candidate slate promptly under the agreed-upon strategy. Duffy Group will calibrate with your team regularly, resulting in an improved candidate pool. The HR Director should review the weekly status report and let Duffy Group know of any concerns as soon as possible to ensure adjustments get handled quickly.

KATHLEEN DUFFY

President and CEO



Kathleen Duffy is president and CEO of Duffy Group, Inc., one of the most respected recruiting firms in the country. Kathleen's passion for helping individuals find their path is matched by her deep knowledge of the recruitment industry. Her commitment to serving candidates and clients alike motivated Kathleen to develop the Recruitment Research model, which enables Duffy Group to harness marketplace intelligence, work as a discrete (and transparent) partner, and deliver quality candidates at about half of the cost of traditional recruitment fees. This proven approach to recruitment inspired her to write a book, *Revolutionizing Recruitment: How Recruitment Research is Reshaping the Industry*.

In addition to leading her now-global company and building an engaged team of recruitment leaders, Kathleen gives back generously to the community. She lends her expertise to business and HR-related groups on smart hiring and retention practices; serves as a mentor for social entrepreneurs; and advocates for women through her role on 50/50 Women on Boards, a global initiative to increase the number of women in company leadership positions and by corporate boards to 50% by 2050. She also works tirelessly for myriad philanthropic causes. Kathleen is also the recipient of numerous local and national awards, including the prestigious ATHENA Award bestowed on women who exemplify leadership, community service and mentoring of other women.

As a proud graduate of Arizona State University, she is deeply committed to education, too, representing the President's Club, a philanthropic group of the school, along the College of Liberal Arts and Science's Futures Center Advisory Board. She is a member of the board of trustees and also served as chair of the ASU Alumni Association national board of directors and council. Kathleen is a member of the TTI Success Insights Board of Directors.

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MELISSA BARKER

VP Practice Development



Melissa Barker's extensive experience in multiple facets of organizational management makes her an invaluable asset to the Duffy Group team. Her 20-plus years of experience managing teams, directing operations, and creating a strategy for multiple organizations help her understand the value of finding just the right candidate. Skilled at creative sourcing and attracting passive candidates, her range of candidate placement spans from high-level executives to supervisors in the government, healthcare, and non-profit industries.

Working in diverse industries since joining Duffy Group, Inc., Melissa has built a strong foundation within government. She understands that connecting candidates with a passion for public service is as important as the skill set specified by her clients. Her relationships with top-tier talent in government are the framework for her success.

Her heart for philanthropy and public service is part of her DNA. Melissa's family believed that giving to others is expected by those with the ability. That philosophy, and watching her parents and brother selflessly share their talents in public service careers, inspired her to give back in similar ways.

Melissa worked for the State of New Mexico for many years and served as a founding member of the New Mexico Children's Foundation, a visionary, grassroots organization that funds small, non-profit children's organizations throughout the state. Since then, Melissa has served on several professional, non-profit, and community boards. She currently serves on the McDowell Sonoran Conservancy Board of Directors and is the Chair of their Governance Committee. As a mother of two boys, she participates in many activities and they are all actively involved in Boy Scouts of America.

Melissa earned a bachelor's degree in Political Science from the University of New Mexico.

LinkedIn:

<https://www.linkedin.com/in/melissa-barker-9186257/>

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PERFORMANCE GUARANTEE

Duffy Group's team of highly trained staff are expected to meet the client's expectations.

Our Guarantee

- We will provide a slate of thoroughly vetted candidates who we believe best meet your requirements.
- Duffy Group, Inc. will not approach the selected candidate for any other position as long as they are an employee of the Town of Wickenburg. We also will not solicit any other Town of Wickenburg employee for any other position as long as the town remains a client. We will abide by the Tenets of the ICMA Code of Ethics.
- If the selected individual leaves or is terminated for any reason other than an Act of God (such as total incapacitation or death) within the first year, Duffy Group, Inc. will provide continued consulting services for one additional recruitment/replacement at no additional professional fee but will include project-related expenses.
- Candidates appointed from within your organization do not qualify for this guarantee. Furthermore, this guarantee is subject to further limitations and restrictions of Arizona state laws.

Client's Role

Our experience shows that projects are most successful when we closely partner with you. Additionally, our clients positively impact their search when they:

- Spend time up front with the Duffy team to develop and refine the strategy.
- Respond as quickly as possible to inquiries from the Duffy team during the search process. Conversely, we will respond immediately to your inquiries as well. We are committed to helping you maximize your investment in our services.
- Contact potential candidates quickly after the slate presentation. They have many choices, and we want their choice to be you!
- Keep the Duffy team in the loop as the process moves forward so we can assist with the prospects "behind the scenes" so you can get the most out of the research.

FLEXIBLE PRICING MODEL

Duffy Group, Inc. offers a flexible pricing model, which means clients pay for only the effort required and the value delivered and not fixed fees or retained fees. As a result, they are saving traditional recruiting costs. Our hourly rate is \$150.00 per hour. For City Manager searches we offer a not to exceed of \$30,000.

Our pricing model is all-inclusive, with the exception of travel costs. Generally, we conduct the intake and the presentation of the slate of candidates in person with the Council. Those travel costs would be billed separately as pass-through costs compliant with IRS standard rates. We can also provide background checks and/or social media scrubs as pass-through costs. We do not expect to charge additional staff costs related to this search.

We customize each project based on the organization's specific needs and the agreed-upon strategy.

- Our flexible pricing model gives clients control over their recruiting spend.
- Should the search be completed in less time than anticipated, the client pays only for hours worked and, ultimately, less than the fixed price model.
- Should an internal candidate be selected, the individual will be vetted like external candidates since this pricing model is not based on the candidate's salary.

Duffy Group guarantees to speak with potential candidates who are currently in the stated position, or those whose next logical career step is to advance to this position. We will provide factual information, as provided by candidates, relating to their employment history and relevant work experience. We will act and think like an extension of the town's team. We will also provide a shortlist of thoroughly vetted candidates who we believe are the best match with the requirements of the position. Our fees are associated with the work already completed. A client does not pre-pay, and therefore, will not be eligible for a refund.

DIVERSITY, EQUITY AND INCLUSION

Constantly evolving, Duffy Group, Inc. embraces the unique abilities and perspectives each team member brings to our organization. A psychologically safe environment at Duffy Group starts with our investment in an equitable, inclusive, and diverse team. We have the opportunity to recruit for an array of industries and are excited to support diversity and inclusion in more companies and communities than just our own.

As a female-owned business, Duffy Group values diversity and is committed to equity and inclusion as a matter of principle. We will work closely with the Search Committee and will strive to have a diverse representation of candidates in the applicant pool. As a result, Duffy will unleash a diverse set of networks and partnerships to source and enhance our reach.

REFERENCES

Mayor Jerry Bien-Willner Town of Paradise Valley jbienwillner@paradisevalleyaz.gov (602) 908-7227	Mayor Scott Jablow City of Sedona sjablow@sedonaaz.gov 928-204-7191
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RELEVANT PUBLICATIONS

<https://worldatwork.org/resources/publications/evolve-magazine/companies-turn-to-skills-based-hiring-to-find-qualified-candidates>.

<https://www.governing.com/work/how-local-government-can-recruit-and-retain-the-gen-z-workforce>

<https://www.route-fifty.com/workforce/2023/05/skills-based-hiring-how-public-sector-can-use-it-their-advantage/386468/>

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<https://pshra.org/experts-call-for-more-skills-based-hiring-to-strengthen-the-cyber-pipeline/>

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