

ROSS CLIFFORD & ASSOCIATES

RC&A Recruitment Roadmap

**Our 7 Step Marketing & Technology
Performance Hiring System.**



Improve
Quality



Reduce
Time



Save
Cost

Your next hire could change your world.

Digital, Marketing & Technology Search

The Problem



Digital, Marketing and Technology companies face many recruitment problems when finding and retaining the 'A' players for their management teams and then those all so important delivery functions: Product Management, Marketing & Sales, Project Management & Senior Account Management, UX/ UI & Content Management, Web Development.

The standard approach that agencies and internal recruitment functions usually take is to post adverts on job boards and send blanket In-mails on LinkedIn.



The historical/ traditional methods include:

Job boards will give you access to candidates that are constantly looking for jobs because they typically don't have the skill sets that you'll be looking for.

Internal recruitment function: Internal recruiters are not mapping the entire market. They are typically NOT able to connect, engage and then constantly nurture candidates with super skill sets.

Local recruitment agencies: Tend to use communal databases that are being flogged by every consultant so that the rarer candidates, that YOU want, are typically being bombarded by email campaigns every time a new role becomes available that they are vaguely suitable for.

The Impact to you:



This process is slow and you'll typically only get access to the 10% of the quality in the market who are actively looking and difficult to place. The approach also tends to annoy the candidates and can damage your brand.

You'll not have a true insight into the digital, marketing & technology talent pool. Thereby forced to make an uninformed hiring decision possibly leading to having the wrong resource in place from which to operate and service your clients.

Not having the skill sets in place could prove disastrous when pitching for new work

Top 3 Hiring Challenges for UK Digital Agencies & Tech Companies.

1.

Cutting through the noise: You want and need to attract the Top 15% but there's a lot of self-hype from candidates who want to secure the prestigious appointments but don't have the skills. You need the talent who have demonstrable experience in working with global b2b/b2c brands in a fast-paced client or agency background but the PSL is only supplying a limited number of qualified and suitable candidates (generally those who are on Job boards or who are in the current database). This means you only have access to those who are on the open job market, who probably don't have the skill-sets you require to properly service the client. This is sure to affect the overall client team performance, impact on the profitability and jeopardise securing future business.

2.

Wasted Time: You waste time reviewing CV's and interviewing candidates, because you are sent lots of unsuitable CV's by agencies who either don't have a robust vetting system built from years of experience in the industry or because they don't understand the increasing specific demands of your clients. This will increase the time you spend on recruiting and perhaps the expense in securing the quality of candidate.

3.

Speed: The PSL, for whatever reason, can take too long to provide the necessary quality of appropriate marketing talent. This leads to your vacancies being open and on the market for far too long. This inherently causes gaps in your team's ability to service your clients and promotes a poor perception of the role/ business in the market.

OUR SOLUTION



RC&A provide digital agencies and marketing & technology companies with the top 15% of talent so that they are fully equipped to deliver innovative product against tough commercial deadlines in this ever-competitive space.

We typically assist business owners & agency heads who typically get frustrated by both the length of time taken by the recruitment process and the level of quality then being delivered.

**Snap shot of total size
of the market:
LinkedIn Nov' 17**

Product Management: **146,114**
Senior Marketing: **38,839**
Client Services Management: **121,304**
Project Management: **182,036**
Account Management: **44,929**
UX/ UI: **12,438**
Web Management: **8,129**

Top 3 Solutions our Digital, Marketing & Tech partners want:

A

We find our clients want a system that delivers the top product, commercial, creative or project management talent who possess a rare blend of skill sets.

B

Provides an efficient recruitment process that supplies only 7 CV's (unless more agreed) that have been through a 3-step vetting process that reduces the time wasted in reviewing CV's and interviewing candidates who clearly do not meet your requirements. This leads you to feeling more in control of the recruitment process which gives you more time to focus on your own management responsibilities and to concentrate on your all-important client relations.

C

Delivers suitable CV's within a 72-hr period so that you can quickly and effectively make the important appointment leading to a more productive team, well-serviced and happy client and more business coming in.

The Knock-on Effect

Increased positioning in the Digital, Marketing or Technology market.

Better place to work

Retention increases which saves additional recruitment time and costs

Increased production, output and profitability of the company.

What we do and the steps we go through to deliver the top 15% of talent in Digital, Marketing & Technology industry – created in over 10 Years of working with global blue-chip companies & agencies.

RC&A Digital, Marketing & Technology System

Top 15% of Digital, Marketing & Technology candidates

- Highly skilled & effective
- Experience at high-performing and collaborative environment
- Strategic & purposeful in uncovering commercial opportunity
 - Require less training

- In-experienced
- The output is not up to standards of department
- Reduces team efficiency & overall profitability

Speed of Delivery

Efficiency of Process

RC&A

- CVs presented within 72 hours
- Digital, Marketing & Tech Talent recruited within 7/14 days
 - Increases output & profitability of team
- Good for department morale
 - Happy Hiring Manager

- Maximum 7 vetted CVs presented for each position
- Only review / interview the top candidates
- More time for current team and internal matters
- HR team have more time for more junior appointments

- Takes 1 - 3 months to recruit
- Increases workload of team
 - Non-delivery of candidates from PSL/ IRF

- Too many un-vetted CVs
- Waste time reviewing CVs and interviewing poor quality candidates
- Less time to manage important internal issues/ work for clients

RC&A Candidate Delivery System

The Digital, Marketing & Tech Candidate Delivery System

Step 1. Candidate Analysis

Market analysis of number of digital, marketing & tech candidates with the skills you require

This gives you the largest pool from which to identify the top 15% of talent

Step 2. Candidate Engagement Management

Keep in touch with candidates on a weekly basis, providing authority content and industry articles that provide great value

The best candidates are already engaged with us which provides us with authority and enables us to act with speed

Step 3. Inbound Attraction System

365 24/7 Automated Digital, Marketing & Tech Attraction System

Provides inbound candidates to vet for top 15%

Enables delivery of candidates within 72 hours

Step 4. In-depth Interview

In-depth interview with Ross Clifford.

Screening for the desired skill sets



Step 5. Candidate Presentation, Consultation & Interview management

Restricted to maximum of 7 vetted candidates

Avoids wasting time reviewing CVs and saves time interviewing candidates who are not right for you.

Candidate preparation



Step 6. On-boarding Management

Management of formal offer process

Provides you with more time to focus on important internal matters / delivery

Help candidate during difficult resignation process

Prevents counter offers and increases speed and efficiency of the process



Step 7. Retention Relationship

RC & A will stay in touch with recruited candidate for 12 months

We manage any issues that arise and deal with them before they become a problem.

Increases retention which reduces future recruitment costs and time

Additional Assistance

Along the way there are going to be unknowns. To cover this we believe it's crucial we offer our Marketing, Digital & Tech partners:

Direct access to the Managing Director

Personal mobile phone details for contact outside of work hours

Daily diary availability for you

Guarantee you will not be get passed to junior recruiter to "manage" your account

Communications responded to within 90 minutes



Do you struggle to find the top-quality people for your Digital, Marketing & Technology business with authority, speed and efficiency?

If so you're not alone.

Many of our partners were in the same position until they worked with us and benefited from our bespoke delivery system.

The first step is to run a Delivery Audit which will give you a further insight into our process.

Email or call me on the details below.



Ross Clifford (BA Hons) Marketing Communications.
Managing Director

Ross Clifford & Associates Ltd

<http://clifford-associates.com>

07983 359513