



**Creative | Marketing | Technology
Executive Search**

Recruitment Roadmap

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



Improve
Quality

Reduce
Time

Save
Cost



Signature Talent Delivery System.

Creative, Marketing & Technology Search

The Problem



Creative, Marketing and Technology companies face many problems when finding and retaining crucial talent for management teams and the all-important delivery functions.



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 the in-demand 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 creative, 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 and onboarding new clients.

Top 3 Hiring Challenges for Creative, Marketing & Tech Companies.

1.

Cutting through the noise: You want and need to attract the Top 15%. London is the mecca of talent – 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 could possibly 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 creative, marketing & technology companies with the top 15% of talent so that they are fully equipped to continue to deliver an innovative product suite 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.

- We listen. From our tested vetting methodology to our signature 7-step hiring system, we get under the skin of both your business and the candidate.

- We understand. With nearly two decades of experience in the creative, marketing and technology sectors, we understand role specifications like few others.

- We care. Our aim is to become long-term business partners, so we would never introduce candidates who we think are not the right fit.

Snapshot of functions
by total size of the UK
candidate market as
of May '19
(source LinkedIn)

Product Management: **155,857**
Marketing: **2,883,227**
Client Services Management: **752,412**
Project Management: **531,506**
Account Management: **419,336**
Design: **169,483**

“We look for commercial people with a rare blend of talents. They need to be able to advise our blue-chip clients on thought leadership strategy. They need to be highly strategic and purposeful in uncovering opportunity. And they need the hunger it takes to thrive in a rapidly evolving business. RC&A were quick to understand our need, they only delivered high-quality people for interview, and succeeded in getting us a winning candidate incredibly fast.”

Gareth Lofthouse (CRO)

Longitude (A Financial Times Company)

The Knock-on Effect

- Increased positioning and reputation in the global market
- Better place to work
- Increased level of staff retention to save additional recruitment time and costs
- Increased level of production, output and profitability of the company.

What we do and the steps we go through to deliver the top 15% of talent in Creative, Marketing & Technology industries – created in nearly two decades of working with global blue-chip companies & agencies.

Top 15% of Creative, 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

Efficiency of Process

Speed of Delivery

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 5 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

The Digital, Marketing & Tech Candidate Delivery System

Step 1. Candidate Analysis

Market analysis of number of creative, 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 true 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 Creative, Marketing & Tech Attraction System
- Provides inbound candidates to vet for top 15%



Enables speed in delivery of suitable candidates

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 are a recruitment business in the Creative, Marketing & Tech sector to offer our 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 24 hours.



Do you struggle to find the top-quality people for your Creative, 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