



your recruitment options and their differences

what's important to me?											
timely & efficient recruitment process				find & retain the best person in the market				protect brand & reputation		our workloads are respected	
A database of 'actively looking' qualified talent in the creative & marketing industry	Use leading edge search & advertising platforms & tools to attract candidates – go quick and large	Generate low volume shortlist of high quality candidates (highly selective qualifying process)	Market knowledge & insights enabling realistic recruitment planning, saving time & effort	Ability to attract passive / discerning talent through reputation, leading edge search tools & platforms & multi-channel activity	Tailor role & messaging with specialist sector /niche knowledge, market context & insights	Build relationships & go deep with candidates through qualifying process, assuring opportunity is right for them & the client	Ability to exploit extensive network within the creative & marketing industry	Dedicated knowledgeable consultant from your sector who speaks your language, trusted to represent your business & brand	Dedicated resource who cares & manages candidate experience through the end to end recruitment process	Generate low volume shortlist of high quality candidates (achieved by a highly selective candidate qualifying process)	
use a specialist recruiter: 											
manage own recruitment	Some companies build a database /network of industry people who are looking for new opportunities – but not many!	—		—	—	—	—	—	—	Some companies have slick and dedicated Infrastructure and resource	But consider the inability to impartially qualify candidates to know they are genuinely interested in your opportunity
engage multiple specialist recruiters			—	Consider time on consulting meets with every recruiter			Multiple recruiter strategy will limit what each specialist recruiter will do	Multiple recruiter strategy will limit what each specialist recruiter will do	Consider whether you have time for all recruiters to get to know your business well	Consider candidate experience of being contacted by multiple specialist recruiters	—