

## Welcome

By **Ruella Crouch**, Managing Director

With the Christmas break now well behind us, we have all hopefully been able to get back into the swing of things.

Here at Ruella James Plc we have firmly settled into our brand new offices and have re-structured the business in line with our vision for the company over the next five years and have six distinct consultancy teams, these are as follows:-

- The Graduate Team (London), places graduate calibre individuals into a range of sales roles, including recruitment and media (Q3) within London and the M25.
- The Recruitment to Recruitment Team (London), places Experienced Recruitment Consultants across a range of disciplines within London and the M25.
- The Executive Team oversees the placement of Team Leaders, Managers, Divisional Managers and Director level individuals across the UK.
- The Regional Team places Trainees and Experienced Recruitment Consultants across a range of disciplines outside the M25.
- The Corporate Support Services Division places researchers and support staff across our client base.
- Finally our Marketing and Research Team, is dedicated to supporting our consultancy teams, proactively sourcing quality individuals for our client base and working on a number of retained assignments.

Not surprisingly, every team has got off to a very busy start and the number of quality vacancies registered so far this year has been superb. The new year has also brought an influx of candidates looking for new roles.

We are delighted to announce that for the fourth year running we have been short listed in the category of Best Recruitment to Recruitment firm. Having won this twice, we look forward to the results on 13th April 2005.

Wishing you all a fantastic 2005!

Regards  
 Ruella

## Marketing and Research Division



Marketing and Research team

**Throughout the year we thought you would appreciate gaining a more detailed overview of our consultancy teams. This month we're highlighting our Marketing and Research (M&R) Division and our Graduate Sales Division.**

Our M&R Division was launched in January 2005. It currently consists of an Executive Search Consultant and a Senior Researcher. This team was established to support our incredibly busy consultancy teams and to provide a resource which will proactively, yet confidentially, approach candidates within the recruitment sector who we feel can add real value within our client base.

Ruella James Plc work with a significant number of quality organisations across the UK who have achieved demonstrable success, offer structured career opportunities, as well as excellent earning potential.

In addition, with our privileged and detailed knowledge of the recruitment market, this team will also provide advice and market intelligence, conduct regular surveys and other initiatives in conjunction with our PR and advertising agency covering a range of recruitment issues.

## Graduate Sales Division



Graduate team (London)

Since 1999 our Graduate Sales Division has grown substantially and become a market leader in providing graduate and graduate calibre individuals with exciting trainee opportunities in recruitment on a national basis. During the third quarter of 2005, we will be expanding our Graduate Sales Division further placing graduates with an interest in pursuing sales careers outside of recruitment within the professional services and commercial arena. These areas will include the following on a national level:-

**IT/Telecoms**  
**E-Commerce**  
**FMCG/Events**  
**Media/Marketing**  
**Medical/Pharmaceutical**  
**Finance/Business Information**

We will seek to place career minded graduates with outstanding attitudes, seeking long term careers within a sales environment.

**If you have a background in either media/sales or recruitment and are interested in joining our team call our Operations Director, Dee Barclay-George, on 020 7025 5757 or email your CV to mail@ruellajames.com. We are currently looking to expand this Division with three key individuals. In addition we have two other very warm desks to fill within our business.**

# Your questions answered



**Recruitment to recruitment is still a relatively new service to our industry and just like anything else it does not evolve overnight. Some mainstream recruiters may still have reservations and concerns about the effectiveness and reliability of the service that our sector can offer. At Ruella James Plc, we strive to operate to the highest standards. Here are a list of the most frequently asked questions and remarks, which we hope will put some minds at rest.**

**You never provide us with enough quality CVs - where are all the candidates?**

The lower number of cvs is because we face a terrible skills shortage in the recruitment market. The downturn saw many people leave the industry and as many of us stopped recruiting during this time there are fewer people with enough experience available. The problem has been exacerbated as many of us are now quickly expanding our operations and supply literally can not keep up with the demand! Even if we could send you a vast quantity of cvs we probably wouldn't. As you can appreciate it is important that we only send through the cvs of the particular type of candidate that you specifically asked to see. If we send others that don't quite match your specification then we haven't been listening to your needs and we will be wasting your time.

**What are you doing to increase candidate flow?**

The simple answer is everything we can, this follows on from the previous question. The industry needs to see a massive injection of fresh blood and will have to accept that there aren't enough experienced consultants to go round. Firstly, clients must consider the graduate route and secondly those with relevant skills that could cross train into recruitment. We have recruited via the universities as well as recruiting through our Recruitment Academy and Graduate Workshops and this has paid great dividends over the last 5

years. Hopefully, with our new restructure we will be able to source a greater level of suitable candidates for you.

**We get the CV for one candidate coming through from several different agencies.**

Yes this does happen and quite frankly this must be irritating for you. We hear from some clients that some recruitment to recruitment companies, download cvs from the various job boards and send them out to prospective clients. In some cases they have not asked the candidate if they can do this. In fact it is against the law. There are many reputable R2R's who do not do this and interview every person first and brief them before sending on their details. Unfortunately, because of the candidate shortage, some clients don't appear to care where cvs come from and sadly this only makes the problem worse.

**We never get enough contact from your staff.**

We try to contact all our clients as regularly as possible, however we would rather contact you with relevant and useful news. Each member of our team is quite happy to agree times and the frequency of calls that you want to receive, but your time is precious as is ours so we won't waste that valuable time. The sheer volume of work and the number of requirements we are currently dealing with means that we have to be streamlined and efficient, in order to give you the best service.

**The recruitment to recruitment industry has a lot of "cowboys" why should we trust you.**

There have been and there are still some rogue operators, just as there are in the industry as a whole. However, their numbers are decreasing thanks to the main operators in the R2R sector who are now in the process of developing a R2R Division within the REC with its own Code of Conduct. In short things are changing for the better. Ultimately we all make mistakes from time to time, but if we all work together we can make a

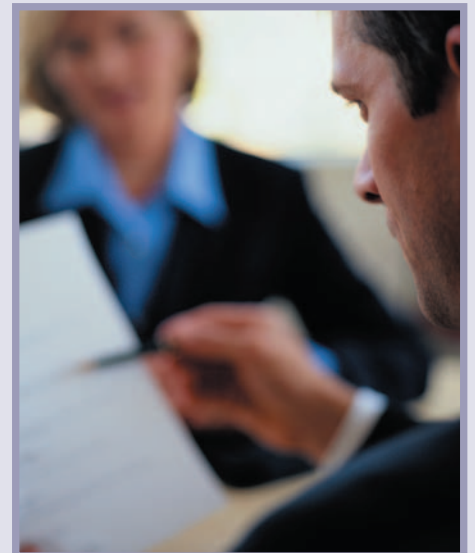
difference.

**You recently sent through a good candidate to a competitor, why?**

Yes we did and will continue to do so, if that is what the candidate wants. Just as we provide a reputable service to you we are duty bound to offer all available options to a good quality candidate. We cannot conceal from them the fact that your competitors might also be recruiting. It might well be that they would prefer to work for your nearest rival and that at the end of the day is their decision. Yes we will help them make their final decision, as any good consultant would, but we won't hard sell them into a particular company. It's all about choice, the candidate is looking at you as much as you are looking at them and in this current climate the candidate has the upper hand.

**We were about to offer a role to someone when we found out that they had been "let go" from a previous role.**

Ultimately, honesty is the best policy and we do try to uncover any "skeletons" when we interview candidates. We all know how rumour orientated our industry is, so when this happens it may be best practice to investigate the matter further yourself, with the candidate and the R2R, rather than relying solely on hearsay. The incident may be something that was a "one off" on the part of what may be a very good consultant. By establishing the facts yourself, you may decide that the situation really was a "one off" and you could go forward with a good employee that you might otherwise have disregarded. At the end of the day we are all only human after all and some people deserve a second chance!



# The world is your oyster



**It's easy to get pigeon holed into your own niche sector. If that's what you love doing, then great, stick with it and make a career from it. But many candidates we meet are not always aware of the wide range of opportunities on offer. Below is an overview of some of the main sectors. All of these sectors have registered improvements in business over the past year.**

## **Banking/Finance**

The last year has seen significant recovery in the City of London. What is good news for the Square Mile is good news for everyone in this sector. Salaries in the sector have increased across the board at about 7 per cent with job creation running at about 130 per cent. Recruiters operating in this sector stand to reap the benefits due to increased demand for staff. In fact all over the country, companies operating in this sector are expanding their teams in anticipation of another good year ahead.

## **Secretarial**

The number of placements across this sector has risen steadily over the last year. Interestingly the rate of permanent placements is moving quicker than the temporary market. The current skills shortage is particularly rife amongst PA's and this group is now in such demand that they enjoy the strongest wage bargaining position around. In fact it is now not unheard of for top PA's to be head hunted. Consultants in this area are making big returns on highly valued candidates.

## **Legal**

The big recruitment firms are hiring in numbers again due to the drop in freezes by the larger UK and US firms law firms. The in-house market has also picked up

dramatically. Since the beginning of 2004 most recruiters in this market have been seeking to expand their operations rather than replace. As a result salaries have also risen as demand for consultants in legal recruitment has risen. On average revenue generation in this market is up by 56 per cent. Consultants operating in this field will have seen their OTE's rise by as much as 46 per cent.

## **HR**

This is arguably one of the slowest sectors to respond to overall market improvement. The HR function is becoming more and more of a necessity for many companies and as it is not a revenue generator salaries tend to rise a little more conservatively. However, demand for HR professionals has grown steadily and will continue to do so. Salaries for recruiters in this sector have also risen and OTE's are up on average by 29 per cent. This is a steady yet low risk market for a recruiter to consider.

## **IT**

This was the worst hit sector during the downturn and consultants in this sector not only saw their numbers diminish, but salaries and OTE's stagnate. However, the tide has turned and the floodgates have opened as companies have begun mass recruitment drives for staff at all levels. Many ex-IT recruiters have decided to return to the market, some receiving big "Golden Hello's" to do so. Demand for recruiters in the sector is very high and as a result consultants have seen take home salaries rise by as much as 40 per cent as well as being offered stakes in the business.

## **Media and Marketing**

This sector also suffered badly during the downturn. However, with increased projects

and campaigns taking place across all sectors, many companies are expanding their marketing departments again. Consequently advertising spend is beginning to rise. Of all the sectors we have discussed this is very much one of the "sexy" sectors and many consultants make a lifetime commitment to it. Salaries have increased steadily throughout the year, with consultants seeing an increase on salaries up to 22 per cent.

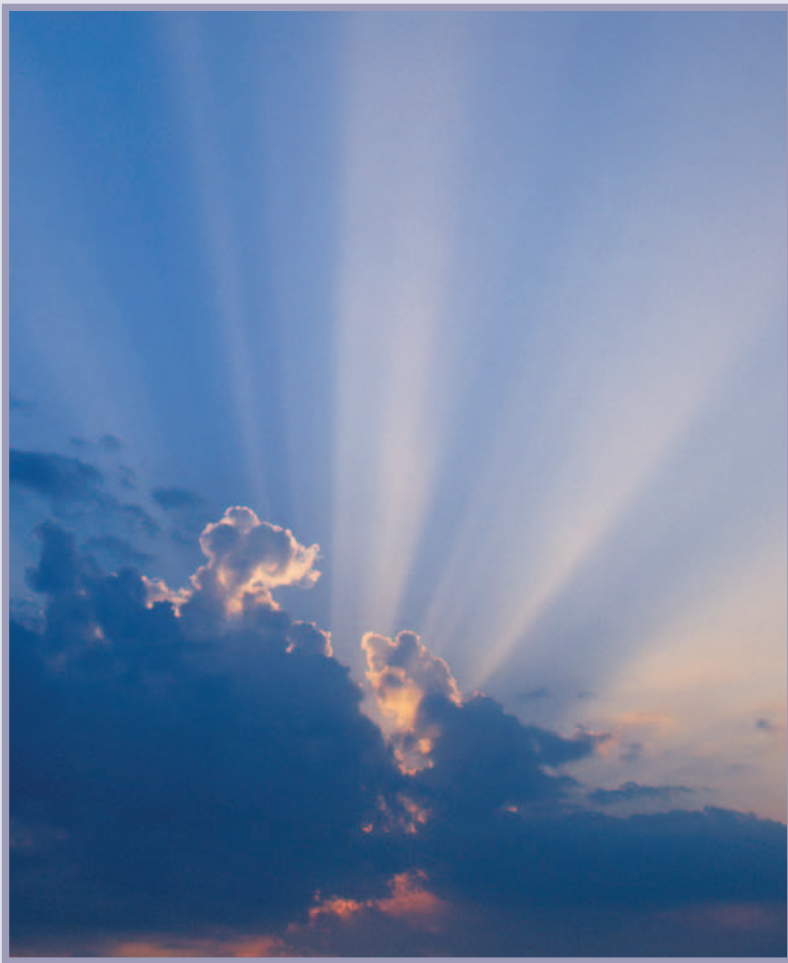
## **Public Sector**

The number of placements made by many recruitment to recruitment consultancies across the public sector arena has risen steadily throughout the year. Many have reported increases as high as 25 per cent. Due to the vast range of specialisms within the sector, many of which are effected by public policy, the salary increases enjoyed by recruitment consultants over the last year have been modest. However, OTE's have been reported as high as 25 per cent on the previous year. Consultants wishing to consider this sector should often continuously review both central and local government policy. Proposed public sector cut backs by both Government and Opposition parties will often greatly reduce staffing levels.



# The future is bright

# Support your industry



Over the last 12 months the UK recruitment industry's turnover grew by 7 per cent to £24.5 billion. The growth has been largely driven by demand for temporary employees up 5.7 per cent on the previous year

to 1.5 million as well as permanent recruitment, up 9.1 per cent to more than 560,000 placements.

It is also good to see that margins in the temporary sector were up slightly and last year was the first since 1999 that did not show a decline.

Growth in the headcount within our industry is reported to be expanding out again and the industry currently employs about 91,000 people.

The future looks bright as well. Given current growth forecasts for the UK economy, predictions growth for 2005 is said to be in the region of 8 per cent to £26.4 Billion. Many in the industry believe that temporary placements will be maintained or increased.

Overall an air of optimism has returned and another strong year of recovery is on offer.

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The long running debate on statutory recruitment industry regulation continues and many people in the sector have their own strong views on it. There are those that believe in a free market without a “big brother” governing body breathing down their neck. Recent government and EU legislation has seen a deluge of bureaucracy which has almost criminalised companies that do not comply. Would this not be yet another tier of authoritarian control interfering with the entrepreneurial culture of the recruitment industry?

On the other hand there are those that consider proper regulation as the only way forward. This would ensure a reasonable and responsible code of practice just as any other profession. It would ensure a high level of service standards for client and candidate alike. The few operators that can be labelled “bad apples” will either be made to sort themselves out or be closed down.

At the end of the day, after family, health and personal happiness, a job is one of the most important things in any person's life. It is the job of recruitment consultants to ensure that this happens. In this respect the industry has so much more it can do for not only the economy but for every one's well being.

The REC has been accused of being a side show and a paper tiger that is incapable of making much difference. In the last few years it has seen unprecedented levels of membership growth. It is an effective pressure group that not only lobbies our government but also the European Parliament. It has also listened to many of the concerns of its members and voiced these with the relevant authorities. In short it is a force for change which, if given statutory control of the industry or not, will still make a significant difference and for the better.

The more of us who either support or join the REC the more powerful a professional body it will become. It will therefore enjoy even more clout with government and consequently this can only benefit the industry.

