

Welcome

By **Ruella Crouch**, Managing Director

Welcome to Issue number 8 of the Recruitment Journal which I'm attempting to write in a very hot office. Unfortunately along with other parts of the West-End we have just had a power cut which means that our lovely air conditioning has also been cut off! In this journal you'll find some suggestions to help you keep cool over the summer period if, like me, you're currently sitting in what feels like an oven and also some ideas for some great last minute breaks.

Aside from enjoying a well earned rest, the summer holidays is also a fantastic time to re-evaluate how your career is developing. If you feel your performance could improve, have a read of our Recruitment MOT.

The summer is usually perceived as being a quieter period in the recruitment sector, however in the R2R sector our clients are as keen as ever to meet quality candidates looking for their next opportunity or those looking for something 'a little different'. In particular the summer months see a significant increase in the number of trainees being recruited in all sectors and our clients are actively recruiting for individuals with some sort of sales/customer service background, a positive attitude and bags of personality. If this sounds like you or one of your friends please do give us a call, especially if you're looking for a varied interesting career, with full training and excellent on target earnings.

Detailed opposite is a brief over-view on what's currently happening within each of our divisions. If you do decide to use our services please be assured that we will work very hard on your behalf to secure you the right opportunity.

Please note that with immediate effect our telephone number will be changing to 0844 800 0999 although our address will remain the same. Our old number will be available until the end of September.

Finally may I take this opportunity to wish you an enjoyable summer and to thank all of our clients and candidates who have entrusted us with either their vacancies or with their career choices so far this year.

Have a fantastic summer.

Kind Regards, Ruella.



Ruella Crouch

EXECUTIVE DIVISION - UK Wide

We've registered and placed over 20 excellent candidates at Senior level (£50,000 plus) so far this year. Highlights have included an MD for a HR/Search firm, a Senior Internal Recruiter and a Sales Director within a Financial Recruitment firm.

In addition this division also places Senior/Managing consultants looking for their next or first move into a management role.

This is an area where we appreciate that confidentiality is of paramount importance. With our network, industry contacts and inside knowledge of our top tier client base, we are in a unique position to pro-actively source the right role for you.

Even if now is not quite the right time to move we're always on hand to offer help and advice.

LONDON TEAM - Placing Trainee and Experienced Consultants within the M25

Our London team works at two distinct levels placing both experienced and trainee consultants. This is always a very busy area for Ruella James. Our experienced team are consistently inundated with new roles on a daily basis and our trainee team are having a very busy summer. We have an excellent reputation in both these areas placing candidates in a diverse and interesting range of opportunities. We are particularly strong in the following markets, Finance, Banking, HR, Secretarial, IT, Technical, Sales, Media and Marketing and Legal Recruitment.

In addition we have been developing our presence in the Search Market and have a number of really exciting opportunities for contingency recruiters looking to move into the search arena or search consultants looking to move into a more niche sector. Salaries and earning potential for the right candidates are excellent.

On the trainee division we are always seeking ambitious, confident individuals looking to make their first step in to recruitment. Recruitment is a diverse and really interesting sector to work within. If you want more information or a fact-sheet which explains a career in recruitment in more detail email me at ruellac@ruellajames.com

REGIONAL TEAM - Placing Trainee and Experienced Consultants outside the M25.

We might be based in London but we have a very successful team placing candidates into recruitment roles outside the M25. We predominantly work within the following areas: Herts., Bucks., Berks., Surrey, Sussex, West/East Midlands, Yorkshire and the North West.

We have a very extensive client list across all disciplines and regularly meet with both our clients and candidates either prior to or post placement. If we can't meet with you personally in the first instance we will conduct a thorough telephone interview at a time convenient to you and present you with a selection of clients that we feel match your personal requirements.

As a business we have always been very selective about where we place candidates and who we agree to represent client wise. Please be assured that as we don't like drop-outs you can feel confident that we'll be working very hard on your behalf to secure the RIGHT long-term opportunity!

Corporate Support Services - Placing Support Staff with recruitment industry experience.

If you need a researcher, resourcer, receptionist, administrator, office manager or similar - do give us a call. For the past few years we have built a division which specialises in placing support staff with our growing client base.

We have a superb range of clients seeking support staff and an ever growing database of candidates seeking new roles within a recruitment environment.

Finally - we are always looking to represent good candidates at all levels and we'll happily pay £250.00* for every referral that we place!

* conditions apply

The recruitment M.O.T.

Summer is traditionally the slowest time of year for recruitment professionals. But just because clients and candidates are on holiday it doesn't mean that you have to sit at your desk twiddling your thumbs. With the office relatively quiet, summer is a great time to have a good, long look at your skills and competencies and see where you might be able to make some improvements. If you are a manager you can go through the process for the whole team. This will put you in a strong position when it comes to looking for a promotion or that important new role. Read on to see what the experts have to say and how you can use the summer to give your recruitment career an M.O.T.

The bottom line



The need to keep billings on track during the summer months has a canny knack of focusing the mind on sales closing technique. How many opportunities are your team converting into genuine billable results across the year? Is each and every incoming enquiry from client and candidate being followed through adequately? After all, every piece of business counts.

There are two possible ways to approach this. You can (and should) regularly get down to bare bones analysis - how many candidates have newly registered in recent weeks and how quickly are they being placed? Despite mixed reviews, across most industry sectors, candidates are still in short supply, and unless you are not screening candidates adequately to route out the unplaceable, conversion rates should be reasonable.

There is also an intangible element to consider. Walking around the office and listening in to conversations you can quickly get a feel for the way briefs from clients and incoming enquiries

from candidates are being fielded. Are you losing sales based on the interpersonal technique of your recruitment team? Also, how good is the quality of the information being taken down?

Obtaining detailed and thorough job details is essential to the success of filling a vacancy. This may seem like an obvious and boring piece of detail, but more often than not, when a role is not filled - you can usually link it back to the lack of information or detail when initially taking the spec. Unfortunately, this crime is usually committed by experienced recruiters who tend to become complacent and become less focussed on detail. So pick up a few jobs specs from your consultants at all levels and really ensure they are well briefed It could make all the difference.

Ultimately, remember that closing a sale depends on how supported your client and respective candidates feel during the screening and interview process. You need to ensure that everyone feels confident when it is right to do so. Increasingly in the current climate, there is a great deal more than salary at stake when a candidate is considering an offer. They often require personal assurances over the quality of the company that they will be working for and the overall package. At this stage the right consultancy and strategic advice will help complete the deal to the benefit of all stakeholders.

So, what better way to stay on track across the summer than to make the most of each and every opportunity. As the popular saying goes, you've got nothing to lose, but perhaps a lot to gain!

Uzair Bawany is managing director of Contact Recruitment and member of the Forum of Professional Recruiters Executive Committee

Time management



It may seem like an obvious point but are you sure that you use your time at work as well as you possibly could? Because in a commission-based industry like recruitment it literally pays to be as efficient and productive as possible. First of all start with the basics. Do you get into work on time in the morning or struggle in five minutes late and spend the next half hour making coffee and catching up on emails from your mates? If you are a slow starter in the mornings - and there is no shame in that as many of us are - then the best plan is to get to work early and go through your start the day routines before work begins. That way you will be ready to make money for your company - and yourself - right from the off. For the rest of the day the optimum way to make best use of your time is to plan ahead. If you have candidate calls to make or new jobs to post estimate how long the task will take and put it in your diary. If it takes longer than expected - ask yourself why. Are you allowing yourself to get distracted by colleagues? By planning ahead and allocating time for tasks each day you will be amazed at how much more efficient you become. And in the long run more efficiency should mean more money!

Sector

knowledge



Regardless of the sector you operate in, it is simply not possible to know too much about the industry you recruit for. For winning new business, developing your relationship with candidates and effectively matching the right person to the right job, industry knowledge is an invaluable tool which can help open doors and influence decisions. So how good is your industry knowledge of the sector you operate in? Can you name the big issues that are facing it at the moment? Do you know who the main players and personalities are at the top of the tree? Can you talk knowledgeably about your market sector for ten minutes without repeating yourself? If you have answered yes to all of these questions well done! If you are unsure of some of the answers you may need to do some more research on your sector. This is a relatively easy task to perform. You can read trade magazines and websites to hone up on the basics and slowly build from there. When you are talking to clients and candidates take every opportunity to increase your knowledge and get help from work colleagues too if you need it. Remember - you can never have too much sector knowledge.

Mind the gap

Another great way to make use of downtime in the summer is to have a look at your skill set and see if you can identify any gaps that could be improved with training. In whatever field of life we operate in we all need to keep ourselves up to date and recruitment is no exception. Have a think about the way that you do the job. What is your weakest area? Are you great at developing relationships but much weaker when it comes to closing a sale? Maybe you have great communication skills on the phone but find it more difficult when you have to meet clients or candidates face to face. The summer is the perfect time to identify your training needs. But don't leave it there - make sure you follow through and get the training that you need. Remember it is in your interests to do your job as well as you can. A range of training providers service the recruitment sector and you should have no difficulty in finding the course that you need. Go for it!



Presenting the case

In business generally - but in recruitment especially - how you present yourself is a big factor in how successful you will be in the long term. For recruitment professionals have nothing to sell except themselves - there is no tangible product that you are providing, candidates and clients have to buy into you personally. So whether you want to call them presentation or communication skills, how you deal, interact and get on with the people you meet every day will play an important part in how successful your career as a recruiter will be. Do you greet new people with a firm handshake while looking them in the eye? Do you speak clearly and make yourself heard? Are you always dressed professionally when you go out to meet candidates and clients? Take a little time this summer to think about how you come across in the workplace and whether you need to make any improvements - it can only do your career good in the long term.



Summer getaway

If you're looking for a week or two away at the end of the summer but haven't made any plans then we've got some top destinations for you! All within a couple of hours flight of the UK and affordable on most budgets, these destinations are our top recommendations for summer fun in the sun.

Bulgaria

Whether you're into the great outdoors or a more relaxing holiday Bulgaria offers swimming, riding, climbing, hunting, fishing as well as sunny beaches, healing spas, beautiful monasteries and plenty more.

Croatia

Croatia's coastline offers the choice of over 1000 beautiful islands, crystal-clear waters for great diving and sailing as well as the stunning cities of Dubrovnik and Split.

Turkey

From April to October the climate is perfect for relaxing on the sandy beaches or exploring the mountains, lakes and archaeological heritage.

Greek islands

Uniquely beautiful, each with their own character, the Greek islands bask under almost constant sunshine and warm waters.

Sardinia

Relax on the beaches, eat fantastic

sea-food and head to the Costa Smeralda for celebrity-spotting.

Andalucia

From the sandy beaches of the Costa Del Sol to the culture of Seville and the beautiful countryside, Andalucia offers the perfect holiday destination for everyone.

Ibiza, Majorca and Menorca

The Balearic islands offer a range of fun in the sun; clubbing in Ibiza, family-friendly activities on Menorca and something for everyone on Majorca.

Tunisia

Choose Tunisia if you're looking for something a little more exotic from the barren beauty of the Sahara Desert to fertile citrus groves and fabulous white beaches.

The Algarve

The Algarve coastline is fantastic; long stretches of golden sands, refreshing seas and secluded bays with water perfect for swimming and snorkelling.

Beating the heat!

With the UK just recording the hottest month since records began and August forecast to be another scorcher, here are some top tips for keeping your cool when everyone around you is losing theirs.

Keep out of the heat

- If a heatwave is forecast, try and plan your day in a way that allows you to stay out of the heat.
- If you can, avoid going out in the hottest part of the day (11am-3pm).
- If you can't avoid strenuous outdoor activity, like sport, DIY, or gardening, keep it for cooler parts of the day, like early morning.
- If you must go out, stay in the shade. Wear a hat and light, loose-fitting clothes, preferably cotton. If you'll be outside for some time, take plenty of water with you.

Stay cool

- Stay inside, in an air conditioned office or the coolest room in your home, as much as possible.
- Close the curtains in rooms that get a lot of sun.
- Keep windows closed while the room is cooler than it is outside. Open them when the temperature inside rises, and at night for ventilation. If you are worried about security, at least open windows on the first floor and above.
- Take cool showers or baths, and splash yourself several times a day with cold water, particularly your face and the back of your neck.



Drink regularly

- Drink regularly even if you do not feel thirsty - water and fruit juice are best.
- Avoid tea, coffee and alcohol as they can cause dehydration.
- Eat as you normally would. Try to eat more cold food, particularly salads and fruit, which contain water.

