

Case Study 1 - Helping our client open a 19 strong studio

People are central to the Creative Resource ethos, and have been since the company was formed. Creative Resource has a small creative agency approach to customer management and contact that ensures customers receive an experienced hands-on approach to their recruitment challenge.

Their client was moving all shared services to a completely new office in Manchester. None of the agency's implanted staff wished to relocate and they needed to hire 19 new staff to all start at the same time 4 months hence. Despite not being hired on a retainer and the agency briefing other recruiters, as they were nervous of putting all their eggs in one basket with such a time critical undertaking, we ran it as a major project, recruiting 14 staff for them.

These included:
Head of Agency; Head of Design; Designers; Artworkers (day and evening shifts); Account Managers (Campaign Managers); Proofreader; Workflow Managers (day and evening shifts)

All new recruits started within the agreed timeframe and we waved them off at Piccadilly for their week's induction training in London. Only two of them were not recruited by us and we found all the senior staff.

How did we do this? As mentioned we ran it as a major project allocating dedicated staff to resource the roles and our MD managed the client relationship directly. We arranged several interview days at our offices and other locations in Manchester. We used both our existing candidate contacts and sourced new candidates through extensive advertising channels.

We pulled together very strong shortlists to minimise the amount of time the client needed to spend interviewing. The ratios between candidates interviewed to hired was on average 3 to 1. We were determined to help our client complete this major project successfully and committed time and resource to do it properly.

“Clients are looking for a good fit, not another set of problems to solve, and because of our thorough approach, our customers trust us to deliver the right person – and our candidates trust us to place them with companies that can help them further their career”

Julie Ollerton

The client was frankly brilliant. They had a main contact responsible for co-ordinating everything plus two additional contacts responsible for interviewing designers and artworkers. We agreed timeframes in advance, they interviewed when they said they would and made prompt decisions and offers. As we had managed expectations, debriefed candidates and fed back concerns and reservations quickly to all parties, all offers were accepted and none of our candidates pulled out ahead of their start date.

Job well done.