

## Welcome

By **Ruella Crouch**, Managing Director

### Happy Anniversary!

Ruella James Plc was five years old on 30th November. This coincided very nicely with us moving into our new offices based in Kingly Street, just off the West End's fashionable Carnaby Street. As well as being bigger our new offices are fully equipped to deliver the best service possible for clients and candidates alike.

Again it's been another very busy year, with no shortage of roles. For the first time in our newsletter, we're highlighting a number of positions we are currently looking to fill for the early part of 2005. Obviously these are just a very small selection of jobs that we have registered!

It is still a very candidate driven market and competition for the best consultants is still intense. As the market continues to improve, basic salaries and on target earnings have increased in all sectors and we anticipate that this trend will continue next year.

We are also looking to recruit three new members of staff before the end of the year; a Senior Consultant for our Executive Division to place candidates at a senior level and two Graduate Trainees or Junior Consultants for both the Regional and London teams. All roles are working with established teams and are more Account Management focused with just a small amount of Business Development within the roles.

As you are aware, we are very passionate about our industry and have worked hard to build high standards and ethics and encourage new talent to enter our sector. Our work with the REC, the AGR and two Recruiter Awards for Excellence only emphasise the commitment we have to our profession.

Finally, I would like to take this opportunity to thank the clients and candidates who have supported us over the past 5 years, especially this year. In particular we would like to thank the many candidates we've placed, who have been kind enough to refer their friends to us!

Best wishes for a fantastic Christmas and New Year.

Regards  
 Ruella

## Round Up



### Disciplinary, dismissal and grievance procedures

Although the new legislation came into effect in October many companies have not taken notice of the new regulations. Companies that fail to comply with the procedure correctly are warned that they could pay as much as 50 per cent more in awards should they lose the case at an employment tribunal.

In a standard dismissal and disciplinary case employers should do the following:

1. The employer must write to the employee setting out the employee's alleged conduct.
2. The employer must invite the employee to attend a meeting, inform the employee of the decision and of his or her right to appeal.
3. If an employee appeals, the employer must invite him or her to an appeal hearing and inform him or her of the outcome.

Employers who are not aware of the guidelines are advised to consult an employment specialist.

## Forthcoming Events

The New Year brings with it several forthcoming events useful for recruitment professionals.

**23 - 24 January 2005**

**Job Scene and London Jobs and Training**  
 Venue: Olympia, London

Two established recruitment events have combined to create one of the largest general recruitment fairs in the capital.

For further details call 01823 250 930  
 Or visit [www.jobsceneuk.co.uk](http://www.jobsceneuk.co.uk)

**8 - 9 February 2005**

**National Graduate Recruitment Exhibition**  
 Venue: G-MEX Centre, Manchester

Arguably the biggest graduate recruitment show in the North of England

For further details call 020 8394 5131  
 Or visit [www.gradjobs.co.uk](http://www.gradjobs.co.uk)

**17 February 2005**

**The Recruitment Conference**  
 Venue: The Landmark Hotel, London

The ideal event for recruitment companies who want to make the most of an expanding market.

For further details call 020 8421 8010  
 Or visit [www.rec-con.co.uk](http://www.rec-con.co.uk)



A section of our new offices at Kingly Street, W1



# Sell yourself

How times change. Only two years ago, the emphasis was on candidates to demonstrate their excellence in order to have any chance of securing a job. Employers now find themselves in a climate where demand for candidates has grown, but the supply of quality candidates has decreased. This means that the boot is now firmly on the foot of the good candidate.

Research has shown that good quality candidates can have a choice of between eight and 12 vacancies at any one time. In the war for talent speed is of the essence. Companies with complex and lengthy recruitment processes will see the quality consultants move to a competitor. Whereas it is important to maintain interview standards, it is also essential to review the procedure so that any unnecessary processes can be eliminated.

More importantly, the onus is on companies to sell themselves to the good candidates. Bearing in mind they can always go somewhere else, companies must display excellent examples of why they think they are the best at what they do and demonstrate examples of good working practice as well as proving recent successes such as major contracts.

Candidates are quite right to ask what's in it for them, when they are looking at a company.

As in life, money is a key motivator but several industry surveys have shown this is not necessarily the most important factor when choosing a company to work for. Lets face it, any good consultant knows that when the staffing sector is performing well and they are achieving targets, then they will be remunerated accordingly.

Most candidates sight training as the biggest key benefit. Interestingly, those companies that developed their staff during the downturn,

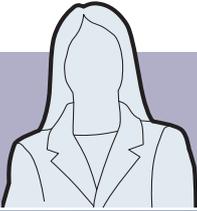


despite the costs, are reaping the rewards now. The interview stage should probably emphasise the benefits of the staff training and development policy more than anything else. Firms that can show a commitment to their most valued asset; their consultants, are likely to retain them for much longer.

A career path is often the most challenging course to define, but companies that can show a potential recruit a sensible and practical progression through the ranks are more likely to secure good consultants. Gone are the days of "do right by me and I'll make you a Director in a couple of years son."

Times may well change again, but currently its the candidates that have the upper hand. Companies are going to have to work very hard to present themselves in order to get the best consultants on board and there won't be any room for hot air. "Must be able to show a proven track record" is now something that more and more employees are beginning to ask their future employer!

## What our clients say...



"The candidates you provide us with are always a good match for our business needs and well briefed for interview. You are always honest and professional, the recruitment process is efficient and constructive feedback is given at each stage of the process."

Client,  
Lawson Bishop

"The account management team make every effort to ensure that they not only send high quality candidates but that the candidates are fully briefed, thoroughly interviewed and that the feedback is given promptly and with detail."

Client,  
Badenoch and Clark

"Good candidate control and honesty about our own recruitment processes remain of paramount importance and it is refreshing in the recruitment to recruitment industry to deal with a supplier who you can trust."

Client,  
PRO Ltd

## Industry Outlook 1st Quarter 2005

Current upturns in staff appointments continue to be underpinned by strengthened demand for staff by employers. The most recent Report on Jobs from the REC and Deloitte shows that the rate of improvement in the demand for staff was the strongest since January 2001. Recruitment consultancies report that demand for staff has again been boosted by rising workloads at client companies.

The number of people placed in permanent jobs has risen for the eighteenth consecutive month, with the rate of growth rapidly picking up pace. Temporary billings also continue to rise but increasing costs in oil, gas and raw materials has caused employers in the manufacturing sector to rely more on temporary staff rather than making permanent placements.

Early 2005 will no doubt see an even greater demand on recruitment consultancies throughout the UK, as the demand for candidates continues to rise. However, staffing professionals will be under even

greater pressure as the rate of deterioration in candidate availability is now at its fastest for nearly seven years and shows no sign of slowing down.

Demands on employers to increase salaries will also increase in the new year not only to attract new staff but also to retain staff. In the temporary staffing sector more and more agencies are reporting higher temporary staff pay rises, currently the highest number since August 1998.

2005 will require employers to be able to think well outside the box when it comes to staff retention, as replacements for lost staff will become very difficult to replace. Where possible companies are going to have to look beyond the shores of the UK to find suitably qualified and skilled candidates. Recruitment consultants will find 2005 a very challenging year indeed if they need to continue to provide a high standard of service and delivery to their clients.

# Be prepared

Its official, the good times are back. For those of you who stuck it out during the downturn, well done. Your commitment to the industry should now be rewarding you well. For those who are new to the vibrant world of recruitment, you will have noticed the veterans in your company breathe a sigh of relief as new demands from clients start to get bigger and better. Sure, its not what it used to be, candidates are now hard to come by and the industry still faces challenges but clients are frantically trying to fill vacancies as workloads increase. Great news, as this is what we are here for.

After several years of stagnation, salaries in the staffing sector have shown a marked increase in 2004. The latest annual salary survey from Heywood Associates, found that basic pay and OTE have gone up across all sectors with the biggest gains in financial services and technology. Ironic really, considering these were the two sectors that suffered most during the downturn.

Most of you will probably have noticed your own teams expanding with the new demand. But like many other professional services, there just aren't enough of you to go around. Golden hellos and other financial guarantees are becoming commonplace to make sure new staff prevent those hot desks from exploding with overload.

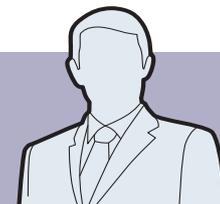
The forthcoming Christmas break is usually a good time for people to consider their next move and January will see a rush of consultants looking for a new role. But before you go rushing in headfirst with all the other "it's a New Year and I fancy a change" brigade. Stop.



Take a bit of time out to prepare the ground before you decide.

Yes there are plenty of opportunities out there for you but get it right first time. Take time to have a think about exactly what it is you want. Where do you want to go? Do you like the sector you're in? What do you want from your career? What type of company is going to help you achieve this? Just as Doctors make bad patients, recruitment consultants can make bad candidates.

It is worth making a list of the things you want to achieve next year and for the following years and then decide what you need to do to get there. Do some research and take a look at the market, see who has performed well and network with other consultants. Its not a long process and certainly not one to agonise about but remember you will be in a better position to choose more wisely. More importantly, the ground work will put you ahead of the others who rushed in head first.



## What our candidates say...

"Ruella James really listened to what I was looking for in terms of role, company and future prospects and submitted me only to appropriate companies. I now feel that if I was a client, I would only go to Ruella James as I feel completely confident I would only be seeing suitable candidates."

Placed Candidate,  
Witan Jardine

"I was so impressed with the approach taken by the consultants at Ruella James plc that I decided to deal with them exclusively. Their attitude was unique in that they concentrated on finding me the right opportunity. The training and briefing I received in preparation for my interviews was exemplary."

Placed Candidate,  
PSD Group

"They have portrayed themselves as a very professional and respectable recruitment consultancy. They not only helped me find a good job in within the recruitment sector, but by observing and listening to them I have learnt a lot about the ethics and general structure of becoming a good consultant.."

Placed Candidate,  
Badenoch & Clark

## Winter Fun

**You only have to blink and Christmas seems to re-appear like the fairy on top of the tree. So with the festive period in mind, here are a few useful sites that will help you cope with the forthcoming holiday period.**

Being the hard working recruitment consultants that you are, there is bound to be a last minute rush for presents so why not take the easy option and visit [www.needapresent.com](http://www.needapresent.com). Stacked full of original and traditional gifts for men, women and children, this will help you avoid the chaos of your local shopping centre.

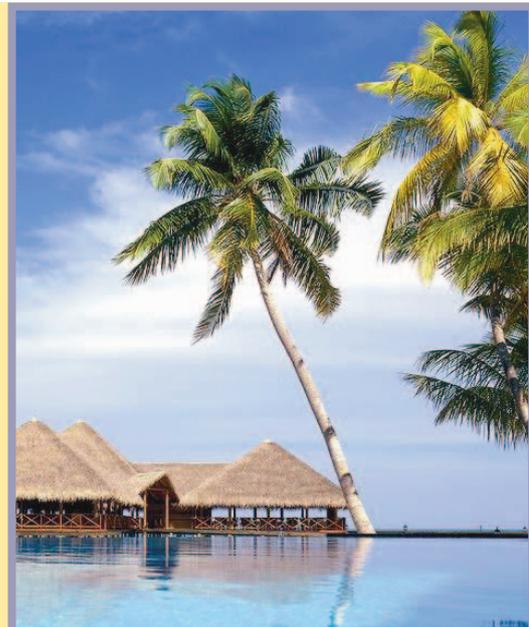
Whilst you're out enjoying the office parties and generally having fun, spare a thought for those that won't. Why not make a donation to charity that will help those less fortunate than you. If you're not sure how to help then visit [www.charitychoice.co.uk](http://www.charitychoice.co.uk) which is an online encyclopaedia of all UK charities.

If you're a smoker then the traditional time to

give up is not far away. By the look of it you soon won't be able to smoke in public anyway, so go on, give it up. [www.quitsmokinguk.com](http://www.quitsmokinguk.com) has all the help and support you need to break the habit, with some interesting facts, just to encourage you a bit more.

Fancy getting away for a few days over the Christmas period? Maybe you would rather soak up some sun. [www.bargainholidays.com](http://www.bargainholidays.com) is a highly recommended site for those who want to make a quick exit and at a low price at a time of year when overseas travel can be expensive.

Maybe your life is too hectic to spend time for a little romance. So why not go out and find your potential partner the quick way with speed dating. You can go along with a few friends and if you don't find true love you will at least have fun trying. Why not visit [www.speeddater.co.uk](http://www.speeddater.co.uk) to get a general idea on how this works and to get the fun started.



[www.bargainholidays.com](http://www.bargainholidays.com)

## MANCHESTER

### Commercial Recruiters Basics £22-£26k, OTE £40-60k

- Excellent basic, commission and bens package
- Premier independent consultancy in Midlands with enviable track record
- Consultants with stable and professional recruitment history will succeed
- Company culture is highly experienced, highly commercial and successful
- Industry specific training as well as additional consultancy training provided
- Fantastic opportunity for people who want a work/life balance

## BUCKS/LONDON

### Account Managers x 2 Basic c. £40k + Exc. Bens/bonus

- Our client, a managed agency solutions provider, urgently seeks 2 Senior Account Managers
- You will be responsible for managing and delivering within key accounts
- Supported by a highly trained resourcing team and new business managers
- One role, requires man management experience
- Full job description available. Email your CV to mail@ruellajames.com or call us for further details

## BERKSHIRE

### Commercial Temp and Perm Basics to £26k, OTE £40-50k+

- Highly developed local client base across the Thames Valley
- Operating in both the Finance and Commercial markets
- Envable non-political culture
- Fantastic opportunity to rapidly develop through the ranks from consultant to manager
- Candidates will be cross trained but need at least 6 months rec. experience
- Excellent opportunity for consultants looking to move into a true consultancy, numerous roles available

## LONDON - CITY

### Accountancy Consultants Basics to £30k, OTE £50k + Bens

- Very well established Independent Accountancy specialists based in the city
- To work on either established Part Qualified or Qualified Permanent Desks
- The culture offers flexibility and autonomy to run the desk how you like
- Would suit someone with min 1 years accountancy experience
- Consultants should be very ambitious, motivated and socially outgoing
- Excellent training and career progression available

## LONDON - CITY

### Investment Banking Consultants Basics c. £30k, OTE £60k + Bens

- Independent Investment Banking Consultancy specialising in Credit/Risk
- To work on senior level appointments including retained assignments
- The culture is autonomous and more mature in approach
- You will need 2 years min within the banking recruitment market
- Consultants should be credible, mature in attitude, and self motivated
- Excellent hands on training given from directors and external trainers

## MILTON KEYNES

### Trainee/Junior Finance Cons Basics up to £21k, OTE £40k+

- Excellent and achievable commission and large company benefits
- Company offers excellent stability, 1st class training and clear career progression
- Requires confident and articulate candidates with excellent relationship building skills
- Must exhibit best practice recruitment
- Division and team already established and highly successful
- Excellent career progression in award winning national consultancy

## BIRMINGHAM

### Recruiters - All disciplines Basic c.£16-22k, OTE £25-35k

- Established national consultancy with central Birmingham location
- Unrivalled training and development structure
- Highly consultative approach within temps and perm market place
- Supportive management style in non political environment
- Exciting roles with room for personal development
- Previous recruitment or sales experience essential

## WEST SUSSEX

### Accountancy/Finance Consultants Basics c.£16-12k, OTE £25-35k

- Independent consultancy solely managed and funded by owners
- Confident and articulate candidates with excellent relationship building skills
- The role also requires strong account management skills
- London based salaries and OTE's in West Sussex with good commission structure
- Excellent training both residential and internal
- Opportunity to join highly influential accountancy recruiter in the south, company also looking for HR consultants

## LONDON - MANAGERS

### Senior Consultants/Managers Basic's £32-£42k, Exc. Bens/Bonuses

- Positions available within the media and marketing division of an award winning Finance recruitment company
- Team focused organisation with adult environment
- Strong emphasis on business development and further account management
- Fantastic offices, infrastructure, training and support network
- Independently voted one of the best consultancies in the UK for training and development

## MANCHESTER/B'HAM/NOTTS

### Managers x 3 - Finance/HR/Legal Basics c. £30-40k + Exc. OTE's

- Fantastic opportunities for experienced Managers or Senior Consultants looking for their first role as a manager
- FTSE 100 company, well supported brand and expanding into new sectors
- Highly motivated and confident individuals required by emerging divisions of large and prestigious recruitment organisation
- Progression for candidates to fully develop their career in recruitment
- Positions available in Finance, HR or Legal
- Call Ruella for details

## LONDON - MAYFAIR

### Operations Manager/Director Basic £neg, OTE £Exc.

- Fabulous opportunity to run a small successful team operating in the HR Sector
- Hands on role, running and managing all aspects of the organisation. Small amount of personal billing or business development will be required for year one.
- Re-Structuring organisation, creating more structure, enhancing systems/processes etc, in order to grown the business effectively
- Raising the profile of the organisation through various events and seminars
- Fabulous opportunity to develop your management/strategic skills within a boutique consultancy

## BIRM/NOTTS/MANCHESTER/LEIC

### Finance Recruiters - All levels Basics c.£18-25k.Commission to 30%

- Established, successful organisation with excellent reputation in the northern regions
- Any level of experience considered, including grads with B2B experience
- Suit driven high achievers looking for real career development/status
- 30% commission, excellent benefits, packages/incentives - "best in sector"
- Intensive/thorough training programme, again "best in sector"
- If you really want to be the best, join the best. Call Ruella for details

## LONDON - CITY

### Secretarial Recruitment Consultant Basic up to £30k + commission

- Opportunity to work in an established and successful company
- Over 20 years trading history in the secretarial market place
- Would suit a strong consultant with a solid track record in any discipline
- Opportunity to take over a warm desk with existing key accounts
- Offering autonomy along with a truly meritocratic commission structure
- This client will cross train from any other recruitment sector

## LONDON - WEST END

### Sales and Marketing Consultant Basic c.£22-28k AAE, OTE £50k+

- International, independent multi-disciplined consultancy with 3 offices
- 18months'min sales or marketing recruitment into professional sectors ideally
- To work on established desk placing into professional corporate client base
- Excellent monthly commission scheme and benefits package
- Tailored training to suit individual needs and personal development programme
- Would suit professional, ambitious, quality focused consultants

## LONDON

### Trainee Recruitment Consultants Basic £18K-20K, OTE £35K Year 1

- Exceptional opportunity to earn commission within financial recruitment consultancy
- Professional, entrepreneurial consultancy with an excellent reputation and fun environment
- Dynamic and challenging autonomous role, develop your own desk and division
- Candidates must be of graduate calibre and demonstrate drive, passion, ambition and entrepreneurialism
- One on One training designed to produce results, proven career progression opportunities!

## LONDON

### Graduate Recruitment Consultants Basics c. £16-19k, OTE £25k.

- International company who really are one of the 'major-players' in recruitment.
- There are many avenues of progression and enviable financial incentives.
- You will be calling potential clients and resourcing candidates through existing databases and advertising.
- They desire team-orientated, enthusiastic characters, with a gregarious personality.
- Training is 'on the job' with class room style theory to develop your skills.
- They can offer you a dynamic, supportive and 'work-hard, play-hard' culture.

## LONDON

### Graduate Trainee Consultants Basics c. 16-20K, OTE £30k+++

- Young, growing company who have achieved huge success in the past three years
- Generous team based commission structure, paid monthly
- Responsibility from day one, you will have lots of client and candidate contact
- Candidates need to be excellent team players with a tenacious, 'can do' attitude
- In-house training manager provides thorough,ongoing training for all consultants
- Due to large expansion plans career progression very realistic, so is earning potential



# Urgent!

## Internal Vacancies at Ruella James Plc

Executive Consultant  
Warm desk  
Senior level recruitment  
**Basic £excellent + OTE  
£60k+**

Trainee/Junior Consultants  
x 2 Warm desks  
Regional Division placing  
trainees  
**Basic £neg. + OTE  
£40k+**

Please call our  
Operations Director:  
Dee Barclay-George,  
on 020 7025 5757 for an  
informal and confidential  
conversation.