

## Welcome

By **Ruella Crouch**, Managing Director

NEW YEAR!!! NEW START???

The year has got off to a flying start in the R2R market.

Our regular PSL clients are recruiting for all levels, of staff from entry level positions through to Director roles right across London and the UK.

In particular our Regional and Executive (Senior Appointments) Divisions have been inundated with many new and exciting opportunities. For your easy reference we have detailed the six different divisions of Ruella James plc opposite, so that you have a better understanding of how we may be able to assist you either as a candidate or client.

The market is still extremely candidate driven and there doesn't appear to be a market that isn't experiencing high levels of demand for experienced consultants. This has had a significant impact on the starting salaries that clients have already had to pay to attract the best candidates this year; although I fear some candidates may be building a rod for their own back as our clients' expectations are also higher!

For clients struggling to source good quality consultants for whatever reason; our recommendation is either to 'grow your own', cross train consultants from other sectors or invest in training an individual who works within the specialist market that you recruit for. These methods have been working very successfully for numerous consultancies that we work with and surely are more productive than a desk with no consultant billing on it?

Finally looking at our statistics, our rate of referrals has grown consistently year on year and has always been the main source of candidates registering with us. This quarter instead of £££'s we are offering a SONY PSP to any candidate that we place that is referred to us. The candidate must be placed by Ruella James and have completed

13 weeks service for you to claim the SONY PSP!

Finally I'd like to take this opportunity to wish you all a successful and profitable start to the New Year!

Best regards,  
Ruella



Ruella Crouch

### Graduate/Trainee Division

- Placing graduates/graduate calibre individuals into first recruitment role.
- Salary Levels £15-24,000 aae plus excellent realistic first year OTE's in excess of £30,000.
- Hundreds of roles available across London and the UK within our established client base.
- Sales experience preferred but not essential.
- Roles across all recruitment disciplines – you'll be spoilt for choice!
- We have one of the most established and successful divisions operating at this level within the R2R sector.

### London R2R Division

- Placing experienced consultants across London and within the M25.
- Hundreds of roles available, we'll source the right role for you!
- Salary Levels £24-35,000 plus. Excellent OTE's, commission structures and benefits packages available.
- Top tier client base, many genuine work/life balance opportunities currently on offer.
- Apply today if you're looking for more Account Management or pure Client Relationship roles – these roles go quickly!
- We have roles across all recruitment disciplines.

### Regional R2R Division

- Placing experienced consultants outside the M25.
- We have a particularly strong regional presence across the Bucks, Berks, Herts, Midlands, North West, Surrey and Sussex areas.
- Salary Levels £21-35,000 plus. Clients prepared to pay London salaries locally! Excellent OTE's/Bens.
- Quality client database and some interesting and very lucrative roles available at all levels.
- Clients particularly interested in high street recruiters looking for a more consultative opportunity.
- Call for more details and to discuss specific roles.

### Executive Division

- Placing team leaders, managers and directors - both hands on and operational.
- We have the contacts and the network to help you move discreetly and confidentially.
- Salary levels £40-60,000 plus excellent benefits, equity, car allowances etc.
- Positions available within all recruitment disciplines nationwide.
- We are also representing a number of clients looking to fund top performers or teams looking to move together.
- Call Ruella Crouch to discuss your potential options.

### Support Services Division

- Placing administration and support personnel including HR and Finance specialists with a recruitment industry background.
- Service available within London and right across the UK.
- Salary Levels £16,000 to £50,000 plus Benefits.
- All candidates skills tested and psychometrically tested.
- We'll be very pro-active on your behalf, ensuring that we find you the best possible role.
- Positions available at all levels.

### Consultancy

- CV Service.
- Recruitment Training and Consultancy.
- IT Consultancy.
- Salary/Commission/Benefits – Surveys.
- Graduate Assessment Centres and Workshops.
- Legal Advice.
- Call Ruella, James or Dee.

020 7025 5757

# How to retain staff

The recruitment industry has a terrible record when it comes to staff retention. Staff turnover is over 50 per cent in some sectors of the market which is clearly embarrassing for a sector which puts itself forward as an expert on staff and staffing. From a business point of view, staff turnover is a bad thing. Loss of continuity leads to increased costs, loss of opportunity and sometimes loss of clients. So how can recruitment businesses improve their staff retention?

Employee engagement and level of contribution depends on staff feeling that they are fairly rewarded for their skills, knowledge and contribution, yet only 41 per cent of organisations include fairness as an objective of their reward strategy, according to the Chartered Institute of Personnel and Development (CIPD).

The CIPD is launching 'Reward and diversity: making fair pay add up to business advantage', a new book addressing these issues. This suggests that there is no right or wrong pay and benefit package. But organisations need to tailor their reward strategy to their own particular culture and business objectives.

Charles Cotton, CIPD Reward Adviser, says: "Good pay and benefit packages can attract people to an organisation, retain staff and motivate them. Research shows that a diverse workforce

can compliment these benefits through increased productivity and performance, but managed badly, efforts to improve diversity can create conflict and tension in the workplace. Reward and diversity professionals need to work together to align the two strategies to achieve fair reward. They must make sure that pay and benefits are determined by the relevance against job-related criteria. Most jobs are subject to change and growth therefore it is imperative that employers track changes by reviewing job descriptions regularly. It is not going to matter how good the salaries and benefits are if companies then fail to manage employees in a fair manner."

The HR industry body says that companies should:

- Monitor the reward system regularly
- Ensure objectivity in all aspects of reward
- Have good communications with employees on reward principles
- Ensure reward packages are designed to attract a more diverse workforce

With these principals in mind, recruitment firms may be able to hold on to their staff for longer and reap the benefits this brings.



# Market Report



Things are looking positive for the recruitment market in 2006, with indications from the market suggesting that the twelve months ahead should be good for the industry.

The latest Report on Jobs, published by the Recruitment & Employment Confederation (REC) and KPMG, found that overall demand for staff expanded at its strongest rate for eleven months in January.

The number of people placed in permanent jobs by recruitment consultancies rose for a thirty-second consecutive month in January while demand for temporary workers rose at its fastest pace for ten months.

Commenting on the latest survey results, Michael Carter, People Services Partner at KPMG said: "The continued rise in wages in January in both permanent and temporary roles, despite this month's slow down in skills shortages, means that remuneration should be a key concern for employers as they attempt to retain and attract quality employees. Employers cannot afford to be complacent as employees expect and demand more as part of the price of staying loyal to a particular employer."

So all the indications say that the market remains, and will continue to be, candidate led. Good news for the recruitment firms with strong candidates on their books. If you've got the people - you'll do the business.

# Make yourself marketable

With the recruitment market booming it's a great time to kick start your career with a new position. But before you start, read our ten point plan to make sure you give yourself the best chance of success.

1. Invest in a decent suit, first impressions do still count.
2. If you're looking for a role in your current market then make sure you are really up to date with what's going on. If you are looking to change to another sector then ensure you have researched it thoroughly and that you have good reasons explaining why you now want to transfer into that particular sector.
3. When compiling your CV highlight your achievements as well as outlining your day to day duties and responsibilities. Check it thoroughly for possible errors.
4. Ensure that you have a really focused approach to your job search, don't send your CV to numerous R2R's, preferably no more than two. This will ensure a more strategic and quality approach to your job search.
5. When reviewing your CV, assess its weaknesses before the interviewer does. Ensure you've covered all potentially 'difficult' questions with your R2R before you attend interview. Don't let yourself be caught on the back foot during the interview because you haven't prepared properly.
6. Have realistic expectations of what you are worth and what you are looking for otherwise your whole job search may end up being a complete waste of time if you don't get the position or salary you ideally wanted.
7. Research thoroughly the companies that you will be meeting with and ensure that you have been given a good enough understanding of the actual role that you being considered for. It's easy to assume that one consultancy role is like another but every company is different.
8. Ensure you have the time to attend interviews.

Looking for a new role is a time consuming task! A focused and committed approach is absolutely essential. While companies are happy to be flexible it's important that you have the opportunity to meet with them during the day as well as in the evening. You'll get a better flavour for the culture of the organisation this way.

9. Remember that interviews are a two way process and plan the questions that you want to ask in advance as well as the questions you think the interviewer will want to ask you. The following is not an exhaustive list but you will probably need to be prepared to answer questions on the following subjects.

**Recruitment Methodology** - Which do you use, contingency, search and selection or a mixture? Which disciplines/levels do you cover?

**Client Base** - You will be asked to give examples of your top clients, their names and type/salary levels that you are currently placing at. Clients will also want a breakdown of what percentage of your client base is new (i.e. you have personally developed) and what percentage you have inherited.

**Candidates** - How do you source them, what involvement do you have in writing advertising,

do you headhunt etc?

**Billings** - you must be able to give details of current/previous billings by month/quarter or year. You may be asked how you are doing in comparison with your colleagues.

**Commission** - you should be able to detail how your current commission structure operates, and how much you have earned against it. Clients may also require proof of this.

**Additional Value** - Has your company implemented anything you have suggested? Where have you added extra value, or gone the extra mile? Are you more than just 'another recruitment consultant'?

10. Finally, when you are on interview always take a long term view, you never know who will end up where in the future. Conduct your search in a professional manner at all times. Even if you don't want to pursue a process with a particular company always draw things to a conclusion in a positive manner. A quick thank you email or note is also a nice added touch.



# Forthcoming events

## Softworld HR & Payroll Spring 2006

**Venue:** Novotel London West, Hammersmith

**Event info:** [www.softworld.co.uk/hrp](http://www.softworld.co.uk/hrp)

**Date:** 21-22 February 2006

Description: This software and services event for the human resources and payroll community allows visitors to meet specialist software and solution providers under one roof.

The event will cover the key business challenges facing the profession through a variety of free independent presentations and masterclass sessions, plus case studies, seminars and product demonstrations.

The masterclass programme includes case studies from leading organisations, such as Pret a Manger and the RAC.

## The Recruitment Conference 2006

**Venue:** Landmark hotel, Marylebone, London

**Event info:** [www.rec-con.co.uk/pages/recruitment.php](http://www.rec-con.co.uk/pages/recruitment.php)

**Date:** 16 March 2006

Description: Now in its third year, The Recruitment Conference in 2006 will be held on March 16th at London 's luxury five-star hotel the Landmark.

Reflecting the change in the recruitment market over the past 12 months, this year the theme of the prestigious event will be candidates. The Recruitment Conference is sponsored by Broadbean Technology, a leading provider of online solutions to the recruitment industry and supported by industry body the Recruitment and Employment Confederation (REC).

Speakers include Keith Robinson, ex-boss of online recruiter Totaljobs and his business partner Alan Whitford, who will give a joint presentation on how the power of technology can be harnessed to generate candidates and maximum response to your online advertising and IT spend.

The event is supported by the Recruitment and Employment Confederation (REC) and managing director Gareth Osborne will be the first speaker of the day.

## HRD 2006

**Venue:** Olympia, London

**Event info** <http://www.cipd.co.uk/cande/>

**Date:** 4-6 April 2006

Description: HRD is the CIPD's annual learning, training and development conference and exhibition. Now in its 21st year, HRD is the largest and most influential event for busy professionals to keep up to date on the latest issues and innovations in learning, training and development.

## The Conference

Every aspect of learning and development is covered with over 50 speakers spread across three days. Choose from masterclasses

- Hear from inspirational personalities and thought-provoking industry leaders
- Training updates on the important topics of the day
- Case studies - hear how practitioners and well known organisations have implemented initiatives and the issues they have overcome
- Whatever aspect of learning, and development you are interested in, you will leave HRD 2006 with real solutions to take back to the workplace.

## The Exhibition

The exhibition features over 250 leading suppliers on hand to advise, explain and demonstrate the latest products, software and resources, providing you with the most innovative ideas and up to date information

# Winter fun on the web

With winter drawing to a close and Spring on its way, it's time to brush up you lifestyle after long nights in on the sofa. The web is becoming a more and more important part of a recruiters working day - but it can be useful for fun things as well. Here are some great sites for the good things in life.



**[www.bbc.co.uk/lifestyle/](http://www.bbc.co.uk/lifestyle/)**

From recipes to gardening, antiques to holiday tips, this site has it all. A must visit for those who love telly and a designer life style.



**[www.tasting-wine.com](http://www.tasting-wine.com)**

Like to know a little bit about wine than red for meat and white for fish? Check out this site for a few top tittle tips.



**[www.topgear.co.uk](http://www.topgear.co.uk)**

Like everything with an engine from Audis to Z4's? This motoring site is for you.



**[www.chortle.co.uk](http://www.chortle.co.uk)**

If you like comedy then check out chortle. With profiles of all your favourite comics plus details of live gigs why not log on for a giggle.