

NOW THAT'S  
WHAT I CALL  
**RECRUITMENT**

## Quickfire Questions

- Are **you** in a career where you feel **under-valued**?
- Feeling like your **hard work goes unnoticed**?
- **Not** getting the pay that you deserve?
- Have you ever considered changing career to something that **ticks all the right boxes** and gives you the credit **you're due**?

Have you ever considered becoming a *recruiter* ?

Now, before you start thinking  
*'But I have no knowledge about recruitment or  
how to be a recruiter'*.

Relax, I'm going to tell you.

# So What is a Recruiter?

Well, a recruiter doesn't just find people for jobs, they **help people prepare for interviews, assist with CVs**, cover letters, manage **salary negotiation**, advise clients on **employment issues**, stay up to date with **labour laws**, as well as **share market and industry knowledge**.

A recruiter is primarily working for their client, the employer. This can be hard for some people to understand as a recruiter needs to look out for the best interests of both their clients and candidates.

But at the end of the day their client is the one with the position to fill, and a recruiter will be looking for the best person to fit their criteria. As recruiters are working for a company, the company is the one who will be paying their fees. Fees differ between agencies, industries, and types of roles. They are usually calculated as a % of a candidate's first year's salary or hourly wage which is given on top of the agreed salary to the candidate.

***‘Okay, so what’s in it for me?’***

# The Benefits of Recruitment

## 1. Meeting Clients

Be a people's person, meet with clients to discuss any requirements they have, not your typical '9-5 at a desk' job.

## 2. Meeting Candidates

Like finding and meeting with clients, it is also good to visit, engage and hunt for the correct Candidates for the role.

## 3. Match Making

Effectively you are the real life version of Tinder or Match.com, only you're doing it for jobs and not for love. Your role's main goal is to match prospective candidates with your client's requirements, and in essence is very similar to playing cupid.

## 4. Changing Someone's Life

Helping someone make take the first steps in a new career, or enhance an existing career, can a massive impact on their life, and they have you to thank for it!

## 5. Go-To Person

As you have such a big impact on someone's career you become an advisor. Offering career advice, recommending training courses or qualifications to undertake and helping them network.

## 6. Money & Incentive

As a result of meeting targets you will, in most agencies, be rewarded with fantastic incentives on top of an already good basic salary. Top billers will earn over £100,000.

## 7. Rewarding

No day is the same in recruitment, so that combined with significant financial rewards, company incentives and the joy of knowing you played in active role in helping change someone's life for the better make it one of the most rewarding jobs you can have.

## 8. Work Hard, Play Hard

The 'Work Hard, Play Hard' mantra is never truer than when describing a recruitment consultant. With numerous networking, client and candidate events, along with a strong bond with your team, you will undoubtedly play just as hard as you work!

***‘But I dont know what a recruiter does  
or how to recruit?’***

# What Does a Recruiter Do?

## 1. Open Position

This step is all about getting the job brief and all the required information from the client.

## 3. Candidates

Recruiters Look through all sent CVs to pick the best fit for the job role, the arrange phone calls and preparing them for an interview with the client.

## 5. The Interview

An interview then will be made for the candidate to meet the client when best fit. Afterwards, feedback is given to the recruit to give to the candidate.

## 7. Stay in Touch

After they have been placed, the recruiter keeps in touch to ensure that the transition is all smooth and that they are settled into the new job. Acts as a support if anything was to go wrong.

## 2. Posting a Job

This is pretty self explanatory, Post the job on the company web page and on social media.

## 4. Presenting

Recruiters also speak to the client to 'present' and vouch for the best fit candidates, as the recruiter has a stronger connection to the client.

## 6. Job Offer

If a offer has been made, the recruiter does any additional negotiating between the client and the candidate. But may have to tell a candidate the bad news of its been filled.

***Not a bad life is it?***

***‘This sounds too good, what’s the catch?’***

# The Challenges That Come With

## 1. Attracting The Right Candidates

If you've ever tried to discover the right candidate in a pool full of unqualified talent, you'll know that your options are limited. You'll choose the best person you can find at the time—not the best fit for the job.

## 2. Engaging Qualified Candidates

Candidates with hard-to-find skills are often considering several job offers at the same time. You need to put extra effort into persuading passive candidates to choose your company over your competitors.

## 3. Hiring Fast

Hiring teams want to hire as fast as possible, because vacant positions cost money and delay operations. Yet, making a hire can put pressure on recruiters and frustrating hiring teams.

## 4. Using Data-driven Recruitment

Companies use recruitment data and metrics to improve their recruitment process. Spreadsheets are one way to track hiring data but they require manual work, are prone to human error—and they're not compliant.

## 5. Building A Strong Employer Brand

A good employer brand helps you attract and engage better candidates. It's a complex process that includes anything from ensuring a positive candidate experience to promoting your culture on social media.

## 6. Ensuring A Good Candidate Experience

Candidate experience isn't only important for employer branding, but it's also a factor when your best candidates are evaluating your job offers. The way you treat candidates during the hiring process mirrors the way you'll treat them after hiring.

## 7. Recruiting Fairly

Hiring objectively is good for business because it helps you hire the best person for the job without stereotypes interfering. This will result in an inclusive workplace showing potential candidates that you're a meritocracy and allowing you to benefit from diversity's positive effects.

***‘Hmm.. I’m still not convinced’***

# So let's ask **them**, shall we?

*“Recruitment is all I have ever known, it has **helped me** travel the world, buy a house and have a family. It has allowed me to **meet thousands** of people from all walks of life from CEO's to specialist engineers working on oil rigs in the Caspian sea.”*

**- Tom Cokill, Managing Director**

*“You essentially **build your own business** when you work in recruitment. This provides a **fantastic opportunity** to build **longstanding relationships** across your chosen category. I love working in the drinks market!”*

**- Charlotte Humphrey, Associate Recruitment Consultant**

*“**Love speaking** to people on a day to day basis and **helping them** in the next step in their career. Also working with a **large variety** of businesses, learning more about the drinks industry and helping start-up businesses **grow and develop**”*

**- Sarah Calder, Resourcing Consultant**

*“ It wasn't meant to be forever but I have found that I actually really enjoy it and it **challenges me** in ways that other jobs wouldn't. You can manage your own situation and earn as much money as you can which you won't find in many other jobs.”*

**- Daisy Clough, Associate Recruitment Consultant**

## and we asked these...

*“ Recruitment is very rewarding both financially and personally, you have to hit personal goals daily. You can build real strong relationships with people and every day is different. You are always learning and always developing.”*

**- Ben Taylor, Associate Recruitment Consultant**

*“For me, it was the potential earnings and opportunity to work in a role where I could provide the best of the best for my family without having a degree!”*

**- Farran Pringle, Recruitment Consultant**

*“ I think recruitment is an industry that’s one of the most rewarding careers to be in. Don’t get me wrong you have ups and downs and probably stress levels are one of the heist.. but it really is an industry where you can help people find their dream jobs”*

**- Eddy Dobson, Associate Recruitment Consultant**

*“ No day is ever the same and the relationships I build will help me reach my own career goals and aspirations. I had a lot of friends in recruitment whilst I was in a pretty dead end office job. I saw the SUCCESS they were having financially, the buzz of the sales environment and the opportunity to really build a career for yourself. Wouldn’t look back now.”*

**- Conor Aspel, Recruitment Consultant**

# THANK YOU

Hope this has given you a better insight to recruitment and maybe even consider a new career path.

If you'd like to talk more about recruitment or even starting a career in recruitment, don't hesitate to get in touch!

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