




The Chartered
Institute of Marketing



Case Study



“The whole process was very straightforward. Our recruiter made sure we all knew what was required which led to a smooth recruitment exercise.”

Sarah Lee-Boone, Director of People and Organisational Development

Key achievements

1. Working with HR Recruit, the Chartered Institute of Marketing found an **experienced HR Advisor and HR Manager** to provide maternity cover on 12-month fixed term contracts.
2. The recruiter worked to find individuals who could **think outside the HR box** and embrace the marketing model adopted by CIM.
3. The tight turnaround requirements were satisfied with the recruiter **providing a high-quality shortlist within days of the initial approach**.
4. The recruiter **worked openly and honestly with the client** throughout the recruitment process and helped them to open their mind to different possibilities.
5. CIM is **extremely happy** with the valuable contributions that both recruits are making to the business.



The Challenge



Thinking outside the HR box

The Chartered Institute of Marketing (CIM) is the largest community of marketers in the world, developing and representing professionals within the marketing industry. They were in urgent need of an HR Advisor to provide maternity cover on a 12-month fixed term contract. The organisation's requirements were very specific.

Sarah Lee-Boone, Director of People and Organisational Development said: "What we really needed was someone who was going to come in with a good level of HR skills (because CIM is governance led) But because we are a marketing organisation we are very innovative because we use a marketing model even in HR." It was about finding someone with a mindset that was not quite standard HR: We needed someone who was strong on technology, good at thinking outside of the HR box, and someone who could fit in well within our team as well as someone with an appetite to learn more about marketing."

Sarah approached HR Recruit, having been impressed by the attitude and knowledge displayed during one of the agency's webinars. Sarah said: "I had heard of HR Recruit but I didn't know very much about them but after attending one of their webinars and I became interested after seeing the recruiter present. So, I thought it would be a good idea to link up in case we had any future vacancies. And then a couple of weeks later, we had position come up in our HR team for an HR Advisor role."

In addition to the HR Advisor role, CIM later asked HR Recruit to fill a position of an HR Manager to provide maternity cover on a 12-month fixed term contract.

A magnifying glass with a black handle and frame is positioned over a stack of books. The lens of the magnifying glass is centered on the text "The Search". The books are stacked on the right side of the frame, with their pages visible. The background is a plain, light-colored surface.

The Search

The Recruitment Process

After discussing their needs with HR Recruit, the recruiter submitted a shortlist of five candidates. Three of these candidates were selected for interview. Following the interviews, an offer was made. The candidate accepted the offer and began working shortly after.

Sarah said: “We felt that HR Recruit really understood us and knew who would be a good fit and who wouldn’t be. Everyone that we spoke to had a good in-depth conversation with our recruiter already so they knew what they were coming into. Sometimes candidates come in and the recruiter has told them nothing. But they knew everything.”

The second hiring process, for an HR Manager to cover Maternity Leave, was just as smooth. All five of the shortlisted candidates were selected for interviews with a further candidate also recommended. Four candidates were shortlisted for a second interview and then two for a third. After a difficult decision from the CIM, the candidate accepted the offer from the client and is very happy in the role.

In both hires, the client was impressed by the quick turnaround, with Sarah commenting on how well the candidates had been advised about the requirements of the role.

Our recruiter said: “I was extremely grateful to be given the opportunity to work with a well-established client and to demonstrate our services. Sarah gave me a good time frame from the outset on both vacancies and is very easy to communicate with I knew the HR Manager (on Mat Leave) was going to be difficult replace as Sarah (the HR Director) has such a good relationship. However, after a detailed brief, she trusted me and we are all happy with the outcome!”

A hand in a light-colored shirt cuff points at a tablet screen. The screen displays the text "Why HR Recruit?" in white, bold font. The background of the screen is dark with a grid of small, light-colored icons representing people. One icon is circled in red. The tablet is resting on a dark wooden surface.

**Why
HR Recruit?**

Making recruitment easy and inclusive

CIM went with HR Recruit having been impressed by their open and honest approach during webinars.

In addition to being really extremely impressed with the recruitment process, Sarah felt as though they were made part of the HR Recruit community, having access to extras such as HR Boardroom and webinars. She also felt that the recruiter perfectly understood their requirements for both the initial recruitment and the additional recruitment of an HR Manager on a fixed term contract.

Sarah said: “I think HR Recruit understands the HR market, and they understand what it is an HR team are looking for, whereas with a generalist agency cover too much of a broad range of roles. They always know exactly the right level someone would need to be at to be suitable for certain roles.”

As a result of the smooth recruitment process, both candidates are happy in their roles and adding value to the business.



We'll help you find the perfect candidate

If you are looking for an exceptional HR appointment, please talk to us about your requirements.

WEB: www.hrrecruitment.co.uk

TEL: 0345 1309 889