

CUSTOMER E-UPDATE

Dear,

Welcome to our March e-update. We hope that you have made a positive start to 2011 and that your business is on-track to record a successful first quarter.

Nigel Wright Recruitment has continued to grow and expand its operations in the UK and across Europe. We reported a strong sign of growth towards the end of 2010 which has continued into the New Year. There is also a general sense of optimism across the industry sectors we cover, both nationally and internationally.

Our success has always echoed your success and we would like to thank all our customers for their support over the years and we look forward to continuing to work with you for a number of years to come.

REBUILDING BURNT BRIDGES

Has trust between employees and employers been damaged during the economic downturn?

YOU'RE OPINION COUNTS...

Following our successful employer branding research project we are joining forces again with Durham University Business School (DUBS). This new research project will look into the effect of the employer brand during recession and the impact this can have on trust between employees and employers. **To share your experiences as part of this project, please click on the link below.** The findings of this research will be published in the Summer.

Please [click here](#) to begin – if you don't have time to complete the survey you can save your answers and return to it later. The final date for submission is **22nd April 2011**.

Thank you for taking part and please don't forget to forward this link your colleagues.

2011 UK SALARY SURVEY

Our latest salary survey was gathered from over 1,000 respondents who completed our online survey, providing a large data-set with which to understand the average salary and benefits packages people receive within the UK.

Other factors covered include the benefits regarded as important in a remuneration package, the reasons why people move jobs internally or externally, as well as the methods utilised to search for a new job.

We hope that the results presented will be of interest. To view our latest salary survey, please [click here](#).

THE IMPACT OF SOCIAL MEDIA ON RECRUITMENT

Social media can be fast, efficient and cost effective when used as a recruitment tool. It does, however, have its limitations. In our latest publication available for download, we discuss issues concerning:

- **Diversity and adoption trends of social media** – Although candidates can be sourced effectively via social networking sites, the risk is, if this strategy is not complimented with other traditional search methods, then talent will be missed.
- **Transparency** - Online profiles don't necessarily paint an accurate picture of the individual.
- **Discrimination hiring** - assessing someone's potential employability based solely on an online profile leaves the door wide open for unethical practices.
- **Self promotion and the wider issue of confidentiality** – If your employees are online, are they vulnerable to poaching? What company information are you happy for them to share?
- **Employer branding** – getting the message right online is crucial as candidates have become more conscious about making the right move every time they put themselves in the job market.

You can read the full report here:

www.nigelwright.com/downloads/NW_Social_Media_Report_2011.pdf

NORTH EAST EVENT: NORTH EAST ACCOUNTANCY AWARDS 2011

Nigel Wright will again be the headline sponsor for the North East Accountancy Awards in 2011, an event which continues to be a highlight in the region's calendar for finance and accountancy professionals. The Awards are designed to celebrate the achievements of finance and accountancy professionals as well as companies and branches, who deserved to be recognised within the region.

NIGEL WRIGHT LEAP UP THE RANKINGS OF TOP UK RECRUITERS

In November 2009 Recruiter Magazine announced that Nigel Wright have leapt up the rankings in the recruitment industry's Hot 100, from last years position of 92 to an impressive 35, placing us above companies such as Michael Page International and Hays. The ranking is based on independently researched data which is filtered by turnover and employee numbers.

The full table can be viewed by clicking on the following link.

<http://www.recruiter.co.uk/Journals/1/Files/2010/11/9/Hot100.pdf>

FEATURED SECTOR

Non permanent workers have become an essential part of the UK workforce and every day 1.2 million temps help to keep the UK's economy moving. The trend of increased flexibility in the labour market reflects not only the desire of employees to achieve a greater work-life balance but also the employers' desire for flexibility in meeting their ever-changing business needs.

To discover more about the non permanent recruitment solutions and the benefits our team can offer your company, [click here](#).

CONTACT US

If you would like to discuss any of the topics contained in this update in more detail or to discuss your recruitment requirements please contact us directly through one of the following means:

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