

## The Grocer 150<sup>th</sup> Anniversary issue

The supporting page of editorial (500 words) will be based on the answers to these set questions:

### **1. What benefits and opportunities does your company offer to attract the right candidate?**

As a specialist consumer sector consultancy, above all else we offer candidates an in-depth understanding of the complex and challenging environments they work in every-day. Because the majority of our consultants were previously employed in the consumer sectors, they have a unique ability to intimately understand candidates' needs and the challenges they face. This means they can act as true advisors to candidates as well as ambassadors for them in the marketplace.

For over twenty years, we have worked alongside small family businesses as well as global leading food and drink brands; supporting them in the selection and development of talent across sales, marketing and operations roles. Our networks are therefore incredibly far reaching and the opportunities we subsequently bring to the market are broad, skilled and multi-disciplined.

Beyond the hiring process, we regularly publish 'thought leadership papers' on a range of issues and trends that are impacting the consumer industries. Together with the various networking events we organise every year, we ensure that our candidates are provided with tools they can use in their day to day roles, as well as with vibrant communities where they can network and debate the big ideas of the day.

Our business is international; however we pride ourselves on our ability to be effective at the local level, within the regions we operate. For candidates, this means they have the benefit of our 'no silos' approach, which means once they are registered, they can be immediately represented in any of our markets across Europe and beyond.

### **2. How many applicants apply for the vacancies advertised and what makes one CV stand out from all the rest?**

As true talent advisors, we engage in a rigorous examination of candidates, beyond the resume, and go into great detail to ensure that we have a full understanding of their achievements and capabilities. The CV itself, therefore, is often less significant compared to perhaps the candidate's reputation in the marketplace.

Obviously, a well structured and concise CV is important to be adequately represented. Our clients are always interested to see 'blue-chip' pedigree, evidence of career progression and experience and understanding of the complexities the role in hand will entail. The qualities of an individual, however, only really surface once you meet them and understand how they can add value to the client's company.

So, rather than the advice we can give to candidates regarding the details of their CV, the real value of our service is what our experienced consultants can add during and beyond the candidate meeting: in terms of interview guidance and career coaching. This is ultimately

what makes the difference to the prospects of the individual beyond the initial selection stage.

### **3. How do you advertise your vacancies?**

It's a highly competitive market and companies often want to expand or bring new products to market without alerting their competitors – this is why many roles go unadvertised or are advertised blind –when we do advertise, we use all channels available to attract the best candidates. It is worth noting that the advances in the quality and reach of social media networks makes the passive job seeker easier to access meaning that in addition to using our in house databank of contacts we will use search and advertisements when compiling the strongest shortlist for our clients. At the level that we operate at we have definitely seen a sea change in job seeker habits