

# INTERNATIONAL RECRUITMENT



COREcruitment International is a team strategically created to focus on recruiting across the world's busiest expat hubs, made up from some of COREcruitment's most experienced consultants.

# COREcruitment Services

## CORE on the road

One of our popular methods of attracting candidates is organising open days and drinks evenings. These are a great opportunity for passive job seekers to interact discreetly without registering on job boards or applying online. We have had success specifically where potential employers have covertly attended events to meet candidates in a less formal setting.

## Referral Partnership

COREcruitment offers a referral free as we believe good people tend to know good people. COREcruitment offers a partnership with clients. Therefore, we can advertise a referral scheme on our website.

## Psychometrics

We also have the ability to use our in house system of psychometric testing. We have found this especially useful as part of the recruitment process to double check that a candidate has the appropriate ability levels to be successful in a role.

## Networks

Each consultant at COREcruitment has a niche area that they work in, and within this niche area they are part of many different network groups. Consultants use these network groups to their advantage. As we've mentioned, referrals are a big part of our candidate attraction and good people know good people. Consultants make a conscious effort to attend any relevant networking events, so when we say they know the industry inside out - they really do!

## Salary Benchmarks

COREcruitment has put together a salary benchmark that is updated regularly and is available to all clients. This document gives our clients a better understanding of the current market and the average salaries being offered. This is determined by seniority of the role, the location and the industry.

## International Reach

COREcruitment is a leading international firm- we have successfully grown our international presence and we currently cover Europe, Asia and Africa with a growing presence in Australasia and America.

## Branded Advertising

COREcruitment also offer branded advertising for all clients. This means all advertising is done under the clients name and brand but all response is handled by COREcruitment.

## Trade Shows

Recently COREcruitment has been exhibiting at industry specific trade shows. This is to not only reinforce our brand within the industry but to also be on hand to offer advice for clients and candidates.

## E-Marketing

COREcruitment has the tools to effectively advertise and market latest jobs through E-marketing and Social Media which successfully targets a large proportion of suitable candidates. Check out our latest YouTube [video](#).

## Chef Open Days and Drinks Events

Our chef team holds regular events to try and engage with chef talent. We often find that finding passive job seekers in this market is done using less formal methods such as open day and evening drinks events

# Recruitment Process

Authority to recruit for positions from the resourcing team/operations



## Referrals

Check in office for top applicant referrals. We have a target at COREcruitment that 40% of our placed candidates will come via referrals and recommendations – good people tend to know good people. We actively incentivise candidates to put us in touch with their friends/colleagues and contacts to find a higher number of ‘passive job seekers’



## Advertising

While our system is our first port of call, we will also advertise the role on over 25 different sites as well as post it all over our social media sites. All adverts will be posted with a high level of confidentiality as will be the first response. For bulk campaigns we can conduct joint branded adverts.



## Searching – First level

As mentioned, our system is a first port of call as we have a great amount of outstanding candidates available. COREcruitment also has access to many different external sites that we use to search for candidates.



## Searching - Advanced

COREcruitment will actively target candidates from competitor/target businesses. We use a variety of techniques to make these approaches and only mention a client name when a sufficient level of relationship and trust are established.



## Screening

The next stage of our process is by initially screening a candidate by conducting a non-vacancy specific telephone conversation. This is because the candidates we register are matched on what they want to do – rather than what they apply for – this way we can find a much better long-term fit.

Upon identifying the candidate’s suitability we then conduct a second telephone/ Skype/face to face interview which is more specific to the job at hand. During this interview not only do we present our client in the best possible light but we feel it is important to properly brief the candidates on the vacancy and company.

# Rates Proposal

Salary Banding	Requested Fee
£15,000 - £29,999	15%
£50,000 - £79,999	17.5%
£80,000 - £99,999	20%
£100k+	24%

Rebate period	Rebate (%)
1 – 4 weeks	100
5 – 6 weeks	75
7 – 9 weeks	50
10 – 12 weeks	25

- ✓ Fees are charged as a percentage of first year's total gross salary
- ✓ Where the position includes a company vehicle, the amount of £3000 will be added to the total gross salary

## Payment of Fees

- ✓ All fees are invoiced on the date of appointment and are payable within 30 days of commencement of employment
- ✓ All charges are subject to VAT at 20%
- ✓ COREcruitment reserves the right to charge interest on overdue accounts at 2% above the National Bank of England base rate per month or part thereof

## Other Conditions

- ✓ While COREcruitment endeavors to ensure the suitability of candidates submitted, clients should satisfy themselves as to a candidates qualifications, efficiency and integrity
- ✓ COREcruitment will endeavor to request a minimum of two references per candidate; we cannot guarantee that references have been returned. We are also unable to take references from a candidate's current employer
- ✓ These fee's become payable when an applicant introduced by COREcruitment commences employment or enters into a contractual agreement with a client or a third party, all third party interviews must be arranged by COREcruitment

# Executive Search Rates Proposal

<b>Executive Search</b> End to End Process	<b>Requested Fee</b> 25%
<b>Retainer Search</b>	<b>Requested Fee</b>
Search fee	7%
Acceptance	7%
3 Month Payment	7%
<b>Total</b>	<b>21%</b>

If you are looking for a senior management or director level role within the service industry – or if you are looking to attract top, senior talent to your business or organisation – speak to us first! We have an outstanding track record in matching top candidates to senior industry positions and we are experts in executive recruitment.

Uniquely, we operate an 'executive club' for senior leadership roles – an exclusive database of international executive candidates who currently operate in a range of organisations from small to medium enterprises to specialist technical roles and support services in large multi-national corporations. This has enabled us to consistently find the best candidates for executive and management jobs across the globe.



Such candidates frequently earn salaries higher than most in their industry sector and, as such, these positions are not often advertised via normal routes. Instead they are placed with us on an exclusive basis. If you would value a confidential discussion regarding a role of this nature, please contact us to discuss in more detail

- **Chief Executive Officer**
- **Chief Finance Office**
- **Chief Operating Officer**
  - **HR Director**
- **Supply Chain Director**
- **Sales Director**
- **Commercial Director**
- **Chief Marketing Officer**
- **Sales & Marketing Director**
  - **IT Director**

# Bespoke Social Media & E-Marketing

COREruitment will introduce the ..... brand and services to a new audience of potential candidates. We will drive conversation about your company and engage new target users. To enhance ..... social media presence, COREruitment will focus on communication channels that will attract large numbers of relevant candidates, who will spread the brand by word of mouth.

We have developed a comprehensive social strategy that includes the use of channels like Facebook, LinkedIn, Twitter, Google+, Pinterest and YouTube to engage the members of your potential talent pool.

COREruitment has the tools to effectively advertise and market latest jobs through E-marketing and Social Media which successfully targets a large proportion of suitable candidates

## **ADVERTISING PACKAGE**

COREruitment would place advertising on a number of key websites that we have bulk agreements with (we get very high volume discounts). We are constantly using a mix of the over 30 websites across the UK and Internationally. We will even write the advert! Response is forwarded to an email of your choice. The adverts would be branded as COREruitment. Packages are available for 'branded' advertising – prices start at £2000.00.

## **CORECRUITMENT ESHOT PACKAGE**

COREruitment has an internal database of over 340,000 candidates. All candidates are pre-qualified before being put onto our database so the calibre of candidates is very high. For emarketing up to 1000 contacts (depending on the areas of specialism you would like to target) the cost is £1500.00 for over 1000 the cost is £3000 (we set a limit at 8000 per eshot to stop our database being spammed). For candidate confidentiality reasons COREruitment will administer the eshot and would also request that the client name be placed within the emarketing text. Applications are forwarded to an email of your choice.

## **SOCIAL MEDIA PACKAGE**

- LinkedIn
- Twitter
- Facebook
- Pinterest
- Google+
- Blogging

## **SOCIAL MEDIA PLUS EMAIL MARKETING AND WEBSITE PACKET – £1,500**

- All the above social media channels plus:
- Email marketing
- ..... jobs included in our weekly newsletter for 385,000 subscribers
- Especially designed Html format email newsletter with weekly ..... top jobs will be sent to our subscribers

### **Website (over 14,000 page views weekly)**

- News article with top ..... jobs (weekly)
- Content update for SEO specific words

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## **Bulk Recruitment**

We offer a number of different packages for recruitment, including our very successful recruitment days, which we have held in the UK & South Africa for international companies.

### **RECRUITMENT DAY**

#### **Highlights:**

Volume rate – the more candidates you offer, the less you pay.

Non branded advertisement to 30 specialist's job sites websites

Pre-screening of all candidates booked for the Recruitment day

We have recently organised a Recruitment Day in London for the opening of a new restaurant opening within a Luxury Hotel Casino in Singapore.

80% of candidates booked came for the interview (due cancellations and no-shows) and 75% of interviewed candidates have been offered (and accepted the position) on the spot.