

the
newsletter
from**Personnel Resources**
The Research & Insight Specialists

Making a move in the New Year? - Some "Dos and Don'ts"!

The New Year is traditionally one of the busiest times in the recruitment calendar and anyone who has investigated opportunities in recent months will know that it can be a bit of a minefield as there is so much out there! So, to help you in your search, whether you are presently looking or intend to at some stage in the future, we hope that the following "Dos and Don'ts" will be useful.

Working with a recruitment agency:

It may not be obvious at first glance, but not all recruitment consultancies are the same. Most are reputable and have good working practices, but we do advise applicants to ask a few 'up front' questions so you can be sure your applications are managed well and that your best interests are at heart at every stage.

Do – ask/insist that you are notified of a vacancy before your CV is sent, and that CVs are sent to any company only with your specific, express permission.

Do – ask if the consultant you are dealing with is a specialist in your field.

Do – ask about the agency's market coverage and typical clients.

Do – ask how they manage the process – e.g. check that you will receive a job spec (if available), directions to the interview, be provided with a briefing before an interview by the appropriate consultant.

Do – give prompt and quick feedback to your recruitment consultant after an interview.

Don't – reveal your applications to other recruitment consultants. This is important – not all recruitment agencies have wide market coverage and to volunteer information may alert them to vacancies of which they were not previously aware, and this can therefore decrease your chances by increasing the competition!

Don't – allow a recruitment consultant to 'probe' you for vacancies or market information. The way the process works is that a recruitment consultant should tell you about what they have in mind and you say 'yes' or 'no', but keep your 'cards close to your chest'! Personnel Resources as with other reputable firms will always respect your need for confidentiality and believe that this information should be kept safe from prying eyes!

Don't – give your permission to more than one recruitment consultant for each company application, as duplications can confuse your application and are generally not well received by clients.

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Making a move in the New Year? ...continued

Preparing for interview:

Do – try to make time for interviews. Early morning or late evening interviews are fine for the first round, but we do recommend that you try to see a company during the daytime to get a feel for the environment.

Do – go smart. ‘Smart’ can mean different things in different sectors. An interview on the clientside in, for instance, the City does mean a suit (for men and women) but for a qualitative agency this could mean an open-neck shirt and smart jeans. Dress for the part!

Do – go well prepared. Talk to the recruitment consultant a couple of days before the interviews in case there is any further information available, eg. check if there is a job spec. Have a look at the company website and do your own research.

Do – check the journey and give yourself plenty of time to get there. Take any roadworks/train delays into account.

Do – be positive and up-beat at interview – people like positive people!

Do – prepare for certain questions. Anticipate the "Why are you moving?", "What are your strengths and weaknesses?", "Where do you see yourself in the future?" type of questions. Also prepare some questions for the interviewer (company direction, profile of people in the company, recent history, etc).

Do – express your interest at the end of the interview if you want to take things further.

Don't – try to do too many interviews in one day – two or three at the most is more than enough.

Don't – go out until late the night before! It sounds obvious but it does happen, it rarely makes for ‘sparkling’ the next day!

Don't – be late if possible. If this is unavoidable, phone ahead. Most employers will understand that delays can occur, and if they need to re-schedule the meeting, some personal contact always goes down well.

Don't – get nervous! There is nothing to worry about! The worst thing that can happen is that they are not for you or you are not for them; either way, one should be philosophical!

To see the very latest opportunities please view our website www.personnelresources.co.uk or contact one of the team in confidence!

Preparing your CV:

The CV is an opportunity to really sell yourself. Full details on how to prepare your CV can be found on our website: www.personnelresources.co.uk, though as a general rule you may also wish to consider the following:

Do – keep it brief and to the point, but don't miss out anything valuable! It is a myth to think that CVs should be limited to two pages – like a book, if it is a gripping read, it does not matter how long it is!

Do – make the typeface and layout clear and uncluttered. Use bolding to highlight employer names and positions.

Do – keep it in chronological order, ideally with the most recent position first.

Do – put in your interests – these can sometimes help ‘break the ice’ in an interview and can also be a topic of discussion which will help them get to know the ‘real you’!

Don't – use ten words when two will do!

Don't – put a long summary at the top of your CV – just keep it snappy and to the point.

Don't – leave any gaps between dates. If you took a career break or went travelling, say so otherwise this will look as if you have something to hide!

We hope that you find the above useful in managing your applications as well as helping you avoid any potential ‘pitfalls’.

Personnel Resources prides itself on providing its applicants and clients with the highest levels of service and good business ethics we and are always on hand to answer any query or help with any career move.

To find out more or if you have any queries, please visit our website www.personnelresources.co.uk or contact one of the team.



Meet the Asia Pacific Team!

Personnel Resources are pleased to announce the new Asia Pacific team which will focus on agency and clientside appointments across the whole Asia Pacific region.



Comments Julian Hadfield:

“We have been recruiting across Asia Pacific since 1992 in all key centres from Seoul down to Sydney. This market is a vital part of our global offering and by having a dedicated Asia Pacific team we will be able to offer agency and clientside employers a highly focussed service while also helping individuals at all levels who are looking to move locally or internationally”.

The team is headed by Julian Hadfield, Director who has extensive experience in recruiting globally plus two consultants, Greer Benson, an Australian national who has rejoined Personnel Resources and Crystal Evans who joins from a British research and consulting agency. Crystal speaks Cantonese and Malaysian.

Appointments & Promotions



Personnel Resources is pleased to announce that Rebecca Seton has been promoted to Account Director with relationship management responsibility for key clients.

Crystal Evans has also joined the company as International Specialist.

To discuss your staffing or career needs, please call the leading team in Market Research Recruitment. Contact us Personnel Resources, 55/56 Lincolns Inn Fields, London WC2A 3LJ. T: +44 (0)20 7242 6321 E: info@personnelresources

AGENCY & CLIENTSIDE OPPORTUNITIES

Qualitative & Planning

**AD (TECHNOLOGY) - TOP INTL AGENCY****Central London • £35-£50,000 + benefits**

Use your telecoms/technology experience to take on a client and team leadership role within one of the top names in the industry. Variety, prestigious and loyal clients, excellent infrastructure/support and excellent career prospects are all attractive features of this position which needs strong quant experience plus inspirational leadership and client management skills.

RESEARCH MANAGER - TOP FMCG CLIENT**Yorkshire • £38-£45,000 + car + benefits**

Make your mark within a global food and beverage company! You will help the research team to ensure that marketplace insights are reflected in business and brand strategies, in order to drive business growth. You will have initiative, passion and pro-activity coupled with experience of generating consumer insights in an FMCG environment. Influencing top-flight decision makers, you will have the strategic thinking skills to deliver actionable results.

HEAD OF RESEARCH - CHARITY CLIENT**London • £35-£37,500 + benefits**

Driving positive change in local communities, this innovative charity supports Social Entrepreneurs. You will be responsible for the development of all research and evaluation, measuring the impact of the work they do, inputting into policy and supporting business development. You will have extensive experience in social and evaluation research and ideally have experience of influencing policy makers at every level. Unique chance to make a real difference.

QUALITATIVE SRE/RM - CREATIVE AGENCY**Central London • £25-£35,000 (neg) + benefits**

Creative and strategic minds needed to provide insight into some of the most high-profile advertising campaigns and brand development strategies around. Strong qualitative skills (ideally in advertising research though any sector considered), combined with real intellectual rigour and flexible approach to your work will see you succeed in this dynamic organisation well-known for their great track record in staff development and welfare.

RESEARCH ANALYST - TOURISM CLIENT**London • £25-£30,000 + benefits**

Exciting opportunity with a dynamic national tourism organisation operating in 31 overseas markets. Highly numerate with strong analytical skills, you will manage, analyse and communicate tourism statistics data. A strong knowledge of Excel and SPSS with survey data is essential. Chance to work in a unique role in a fascinating environment.

SENIOR RESEARCHER (B2B) - LEEDS**Research & Consulting firm • £24-£27,000 + benefits**

An ideal move for a quantitative SRE with an interest (and ideally some experience) in B2B markets with this well-established research agency. You will enjoy plenty of early responsibility and extensive client contact within a supportive and friendly environment where your skills will be nurtured and developed and you will benefit from regular reviews and fast progression!

RESEARCHER/CLIENT EXECUTIVE - FMCG**Research Provider • London • £23-£25,000 + benefits**

Providing analysis to develop consumer understanding and help grow brands for some of the largest FMCG manufacturers and retailers, this is a great opportunity to develop your client-facing and analytical abilities. Responsible for delivering insights and offering clients access to consumer understanding, you will deliver actionable recommendations for food and drink markets.

RESEARCH EXECUTIVE - FINANCIAL SERVICES**Staffordshire • £20-£24,000 + excellent benefits**

This company is one of the largest building societies in the UK with 3,300 staff nationwide and over 2 million members. They require a confident Market Research Executive to assist with a huge demand for research. You will have quantitative market research experience and the ability to analyse data plus you will be required to write briefs and liaise with agencies. Excellent project management and communication skills are a must to be successful in this customer-focused organisation.

For more information or to discuss your career requirements in confidence, please contact the leading team of specialists: JULIAN HADFIELD, DEBORAH LEWIS, REBECCA SETON, STEVEN MARSHALL, ANNETTE CORMACK, NATALIE VAN DEN BERG, NAZARETH TEKESTE, AIMEE CURTIS-ALLEN, CLAUDINE ROBERTSON, CHARLES MOORE, JENNA GREEN or ANDREW DOHERTY.

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See far more vacancies exclusive to:
www.personnelresources.co.uk
updated daily

International



Business Information



Analysis / Database



Field & Operations



Data Processing & IT

Career Guidance





SENIOR OPPORTUNITIES £75-£200,000

Personnel Resources offers senior managers a highly confidential and tailored service with unique and unrivalled access to senior echelon vacancies in the industry. See more details and vacancies on our website www.personnelresources.co.uk

GLOBAL OPERATIONS DIRECTOR - GLOBAL GROUP
Flexible global location • £120-£160,000 (neg) + excellent bonus + benefits
 A commercial and management heavyweight is sought by this major global group to oversee change management, commercial development and integration strategy. A successful track record in achieving management goals at an international level plus strong commercial skills are essential for a position where you will be part of the Global Board. An ideal and very rewarding opportunity where you will make a real difference to a highly successful global business. Great acronym too!

GLOBAL QUALITATIVE CEO - MAJOR GROUP
Flexible global location • US \$200-\$300,000 + benefits + high bonus
 Arguably the most senior qualitative vacancy in the industry, running one of the most prestigious international qual networks while implementing creative initiatives. This is a 'thought leadership' and commercial development opportunity where you will lead a senior team which comprises some of the best strategic minds across the world. Some international exposure essential.

BOARD DIRECTOR (FMCG) - STRATEGIC CONSULTANCY
London • £90-£120,000 (neg) + bonus + benefits + equity
 Can you command a senior client audience and tell them what they really need to know, rather than what they want to hear? Are you currently working at a senior level with a leading agency and can't think what to do next? This highly successful and profitable agency could be just the tonic! They are engaged by clients for the most complicated of projects and need an FMCG specialist to complement the team and to develop their offering in this field. Excellent package and equity.

DIRECTOR - BRAND & COMMUNICATIONS RESEARCH
Strategic Research Group • London • £80-£100,000 (neg) + excellent bonus + benefits
 This highly successful group has become an opinion former in the world of brand and communications research with a reputation for constantly challenging existing paradigms and dogma to offer clients fresh and innovative insights into their marketing strategies. Growth has created the need for an additional Director who can combine creativity and insight as well as commercial acumen and an aptitude for management, to lead a team and inspire both clients and colleagues alike. An excellent opportunity to develop your career and share in the success of the business along with an excellent salary and benefits package.

DIRECTOR - PUBLIC SECTOR
Leading Group • London • £75-£90,000 + benefits
 High-profile Central Government and Local Authority accounts, a dedicated team and a substantial business to manage are all attractive features of this important role within one of the industry's best-known groups. Strong commercial skills and public sector experience essential plus the ability to lead and develop your team. Some agency experience is a must. Definite board prospects plus a highly attractive salary, bonus, options scheme and benefits available.

For further information or to arrange a totally confidential discussion, contact **JULIAN HADFIELD** on 020 7242 6321, email julian@personnelresources.co.uk or write to 55/56 Lincolns Inn Fields, London WC2A 3LJ. See more at www.personnelresources.co.uk



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FIELD, OPERATIONS, ANALYSIS & DP

CAWI SCRIPTWRITER - INTL AGENCY

SW London • £25-£35,000 + benefits

Fast-growing and innovative online research agency offers role programming online surveys using Confirmat plus other packages and applications. Confrimit experience ideal, though other online script and packages will also be considered and any experience of the following also useful (further training can be provided): Java, HTML, ASP, SQL, VB, Flash.

DP EXECUTIVE - GLOBAL AGENCY

London • £26-£32,000 + benefits

Due to recent expansion the DP department for this major research group requires an additional DP executive with sound Surveycraft or Nebu skills. This is a varied role offering full project management from setting up CATI/Web specs to carrying out tabulations and analysis. Excellent package and career opportunities.

CATI PROJECT MANAGER - LEADING AGENCY

London • £Excellent + bonus

Take your CATI experience to this international research company which specialises in medical research. You should be a confident manager and will be responsible for running quantitative projects from initial set-up and execution through to completion and delivery to internal and external clients. You will need experience with budgets and quotes along with excellent communication skills.

INTERNATIONAL PROJECT MANAGER

Online Research Company • London • £22-£25,000 + benefits

Europe's leading online panel provider, with a panel of more than 1 million members in 13 European countries, has an exciting opportunity to be part of a forward-thinking company and expand your current skills. You will be fully responsible for a wide range of projects so excellent organisation skills essential.

For further information, contact **REBECCA SETON** (Field/Operations) or **CHARLES MOORE** (DP/Analysis) on 020 7242 6321, email rebecca@personnelresources.co.uk, charles@personnelresources.co.uk or write to 55/56 Lincolns Inn Fields, London WC2A 3LJ. See far more vacancies at www.personnelresources.co.uk

ASSISTANT/FIELD MANAGER - FACE TO FACE

Top Agency • West London • £25-35,000 (neg) + benefits

Are you looking for your first move up to a Field Manager role? This top international agency is looking for a talented individual with experience in field and/or project management to join their team. You will have full responsibility for overseeing a range of quantitative and some qualitative projects, gaining experience in costings, client liaison and reporting. An excellent step up in your career!

CATI PROJECT MGR - FIELD & TAB AGENCY

London • £25-£30,000 + benefits

A master at managing CATI projects? This is a great opportunity to join this forward-thinking company and expand your project management skills. With client liaison this role will suit someone who is confident and has experience in client management, with exceptional organisational skills and knowledge of CATI costings. This role offers plenty of involvement across the business, an attractive salary and good career prospects.

DP EXECUTIVE - GLOBAL AGENCY

West London • £22-£28,000 + benefits

Join this growing DP department, analysing surveys and information processes. You will be responsible for the full life cycle of survey analysis and processing from initial brief to delivery and analysis. Merlin experience advantageous. Training provided on analysis packages though good Excel and Access skills preferable.

TRAINEE ONLINE SCRIPTER - MAJOR AGENCY

Central London • £18-£25,000 + benefits

DP executive with an understanding of the basics, ideally industry database systems, would suit this new role in this major agency. You will gain first-hand experience in their online department along with top agency training, providing you with outstanding scope for career development. Javascript or HTML knowledge useful.



The Research & Insight Specialists