

ACHIEVING MORE TOGETHER

Specialist Recruiters for the Digital, Media,
Marketing and Communications Sectors



Aspire™

Who Are We?

We Are Global.
 We Are Human.
 We Are Experts.
 We Are Trusted.
 We Are Growing.
 We Are Aspire.



Aspire have specialised in recruiting for the digital, media, marketing, graduate and communications industries for **over 25 years**. We have a global presence in London, Birmingham, Manchester, Hong Kong and Singapore, and our combined expertise and **specialist talent pool** allows us to support clients and candidates to ensure we find you the perfect match.

Our excellent resources and diverse scalability options mean we can respond to your requirements, however big or small. We value the candidate experience and because of this we launched our Birmingham **Talent Hub**; a team of specialist resourcers dedicated to finding, attracting and engaging with the very best talent.



Aspire has a 96% success rate of placed candidates passing probation

We ensure we match the right candidates to the right roles, meaning they are more likely to stay in their jobs and succeed.

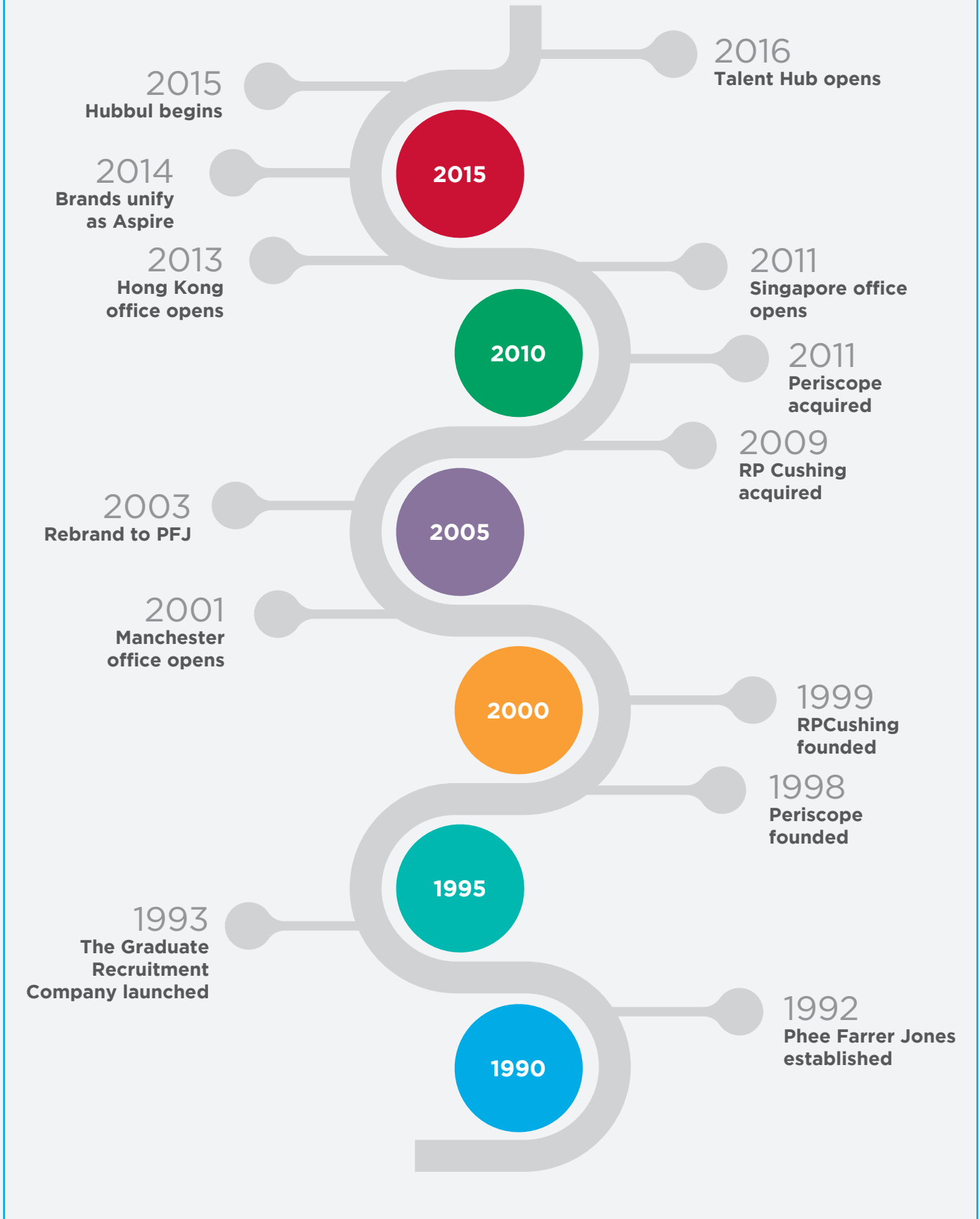
We offer a range of specialist recruitment solutions:

- Timetabled permanent recruitment
- Contingency and exclusive contingency
- Retained search
- Interim, contract and freelance solutions
- Managed service solutions

We also offer value-added services to our clients and candidates, including:

- Hosted interview days across all of our offices
- Graduate workshops
- Training days
- We can even **tailor our approach**, working on internal recruitment projects with our unique and proven recruiting model for clients who want to scale up quickly with minimal setup costs

Our Journey



Why Aspire?

But enough about us. What can we do for you?

Recruitment used to be easy, right? However, the job market has changed a lot. It's not as simple as just advertising a role and waiting for the perfect candidate to come to you. But that's where we can step in. Many choose to use us for the following reasons:

- 1 Lack of resource to find candidates**
We have over 100 consultants, supported by more than 30 specialist resourcers, working hard to find the best candidates.
- 2 Budget restraints**
There's no high fixed cost - you only pay if we are 100% successful on a contingency basis.
- 3 Time restraints**
The average time to fill is 48 days (source: workable.com), including paperwork, job advert writing, shortlisting, interviewing, and so on. Aspire's average time to fill permanent roles is less than 30 days, and 48 hours for interim

placements. Think of what you could be doing in that time!

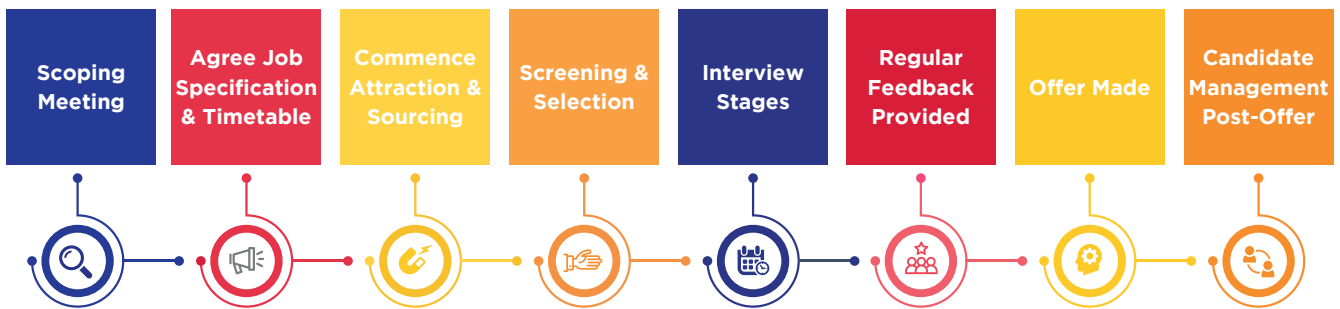
- 4 Cost of hiring process**
The wrong hire can cost your business over £132k (source: REC), which includes training, lost productivity, staff turnover, wages and hiring time. It is worth investing in the right candidates to save you a headache later on.
- 5 Finding high quality candidates**
Our enviable talent pool means we can easily find candidates for your role and fill it efficiently and with high quality talent.



Hiring mistakes cost UK employers billions each year

Let us help you avoid these unwanted costs by choosing the right candidates from our specialist talent pool. (Source: REC)

The Process



65% of hiring managers claim talent shortage is the biggest challenge in hiring

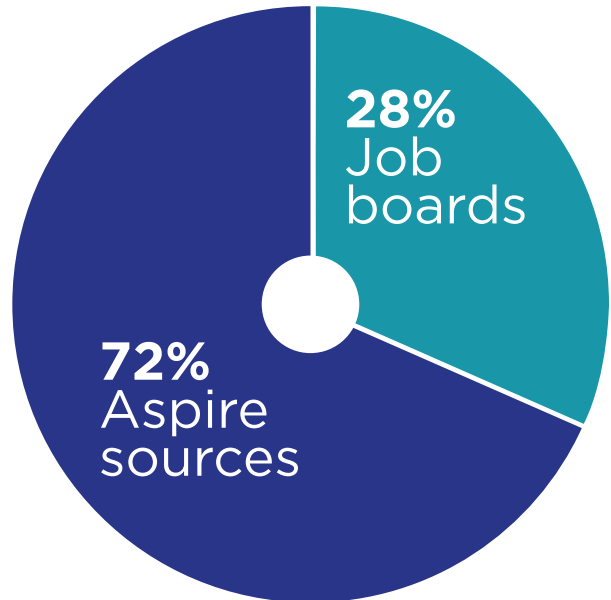
Thanks to our unique specialist talent pool, we have access to thousands of great candidates. (Source: Jobvite)

How We Find Your Perfect Candidate

Recruiters just use job boards to find candidates, right? Well, not quite - we boast one of the largest talent pools in the country thanks to our extensive database and candidate attraction through our website. But how else do we find the right candidates?

As you can see, we don't just use job boards like everybody else does. We have the best candidates ready and waiting to be matched to your roles.

This 72% includes applications to our website, social media, referrals, organic reach, networking events and so on. Candidates come to us knowing we can match them with a great job - and 96% of them would recommend us to their friends, too.



We Are Connected

LinkedIn reach - 2.9 million reach from network of company page and consultants	Average job to fill ratio: 1 in every 2.7 jobs we are briefed on - industry average is 1 in 5	Database of candidates: Over 250,000 with 100,000 updated in the past 2 years
Average global monthly website visits - 172,244	Over 77,000 social followers	
Last year we arranged just under 10,000 first interviews	Global website sessions per year is 674,000	We fill 80% of the interim assignments we take on
We register, meet and screen on average 965 candidates per month i.e. 230 per week	We have filled over 1200 perm roles in past 12 months and 600 interim assignments	Average applications to our website per month: 5228
	Placements in Asia in the past 2 years: 455	Candidates registered in the past year globally: 15,217
We fill 90% of all roles we work on exclusively - the other 10% the client retracts	An average 240 interim workers out every week covering the digital, media, marketing, sales, events, data, research and insight markets. Interim assignments range from 1 week to 12 months and beyond!	

Our Expert Teams

Digital Media and Performance

This team has more recently become a hybrid, offering both performance and programmatic and operation roles to the market.

Some example job titles:

PPC Account Manager, SEO Account Director, Social Media Executive, Paid Media Manager, Paid Social Manager, Programmatic Trader, Ad Operations Manager, Account Manager, Technical Operations Specialist, Programmatic Client Services

Strategy, Media Planning and Buying

We work on placements across all aspects of media, including offline and digital as well as sponsorship and auditing positions.

Some example job titles:

Digital Account Manager, Senior Planner, Senior Buyer, Digital Senior Planner Buyer, Campaign Manager, Strategy Director, Media Manager

Content

We are specialists in all things content, editorial and social, offering flexible and permanent solutions.

Some example job titles:

Content Writer, Content Editor, Social Media Editor, Copywriter, Editor, Head of Content, Community Editor

Marketing

We help find talent for in-house marketing teams, from international brands to exciting start-ups.

Some example job titles:

Digital Marketing Manager, PPC Manager, SEO Manager, Head of Marketing, Marketing Executive, CRM Marketing Manager, Brand Manager, Product Marketing Manager

Media and Digital Sales

The longest established team at Aspire, we started out recruiting for highly valued traditional businesses and have evolved to recruiting for the digital and tech space.

Some example job titles:

Sales/Senior Sales Executive, Business Development Manager, Advertising Manager, Agency Sales Executive/Manager, Account Manager, Publisher Development, Customer Success Manager, Subscriptions Sales Exec/Manager, Enterprise Sales – Media Sales, Native Advertising, Sponsorship

Data and Analytics

We hire for all roles and levels in the Data and Analytics space, one of the fastest-growing specialisms.

Some example job titles:

Data Scientist, Digital Analysts, BI Analyst, Commercial Analyst, Senior Analyst, Data Engineer, Data Analyst, Business Analyst, Data Processing, Econometrician, Statistician

Research and Insight

Our team draws on in-depth industry knowledge in the Research arena; our clients include research agencies, consultancies, media agency networks, client-side organisations and media owners.

Some example job titles:

Senior Research Executive, Research Manager, Associate Director, Research Director, Insight Manager, Associate Director, Research Director, Head of Research, Research Operations – Qualitative and Quantitative, Business Development Insight, Econometrics

Creative, Design and Branding

We have a passion for the creative and design industries, recruiting into both offline and online roles.

Some example job titles:

Creative Artworker, Graphic Designer, Interior Designer, Retoucher, Brand Strategist, Digital Designer, UX/UI Designer, Developer

Events

We are dedicated to finding professionals for a wide range of B2B and B2C events, including conferences, exhibitions, awards, seminars and other bespoke events.

Some example job titles:

Exhibition Manager, Conference Manager, Sales Managers, Conference Producers, Event Management, Sponsorship Sales, Exhibition Sales, Delegate Sales

Graduates

Our Graduate teams work with all business types across the digital advertising, marketing, media and events industries. Our Corporate team cover every other vertical, from technology and management consultancy to interior design and charity.

We offer several services for clients and candidates including HIRE days (tailored graduate assessments either hosted at the Aspire offices or onsite at client offices), as well as Graduate Sales Workshops for candidates.

Some example job titles:

Graduate Sales Executive, Graduate Sales Support Executive, Graduate Marketing Executive, PPC Executive, Advertising Operations Executive, Graduate Analyst, Graduate Researcher, Graduate Management Consultant, Graduate Conference Producer, Programmatic Analyst

Intellectual Property

With over 17 years' experience recruiting for the intellectual property profession, we have developed, established and influenced key relationships with some of the UK's leading firms and industry leaders.

We specialise in recruiting Patent and Trademark Attorneys across the UK and Europe, having developed a broad and diverse client base to incorporate Legal 500 accredited private practices, law firms and in-house industry departments. We recruit across the full spectrum of professional experience, from trainees to partner-level appointments, ensuring a confidential and tailored service for candidates and clients.

Some example job titles:

Trainee Patent Attorney, Part-Qualified Patent Attorney, Chartered Patent Attorney (CPA), European Patent Attorney (EPA), Chartered Trade Mark Attorney

We Are Trusted

In July 2017, we conducted a Candidate Satisfaction Survey; here are some of the results:

91%

of respondents said we were better than other recruiters

88%

rated our service as "excellent" or "good"

88%

rated our communication as "excellent" or "good"

96%

would recommend Aspire to others looking for a job

So you can rest assured that we are head and shoulders above the rest when it comes to candidate management and happiness!

Candidate Feedback

"Megan proved immensely resourceful, caring and communicative within a short space of time."



Evert
now working in Events

"It was great to finally feel that someone cared about my start in the world of work."



Matthew
now working in Client Services

"From application to acceptance I never had the feeling that anyone was too busy to keep me informed or that feet were being dragged. Very pleased."



Shaunghau
now working in Data

"The search with Aspire was quick and efficient. I signed up on a Thursday and by the following Monday I had interviews and within two weeks I had managed to source a job."



Kudakwshe
now working in Sales

"Aspire helped me realise which roles would best suit me, and gave great advice on how to do better in interviews."



Raja
now working in Sales

"It was the first time I had a recruitment agency helping me find a job, and Lorena was always approachable, friendly and professional, which made me feel glad that I had her help through the whole process."



Alessandra
now working in SEO

We Are Experts

Client Feedback

“What makes them different is they are personable, media experts, trustworthy, have excellent communication skills and are consistently professional.”

Astrid Brook
Talent Manager



“I think the way Aspire’s consultants conducted themselves and delivered was brilliant. The outcome of that project was a complete success and that alone speaks volumes. It’s 100% something I would do again.”

Marc Conway
Head of Talent Acquisition



“I would definitely recommend the team at Aspire as a highly valued recruitment partner for anyone looking to recruit in the media space.”

Adam Skinner
Talent Manager



“Would not be where I am without our consultant, Kate (does that sound too dramatic!?), as she is responsible for plugging my event gaps and finding me one of my star salespeople, who is now a permanent member of the team. Kate’s work with EMAP has made a huge impact on our events.”

Jane Casey
Commercial Director



“Aspire ran a High Impact Recruitment Exercise which was a really efficient way for us to see a great selection of candidates in a short space of time which totally worked given busy management schedules.”

Clemi Hardie
Managing Director



“We’ve recommended Aspire a couple of times, Aspire are doing a campaign for one of Clarasys’ clients at the moment and one of Clarasys’ partners. We’d recommend using Aspire for graduate recruitment.”

Matt Cheung
CEO of Clarasys



96% of candidates would recommend Aspire

In our candidate survey in 2017, almost every candidate we worked with said they would recommend us to a friend searching for a new job. (Source: Aspire survey 2017)

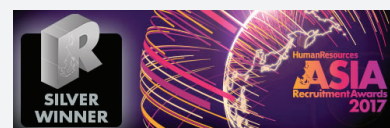


We Are Celebrated

Over the past 5 years we have won a number of recruitment awards in the UK and Asia including Best Agency two years running, we hold an Investors in People Gold standard award, and have been listed in the Times Top 100 Companies to Work For 10 years in a row.



INVESTORS
IN PEOPLE | Gold
Until 2018



Our Birmingham Talent Hub

Aspire have invested £800k in the past 12 months setting up a specialist resourcing centre in Birmingham, now employing circa 40 people to find, engage and attract the best candidates for our clients across all our sectors.

Let's Talk

For more information, you can visit our website – www.weareaspire.com. Prefer to chat with a human? Phone us on 020 7612 3800. What are you waiting for? Your perfect candidate is just a call away.

We Are Global



● Aspire office
● Placement location

Aspire™

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