



Case
Study

Reach



The Client

Reach plc (formerly known as Trinity Mirror) is a British newspaper, magazine and digital publisher. They are **Britain's largest** newspaper group, publishing 240 regional papers in addition to well known papers such as The Daily Mirror and The People.

Reach plc was founded in 1903 by the British newspaper magnate, Alfred Harmsworth when he established The Daily Mirror. Between the years of 1906 and 1908, Alfred financially rescued the Observer and The Times as well as acquiring The Sunday Times under the Reach umbrella.

In February 2018, the company completed the acquisition of the UK publishing assets of Northern & Shell, which included the Daily Express, Sunday Express, Daily Star and OK! Following tremendous **business growth**, Trinity Mirror re-branded as Reach.

The rich history and **talent** that Reach possesses has resulted in the company being named as one of Britain's most **successful** newspaper companies ever. The determination to keep pushing with already such a prestigious status on their shoulders, inspired us to develop a strong working relationship and provide the **talent** they require to keep up their momentum.



The Role

ACCOUNT MANAGER

An account manager is responsible for the management of existing client accounts, as well as generating new business through the delivery of bespoke advertising solutions.

To succeed in this role, a successful candidate would require significant skills and experience within the sales division as well as competency in building brand awareness.

The Ideal Candidate

A specific profile of the **ideal candidate** follows:

- Previous experience in a sales capacity
- Knowledge in Marketing or Media is advantageous
- Experience of building customer relationships
- Strong knowledge within the publishing industry
- An excellent understanding of client care
- Being able to thrive in stressful situations
- Exceptional communication skills
- Use their own initiative to find solutions





The Challenge

Due to the rapid growth of the company, **Reach** were required to recruit a new **account manager** to help generate business sales, as well as to assist with the management of client accounts. This particular **role** entails a lot of responsibility due to the individual acting on behalf of the company as the first point of contact for future clients.

Taking these factors into consideration, finding **candidates** who possessed a strong set of ideal skills within the given salary bracket wasn't an easy task - especially with how saturated the market is at present. On top of this, as **Reach** is a large national corporation, mapping potential individuals who hadn't worked for the company before meant that our market approach had to be meticulous.

Before initial contact, **Reach** had previously been advertising opportunities using standard job boards through their internal recruitment team. Additionally, the **client** also had a history of using several agencies that were unsuccessful in filling their vacancies. As a result, we spoke to the **client** to assure them that we would find the right individual for this position in a timely and efficient manner.





Our Solution

We developed an honest, dedicated and detailed working relationship right from the get-go to gather a strong understanding of what the **client** required. Clear communication between ourselves and our **client** is key to the understanding of the company's goals and infrastructure. With their history of using numerous other **recruitment** services, we made it clear to them that we would fulfil their needs by finding their exact ideal **candidate** within a short turnaround period.

Our team began the **recruitment** process working within a talent pool size of 20 miles from the centre of Leicester. This radius took into account the daily commute a successful candidate would need to make to the workplace. This gave us the opportunity to search a wide range of **candidates** in nearby cities such as Birmingham and Nottingham. We identified a selection of highly suitable individuals which we then proactively contacted to prepare for **shortlisting**. This initial contact stage allows us to gain in-depth knowledge of their skills and interests, whilst being able to clearly present them the role. This ensures that they understand the benefits of progressing into **Reach** and the position itself.

Afterwards, we comprised a shortlist of six strongly suited **candidates** who possessed the ideal experience and characteristics that the client was specifically looking for.





The Outcome

Due to the overall quality of the shortlisted **candidates**, the client decided to progress all of the individuals along to a first stage interview. After this initial interview stage, the **client** managed to reduce the list down to just two individuals who they felt ticked all of their boxes.

The company brought back the highlighted candidates for a second stage interview, before offering both of them the position. One of the **successful candidates** accepted the role and was placed in just three weeks.

We received exceptional feedback across all shortlisted candidates and fully satisfied our client's brief. The process from start to finish was a complete success for both parties. Furthermore, the candidate possessed such a fantastic skillset and personality, that the client is now considering fast-tracking them into a **senior role**.



Who Are **Aspion**?

Aspion are a national, multi-specialist recruitment consultancy delivering temporary, contract and permanent staffing solutions across multiple industries and markets.

We've shaped our service around our client needs, extending our **talent solutions** from one day placements through to long-term solutions, and expanded our **talent functions** to facilitate every area of business growth.



Contact Us

Are you seeking to grow your business by attracting top talent and do you aspire to position yourself as an employer of choice?

If so, you should reach out to **Aspion**.

If you would like to talk to us about a specific **recruitment project**, or understand how our talent strategies could strengthen and benefit your talent pool, we are open for discussion.

For more information about our services, feel free to send an email to info@aspion.co.uk and one of our specialist consultants will be in touch with you directly.

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