

Reach
Case Study.

Account Manager

An Account Manager is responsible for 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 Problem

Taking the description of the role 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 was at the time.

As Reach is a national corporation, mapping potential individuals who hadn't worked for the company before meant that our market approach had to be meticulous.

We worked closely with Reach to draft a detailed job specification that would enable us to identify the exact requirements crucial to the role for a compatible cultural fit.

The Solution

Our team began the thorough recruitment process working within a talent pool size of 20 miles from the centre of Leicester.

The radius coincided with 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.

The Outcome

Due to the overall quality of the shortlisted candidates, the client decided to progress all 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.

Following the second stage interviews, one of the successful candidates accepted the role and was placed in just three weeks.

Furthermore, the candidate possessed such a fantastic skillset and personality, that the client was considering fast-tracking them into a senior role.

Reach

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12
Days To Hire

It took just 12 days for the candidate to be hired from the initial briefing.



4
CVs Sent

All four shortlisted candidates were invited to interview.

Want to Know More?

If you would like to understand how our search strategies could strengthen and benefit your hiring process, we are more than happy to assist you.



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