

# Hunt on for candidates

*The dynamic of the comms recruitment sector has evolved over the year – vacancies have continued to flood into agencies, but prime sales and engineering candidates are proving harder to source. writes Heather McLean...*



Clive Jefferys: 'In April clients realised that we couldn't get the cream any more, so we told them they had to change what they were looking for.'

## You have to be in tune with what the client's needs are, and also the candidate's requirements

Business is booming at JMA Communications, which has seen monthly revenues between January this year and August grow by a total of 60%.

Clive Jefferys, md at JMA, stated: "The value of all the salaries we're set to do over this year is £2.5m, of which our fee is a percentage of that. That is up from last year's total of £1.56m.

"Our best month for making placements this year was June, but August has been a right cracker."

Clive Jefferys, head of JMA Communications, comments on the evolution of the marketplace since the New Year: "When everyone realised the market was getting good again, people were cherry picking the people with obvious track records. In April clients realised that we couldn't get the cream any more, so we told

them they had to change what they were looking for. Recruitment companies are now being used to fill quotas, not just cream. The companies we've worked with over the years are going for numbers. They've realised that to grow their business, they have to go for the not ready-made people, as these make up 85 per cent of the market. You have to be prepared to invest in people if you want to grow your business. This means to grow your business by 20 sales people, you have to employ 30, as they don't all work out." Because of this quota factor, Jefferys states that four out of every 10 sales people placed by his business are from outside the telecoms industry, something that client's would previously not accept.

## Top tips

...From Clive Jefferys, head of JMA

**DON'T prevaricate about your recruitment process. You need a speedy process, but with more speed less haste. This isn't about cutting corners, but attributing the recruitment process with the weight it requires. When you work with agents, move quickly with them. If recruitment is a priority, treat it as a priority. We can come up with the best candidates in the world, but if the client's slow, we'll lose the candidates to another agency.**