



2019

CODIFY SEARCH

GLOBAL SOFTWARE RECRUITMENT PARTNER

Helping software companies hire the best
talent globally

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THE RECRUITMENT HEADACHE

When embarking on a new recruitment campaign, there are 3 main challenges every software company must overcome.

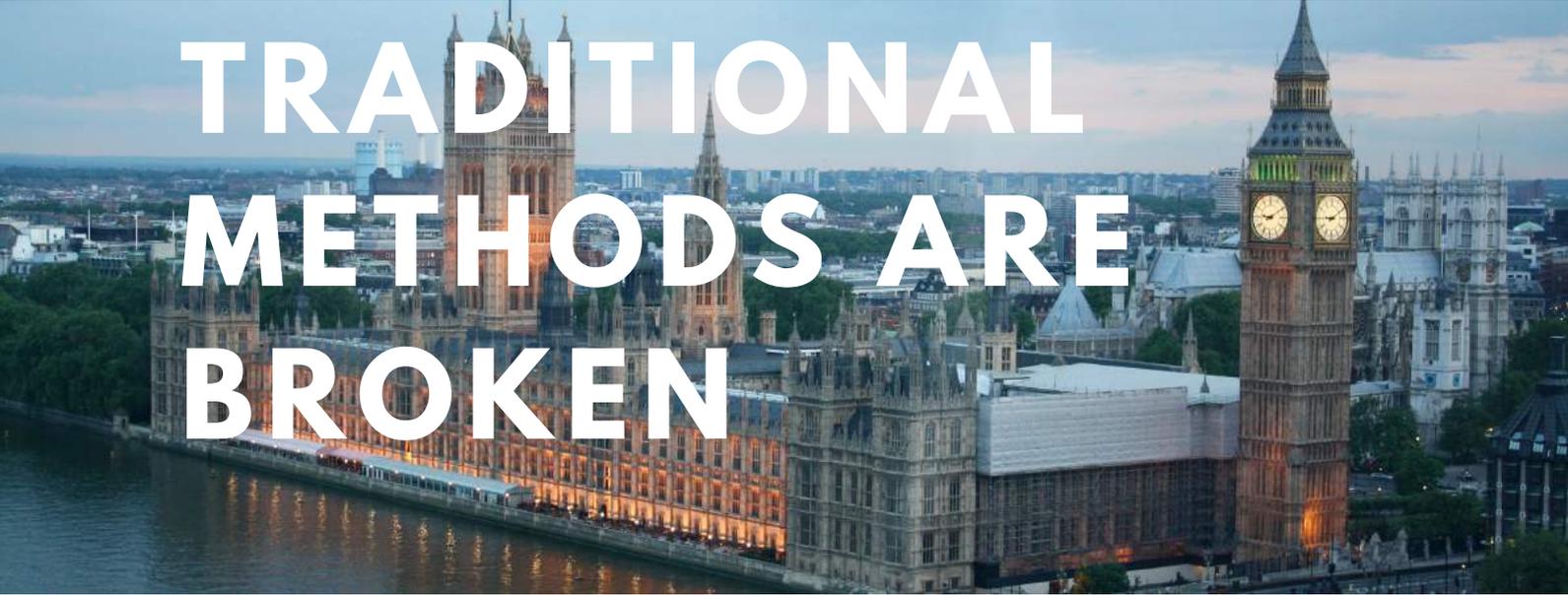
Quality. Cost. Speed.

You want to hire the best talent for your business. This means gaining direct access to a large pool of candidates and filtering for the ideal match. Once identified, the candidate has to be available and interested.

Accessing, and continually engaging this network in order to find the right person at the right time is an increasingly daunting challenge. Building and nurturing a robust and deep talent network is a huge expense.

Unfilled vacancies, talent gaps, screening and interviewing large volumes of candidates for each vacancy, and potentially making a bad hire costs businesses money.

In a competitive marketplace talent is at a premium. There is huge pressure to act quickly, creating a feeling of being rushed and generating concern about balancing the need to fill roles quickly versus the cost of a bad hire.



TRADITIONAL METHODS ARE BROKEN

The traditional model used by recruitment agencies is becoming less and less effective at securing the best talent for your business.

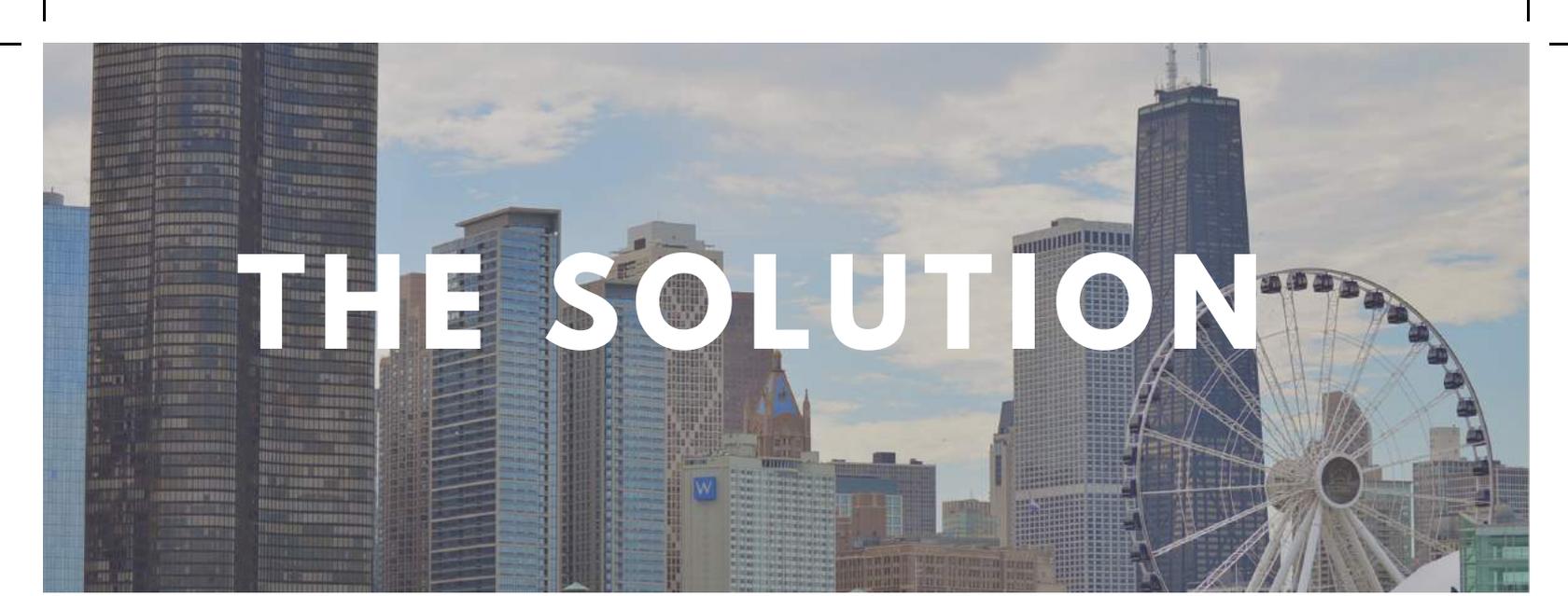
* Posting job adverts and hoping the perfect candidate finds and takes time to apply has no guarantee of success.

* Quality candidates, who have posted their profile to popular resume database accessed by most recruitment companies will be inundated with opportunities, narrowing your chance of successfully approaching, engaging and hiring from this talent pool.

* Targeting passive candidates on LinkedIn using keywords searches and approaching them with your vacancy typically gets a very poor response rate.

* Non-specific, irrelevant email campaigns to outdated candidate databases damages your reputation.

* Recruitment consultants working on commission are incentivised to focus on easy to fill positions, in some cases filling 1 in every 10 vacancies worked. There's no guarantee your company is getting the attention it deserves.

A photograph of the Chicago skyline featuring several skyscrapers and the Ferris wheel in the foreground. The text 'THE SOLUTION' is overlaid in large white letters.

THE SOLUTION

The solution is to engage with a recruitment partner who uses a tried and tested system that saves you time, money, and can guarantee all placements for 12 months.

Our commitment to building a network of outstanding people, understanding their needs and motivations and leveraging our deep market knowledge means we gain access to the best talent at the right time. We develop an intimate understanding of your company, embed ourselves into your culture and work with you to understand what a successful hire means to your business.

By constantly engaging and nurturing our talent pool, we are in a unique position to approach the right candidates with the right message at the right time. Once engaged, our innovative screening techniques ensure each candidate is fully assessed and interviewed against a framework defined by you.

This results in a better quality candidate, reduces your time-to-hire and ultimately the cost to your business whilst improving the candidate experience and promoting your employer value proposition.



OUR 7 STEP RECRUITMENT PROCESS

Our system saves you time, money and can guarantee all placements for 12 months.

1. Define Success - We discuss and evaluate your needs. This audit allows us to identify precisely what you need for your business.

2. Market Mapping - We create an ideal candidate profile, and digitally map this against our network to target a pool of relevant talent.

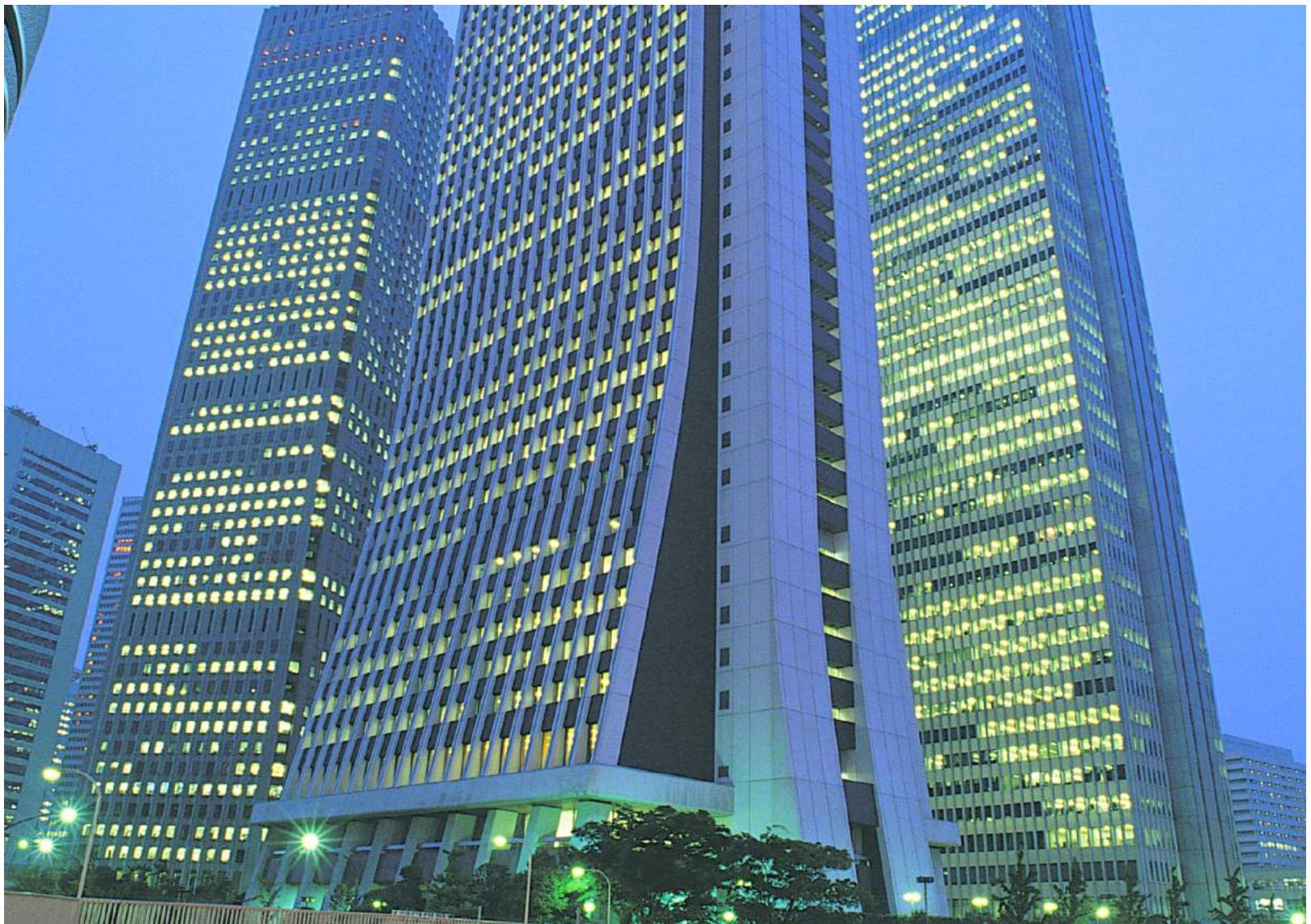
3. Attract & Engage - We constantly engage with our network, providing authority content and industry specific articles. We then deploy a number of round-the-clock digital inbound strategies to draw active interest to your open positions from qualified passive and active talent.

4. Assess - We select a number of suitable candidates and assess their suitability based on your given criteria. All candidates are screened thoroughly and interviewed via our bespoke recruitment video interviewing platform, tailored to your specific requirements.

5. Present - We prepare a carefully selected shortlist of candidates, each presented with their CV and digital screening pack. Unsuccessful candidates will receive full constructive feedback, protecting the candidate experience for your brand.

6. Negotiate - Once you have selected your candidate we will carefully handle salary negotiations, prepare the candidate for counter offers and manage the resignation process.

7. Retain - Communication with both you and the candidate in the first year is a critical. We will keep in regular contact at 3, 6 and 12 months to ensure a successful engagement.



Here's what some of our clients have to say about us...



SmartFocus have built and offer a SaaS retail marketing platform which delivers 60 billion personalised customer interactions and 7 million email campaigns annually. Offices in London, Paris and Barcelona.

"We started working with Codify after issuing an RFP for a single supplier Talent Acquisition solution. Our recruitment needs at SmartFocus are sporadic and changeable and Codify were the only company that tailored our needs into their proposal. I felt that our relationship with Codify was based on openness and flexibility from the very beginning. Dan and Damien made a huge effort to understand the business and get to know the key stakeholders to make the process as seamless as possible.

The quality of the candidates has always been excellent and we expanded our model into roles in France and Spain based on the success we had in the UK. I would highly recommend Codify to anyone who wants a no nonsense approach to finding great talent."

Jennifer Buckley - Chief HR Officer



Juriba helps organisations project manage migration. Its flagship software product, Dashworks, enables enterprise size companies including JPMorganChase, Morgan Stanley, Aon, AIG, State Street and Deutsche Bank better manage large scale IT transformation. Offices based in London and Boston.

"As is often the case in the technology sector, we are growing rapidly at Juriba. Nevertheless, we understand the cost of bad hires and getting the right people onboard is crucial to the success of our business. We need our recruitment partner to be flexible, intelligent and responsive. Damien, Dan and their team work with our managers seamlessly to get to the heart of our requirements, offer solid advice and find excellent candidates within our budget.

We are very particular about the suppliers we choose, so it is testament to Codify Search that they continue to be the sole agency we work with."

Julia Bell - Chief Operating Officer

SPARK44

Spark44 is a marketing and advertising agency headquartered in London. It's the first global client/agency joint venture model that has transformed the Jaguar Land Rover brands and business. Offices in 17 countries.

"We partnered with Codify on a project to transform Spark44's recruitment processes. They looked at our current model, defined and implemented new ways of working, whilst carrying out full lifecycle recruitment across all our business areas and building a pipeline of suitable talent for the future.

With the help of Codify we reduced Spark's live vacancy count by 80% in 3 months and quickly improved the reputation of the recruitment function resulting in the hire of better talent in less time."

Hannah Wells - UK HR Director



CONTACT US

Codify Search is a specialist recruitment partner to the software industry. Headquartered in the UK but with a global reach, we specifically support technology, sales, and professional services recruitment for software vendors of all sizes and sectors across the world.

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