

# Winning streak drives RecruitmentPlus

RecruitmentPlus, as an award winning agency and winner of the Best Recruitment Consultant 2017/2018 (Temps Division) – does not mean they rest on their laurels

With offices in Stillorgan and Dundalk in the last year, the small Irish-owned recruitment agency has worked with over 100,000 candidates, clocking a 95 per cent placement rate on all temporary bookings, while managing to respond to employers on all permanent vacancies within 24 hours. We are obsessed about our business and we place candidates across hundreds of businesses across a diverse range of markets always striving to deliver first class innovative recruitment solutions.

We work with many of our clients on an exclusive basis, so often our jobs will not be advertised elsewhere.

Not bad for a small Irish owned agency celebrating 20 years in business next year!

RecruitmentPlus is also one of the longest established recruitment agencies on the southside of Dublin, supporting a comprehensive range of companies, from start-ups to multinationals, with a team of highly skilled consultants with sector-specific experience. This strategy has functioned as the cornerstone of their business from the get-go, since its foundation in 1999 by Managing Director Anne Fanthom. By then, Anne had spent ten years working with a Fortune 500 global recruitment firm in Britain followed by three years in recruitment at an Irish PLC. "We recruit people who have specific hands-on industry experience, knowledge and insight, from which they then build strong relationships with clients who really see the value of its recruitment partner having their specific industry knowledge" along with a strong service - orientated template that we've maintained ever since," said Fanthom.



Olivia Rogers (awarded Best Consultant), pictured with Anne Fanthom, Managing Director

didn't see the value that added and still don't.

"I ended up working with bespoke recruitment partners in the UK who knew their sectors, companies and workforce well, which is exactly what we offer here. You've simply got to spend time with the candidate, which helps you understand them far better. There's no alternative." It's something we firmly believe in and we don't cut corners. Amazing products won't yield results, revenue or customers, without the right people who have the right growth mind set.

## Depth of strength, depth of reach

As the eminent British author and international adviser on education, Ken Robinson observed: "Human resources are like natural resources; they're often buried deep. You have to go looking for them; they're not just lying around on the surface."

"Clients know that when they contact Recruitment Plus, that we will dig deep and they have come to expect that our consultants will understand their business and can offer a realistic, up-to-date analysis of that sector. We established the business as a non-hard sell, but rather a highly informed approach, and we've pretty much kept to it ever since. Why change what works?"

The agency today sources candidates across sectors ranging from Pharmaceutical/Healthcare, Property, Sales/Marketing and Finance in Dublin to Manufacturing/Engineering, HR, Medical Devices and Commercial in the north-east region from our Dundalk office. Both offices offer a Temporary and Contract staff and RecruitmentPlus boasts over 150 temporary employees on its weekly payroll service.

"Before returning home to Ireland," Reidy continued, "I'd come from an HR background in the UK, and had dealt with good agencies and bad. Many were just Tele-sellers - I felt they lacked understanding of both my industry and the candidate I wanted. I never enjoyed that interaction; I just

## Strong on Ethics, honourable in business

In recent decades, the recruitment industry has changed beyond all recognition, as job boards and social media recruitment, for example, have altered the more tried and trusted model on which the industry was built.

Which is where the (NRF) National Recruitment Federation comes in. Set up to establish and maintain standards and codes of practice for the industry in Ireland, its members are committed to delivering a quality service by abiding by a strict code of conduct, which helps explain why, since its inception, RecruitmentPlus has been a member (Fanthom, in fact is on the committee) as well as twice earning its highest accolade, "Best Recruitment Agency". Just like the companies and candidates they have served for the last 19 years, reputation is everything.

"We're very strong on ethics, and have been from day one," said Fanthom. "On oc-



John Reidy, Director, and Hazel Whelan, Associate Director

casional the recruitment industry does get bad press, we hear this occasionally particularly when approaching new clients. What we say time and again is that we follow very strict guidelines in our recruitment and selection process; applicant screening and selection is massively important to us, and we can also offer personality and psychometric profiling. We're also sticklers for reference and qualifications verification.

"This way, the company is assured that they're always going to get a candidate that has been fully screened by us, which is what they're paying for at the end of the day. This is exactly why so many of our clients remain with us and we're determined to ensure that continues.

"Fortunately, companies come back to us time and time again and they do this for a very good reason - they're



**Recruitment Plus is extremely proud of our team and also proud to have offered a quality cost-efficient service for almost 20 years based on strong ethics**

dealing with the same Consultant who knows their business, the nuances, culture and the industry sector extremely well. We're building up a really strong profile of their business, while offering them a quality, cost-effective and value-added service," Fanthom said.

"This is a very settled team," Reidy added. "As an average, the longevity of each of our staff members is more than ten years' service. The team who join us tends to stay for quite a while and for good reason. This is unusual within the Irish recruitment sector, where high staff turnover can be common.

experience across our small team, which offers a degree of experience and expertise that makes us pretty unique in this sector.

"When we established RecruitmentPlus, we were aware that recruitment agencies didn't always have a good name. Our ethos is to look after people honourably and offer good honest advice, rather than looking at the short-term gain. Confidentiality with an open, honest and proactive approach ensuring our recruitment practices are refined and always in line with changing legislation. You earn respect for that, and we have no plans on changing."

## The F word (... a flexible workforce)..

Of all the professions that least welcomes any recession, large or small, recruitment arguably leads the field: as employment rocketed from year to year in the 2008-2012 period, and so many companies either down-scaled or went under, vacancies across most sectors became as rare as hens' teeth. No vacancies - no recruitment. So how does a small Irish-owned recruitment agency with 2 offices (Dublin and Dundalk) survive?

"Like so many others, we were faced with the dilemma of how we were going to survive as a business," said Fanthom. "We're very much about a collaborative team culture, we opted at the start of the recession to discuss what our best options were and so we decided as a team to introduce a flexible workforce."

The result? Some staff members switched from a five-day to a four-day week, for example, while some went part time and others chose to work from home.

"We tried it, it worked and I'm proud to say we've maintained that flexible workforce to this day. We were I believe, one of the first recruitment companies to offer their staff the option of working from home. I believe it was one of the reasons we were voted "Best Recruitment Agency in 2010" as the judges really embraced this benefit to staff in recessionary times. The NRF recognised the importance of us being an agency that promotes such flexibility. Many other agencies have followed suit. I believe the degree of flexibility actually helps RecruitmentPlus with our own recruitment in attracting the most talented and accomplished candidates."

## Boots on the ground

If ever there was a sector that has been wooed by the all-promising, overseas, multinational recruitment agencies, it's the pharmaceutical sector in this country in recent years. For decades in Ireland, the industry thrived on a root-and-branch network of Irish knowledge, experience and acumen when it came to recruiting their best and brightest into this country. Boots on the ground - not just suits doing the rounds - won the day.

"Now, for example, larger pharmaceutical companies will use their own talent acquisition teams often based in the UK, to source staff for their Irish operations, but many may never meet the candidate.

Fanthom said: "That outsourcing model started a number of years ago in the pharmaceutical sector specifically in Ireland, now we're frequently hearing how this model is not working for many

## Our team:



managers and falls short of their recruitment expectations... CVs are fed into an online portal, often with no interpersonal interaction at all.

We meet the candidates and can offer our pharma clients chapter and verse on their suitability for the role," said Reidy.

"We can do this because we know these candidates and have worked with them over a long period of time, we have reach and we have depth across a broad network throughout Ireland, so we can find the right people for the right position. We don't just use the same social media searches that many companies use, but we also network across all our professional bodies and memberships. This is unique. We've worked in the pharma sector since 1999 - almost 20 years expertise and industry knowledge"

RecruitmentPlus is extremely proud of our team and also proud to have offered a

quality, ethical and cost-efficient service for almost 20 years based on strong ethics - knowledge, candidate/client focus and a belief in honest customer service. We'd like to think these principles will continue to guide us into the future" said Fanthom.

At the recent NRF awards held in the Shelbourne Hotel, Dublin and recognising the best recruitment agencies across Ireland - Recruitment Plus was awarded:-

- Best Recruitment Consultant (Temp Division) - Olivia Rogers - Dundalk 042 9356910
- Finalist - Best Recruitment Agency (small category) - RecruitmentPlus 01 2788610

RecruitmentPlus welcomes your enquiries - please contact Anne Fanthom on 01 2788610 or email [anne@rplus.ie](mailto:anne@rplus.ie) [www.recruitmentplus.ie](http://www.recruitmentplus.ie)

