

Marketing Director - Professional Services

Leigh Day, a niche law firm specialising in human rights and personal injury cases had tried recruiting a new Marketing Director direct. Having taken 2 candidates to second interview, they felt they hadn't quite got it right. They then came to Stopgap with the brief to find the perfect candidate.

Leigh Day

CHALLENGES FACED

With a unique culture among law firms, the salary was less than other big law firms can offer. The client also had a demanding wish list, including:

- a grasp of the partnership environment and culture
- strong but sensitive handling of stakeholders
- a degree and Chartered Marketer status or an MBA

WHAT DID WE DO TO FILL THE BRIEF?

With 20 years' experience working in professional services herself, one of our senior level consultants used her existing network and industry experience to create a shortlist of candidates.

She interviewed each candidate and created a comparison spreadsheet for the client, covering:

- character profile and attitude
- experience, qualifications and skills
- reasons for interest in the role
- interview notes and LinkedIn profile notes

WHAT WAS THE RESULT?

The client interviewed the 5 recommended candidates. 3 were taken to second interview, and 1 was recruited, starting exactly 3 months after we were first briefed.

We've since found them 2 freelancers who have both since been made permanent.

“ Throughout the selection process Stopgap were true to their word, supporting us with professionalism and knowledge of their candidates.

Mark Lafferty – Associate HR Director – Leigh Day

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