



## How Reuben Sinclair helped CCL Academy

CCL Academy is a specialist compliance training provider with clients that span the full range of financial services activities including banking, wealth & asset management, brokerage and insurance. With over 30 years experience, CCL Academy have a client based that encompasses boutique start-ups as well as more established multinational enterprise, providing bespoke compliance training solutions.

Following the successful acquisition of CCL Compliance (global sister company), the continued growth of CCL Academy is the key focus for CCL team. One of the key hires identified by the board was a Senior Business Development Manager to lead the sales of CCL's industry-leading e-learning solution.

### **The challenge:**

The specific nature of the hiring project presented two key challenges:

**First challenge:** Given the technical nature of both compliance and financial services, the Senior BDM requires a deep understanding of leading sales within the financial training space and ideally, exposure to the world of compliance in some capacity. As a result, hiring options with this specialist knowledge were contained within a very limited and niche talent pool.

**Second challenge:** Location: CCL Academy has recently relocated from central London to regional offices in Tunbridge Wells. Although the commute from London to Tunbridge wells is under 60 minutes, in the post-covid, hybrid-working world, it is unlikely that candidates residing in London will commute to offices outside of the capital. Additionally, given the regional location of the new office, the catchment area is very small for candidates spending 2-3 days per week in the office.

## Key stats



29

Matching profiles identified within London Talent Pool.



2

Profiles identified within regional catchment geographies.



33

Job applicants across 3 advertising channels.



2

Candidates shortlisted.



1

Successful hire made.

## Key elements

- ✓ Mapping the market and defined geographical catchment areas
- ✓ Analysing the talent pool summary with the CCL board to identify 'tier 1' profiles for proactive engagement and highlighting possible 'secondary' skillsets for long-listing
- ✓ Engaging candidates in both the identified regional geographies and our existing financial services and training industry network
- ✓ Targeted advertising campaign across all digital platforms: LinkedIn Premium, social media and specialist sales recruitment job boards
- ✓ Delivering a fully-screened short-list to CCL within 2 weeks
- ✓ Managing the entire candidate journey experience through to completion of project

## Summary

In a very limited talent pool geographically and with very specific requirements, a successful hire was made within 28 days of the initial briefing.

Call 020 3826 1206 or email [enquiries@reuben-sinclair.com](mailto:enquiries@reuben-sinclair.com) to find out how Reuben Sinclair can help you.

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