
Case Study: We Are Social

The Brief

We Are Social, a market leading global creative agency, came to Reuben Sinclair with an urgent hiring requirement. The company needed **two Research & Insight Directors** to join their London HQ. As recent winners of the 'Best Agency Side Recruitment Consultancy', Reuben Sinclair was seen as the ideal choice to work on the vacancies.

Challenges Faced

- Both roles needed to be filled before the Christmas break (five weeks from receiving the brief)
- Very niche skill set required
- Many creative agencies do not have an R&I function therefore the number of candidates doing the exact/similar role was limited
- Candidates with this skill set are very much in demand, coupled with the 'war for talent' many candidates who were approached had numerous offers to choose from

Approach

Reuben Sinclair used a **Search & Selection** project to find the candidates, this involved:

- Targeted Boolean keyword searches on LinkedIn Recruiter
- Heading hunting candidates working in similar roles at larger media agencies
- Approaching candidates with experience in traditional research methodologies who could add extra value to We Are Social
- All candidates were vetted thoroughly via Reuben Sinclair's screening process before any introductions to the hiring manager
- The hiring manager was updated on the progress throughout the search period with an in depth channel report to ensure full transparency e.g headhunting, social advertising, specialist job boards etc

The Results

- **Four** CVs were sent
- **Three** of these CVS progressed to interview stage
- **Two** of the shortlisted candidates progressed to final stage
- **Both** were offered the job and were accepted
- **Both** roles were filled within five weeks of receiving the brief, and just in time for the Christmas break

The logo for We Are Social, featuring the words "we are social" in a bold, lowercase, sans-serif font. The text is white and is set against a circular background that is part of a larger white circle on a dark background.

we
are.
social