



Armstrong Lloyd  
MARKETING RECRUITMENT

[armstronglloyd.co.uk](http://armstronglloyd.co.uk)

# MARKETING RECRUITMENT PARTNERS

# UNLOCKING YOUR MARKETING POTENTIAL

As marketing recruitment specialists, we are a trusted partner to businesses who invest in their marketing teams; we work with those who choose to put their people at the heart of their business.

Over the years, we have seen first-hand the importance of a high performing marketing team when looking to achieve a business' potential. For those who invest in their own teams, the benefits of sophisticated marketing strategies and agile tactical capabilities are felt throughout the business and show in the bottom line.

However, achieving the correct combination of strategic minds, with a tactical marketing skill mix is a delicate and difficult balancing act.

That is why we actively partner with those companies and marketing leaders who appreciate and value their teams and are devoted to hiring marketing talent who will help to drive their business forward and realise its potential.

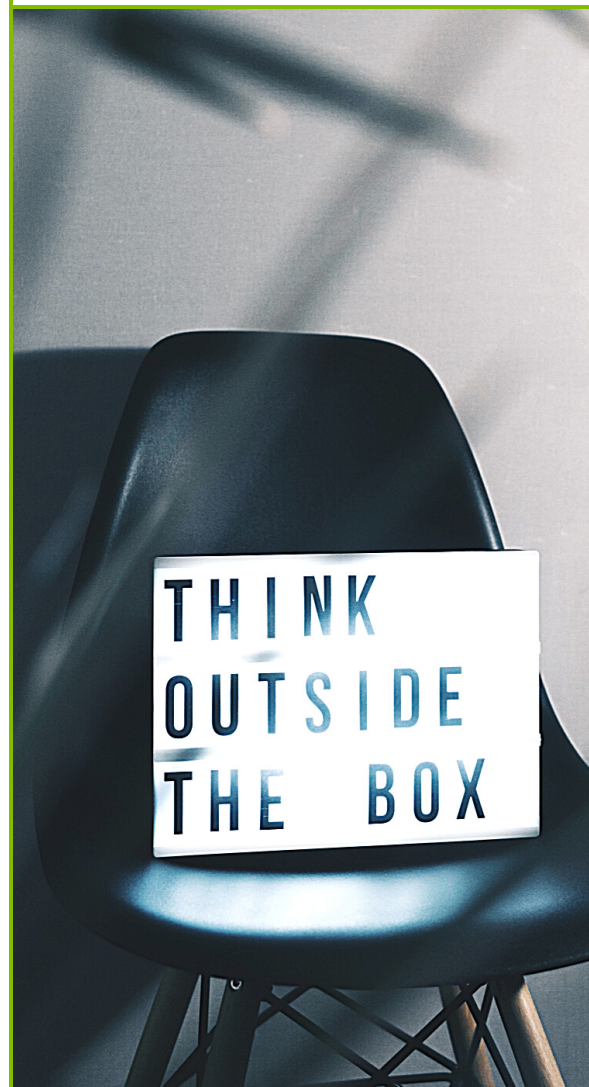
Our collaboration helps them access our unrivalled network of exceptional marketing professionals, enabling them to compete for the most desirable marketing talent of today.

# WHAT MAKES US DIFFERENT?



## OUR BACKGROUND

We are all ex-marketers, not just headhunters; which means we have a genuine interest, passion and understanding of the market that you just don't find elsewhere.



## OUR NETWORK

We have one of the most comprehensive specialist marketing candidate databases out there.

Our network has a deep reach in marketing across all sectors and marketing disciplines.



## WE CARE

That everyone reaches the best outcome. We want our candidates to find the right career path, and our clients to have the right diverse and expert skill set they need for long term success.

# OUR SERVICE TO YOU

Our services goes beyond simply sourcing candidates.

We project manage the entire end-to-end recruitment process for our clients, delivering a smooth, hassle free experience to ensure you achieve the optimum outcome.

## PHASE 1

Discuss and define your project specifications

## PHASE 2

Develop candidate assessment criteria

## PHASE 3

Build a talent pool using proprietary market mapping techniques

## PHASE 4

Interview assessments narrow the talent pool and selected candidates are presented to you

## PHASE 5

Project management of the interview process including internal stakeholder management

## PHASE 6

Brokering the deal and management of the onboarding process to ensure a smooth outcome

# THE ROLES WE CAN FILL FOR YOU



## SENIOR

Chief Marketing Officers  
Marketing VP's  
Heads of Marketing  
Marketing Directors

## DEMAND & OPERATIONS

Demand Generation  
Field Marketing  
Account Based Marketing  
Channel Marketing  
Product Management  
Partnership Marketing  
Marketing Data Analysts  
Marketing Operations  
Bid Management

## BRAND & COMMS

Marketing Communications  
Campaign Management  
Events Marketing  
Brand Management  
Content Marketing  
Creative / Graphic Design  
Copywriting  
PR  
Internal Communications

## DIGITAL

Digital Marketing  
Email Marketing  
SEO Specialists  
SEM Specialists  
CRO Specialists  
PPC Specialists  
Social Media Marketing  
Influencer Marketing  
E-Commerce Marketing

# HOW DO WE ADD VALUE TO YOUR BUSINESS?

## WITH OUR UNRIVALLED MARKETING NETWORK:

As experts in our industry, we have built trusted relationships with the top talent the sector has to offer. Our clients have exclusive access to those hard to find candidates, many of whom are not active on the market, allowing them to compete for the most desirable marketing talent of today.

## WITH A TOTAL SOLUTION PARTNERSHIP:

Working as a trusted partner, we get to know you and understand the business needs, team culture and hiring dynamics. This delivers a streamlined, efficient and reliable service that our clients can rely on to save them precious management time.

## WITH END-TO-END PROJECT MANAGEMENT

Our clients rely on us to manage their recruitment processes end-to-end, including support for internal stakeholder management.

Every aspect is covered, allowing clients to concentrate on their core role, confident their project is in a safe pair of hands.

## WITH EXPERTISE:

We live and breathe marketing; we freely share our industry knowledge and insight, empowering our clients to make the best hiring decisions and attract the top marketing talent.

# WHAT OUR CLIENTS SAY

## WE COMMIT



"Karen is a joy to work with. No one else will make as concerted effort to understand your business and what you are looking for in a candidate.

Karen has a wealth of experience, a passion for exceptional customer service and commitment for remaining at the forefront of industry developments."

*Head of HR, technology company*

## WE UNDERSTAND



"...really does invest to understand the culture, the team and the key skills required for the role. ... usually with [Armstrong Lloyd], 2 of my top 3 will be from her.

She really does understand marketing so I do feel that when you talk detail and what's important she understands what to look for."

*CMO, leading software company*

## WE GO BEYOND "GOOD ENOUGH"



"[she] is one of the best to work with.... From start to finish, her work has been meticulous, transparent, and supportive. Not to mention, she is a pleasure to work with.

[She] brings a lot of value to not only the organizations she is working with, but most importantly to the clients she recruits and represents. Highly recommended!"

*Head of Global Alliance Marketing*

# SUCCESS STORIES

## THE PROBLEM

A highly-respected management institute was seeking to appoint a Head of Marketing who could lead their strategy and deliver on growth aspirations. This was an extremely important hire at a point of change for the business. Appointing the right person was critical if they were to effectively differentiate themselves in a decidedly competitive market.

## THE SOLUTION

Armstrong Lloyd undertook this role on an exclusive basis and dedicated a team of Resourcers to pro-actively market map our networks and beyond, using a multi-channel approach. This gave us access to both active and passive candidates, many of whom do not work with other consultancies.

## THE OUTCOME

The local marketing expertise of Armstrong Lloyd, coupled with the proactive dedication achieved through exclusivity, ensured that this client had a successful outcome of brief to offer within five weeks.

Of the shortlisted candidates, 80% were strong enough to reach interview stage; demonstrating the effectiveness of our thorough screening and proactive sourcing methods which resulted in a streamlined, efficient process.



# SUCCESS STORIES

## THE PROBLEM

Following a rigorous selection process, Armstrong Lloyd was appointed by one of the UK's leading fintech providers to conduct the search for a Head of Product Marketing.

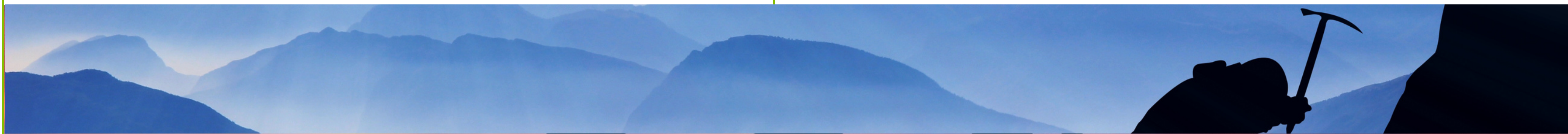
## THE SOLUTION

A highly specialised role, it required an exhaustive market mapping strategy to ensure that only the most highly skilled fintech product specialists were considered for the role.

## THE OUTCOME

After a successful placement, the new Head of Product has made a significant impact on their offering.

We are delighted to have been instrumental in the growth of their product team to three times its initial size, and have extended our partnership to the broader marketing function.



# THOUGHT LEADERSHIP

We are passionate about marketing and believe that if you are going to participate in an industry, you also need to embrace and give back to the community.

Here are a few ways that we contribute to the industry...



## MARKETING COMMUNITY FORUMS

We are proud to host a Facebook community for Marketing Leaders, and to participate in many others.

## MARKET INSIGHT & COMMENTARY

We regularly provide market updates and insights to help keep tech marketers up to date on market trends.

## ADVICE & GUIDANCE

Whether clients who are dealing with a difficult recruitment project or candidates in a tough market; marketers turn to us.

# WORK WITH US

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