



Armstrong Lloyd
MARKETING RECRUITMENT

armstronglloyd.co.uk



NICHE MARKETING RECRUITMENT FOR TECHNOLOGY

UNLOCKING YOUR MARKETING POTENTIAL

As marketing recruitment partners for the technology sector; Armstrong Lloyd has been collaborating with technology businesses to develop market-leading marketing teams since 2014.

Over the years, we have seen first-hand how it is impossible to achieve the potential of a technology business without a successful marketing strategy and tactical plan; and their success or failure starts and ends with your marketing people.

A combination of strategic minds, a tactical marketing skill mix that is at the forefront of innovation and the right attitude is a delicate and difficult balance to achieve.

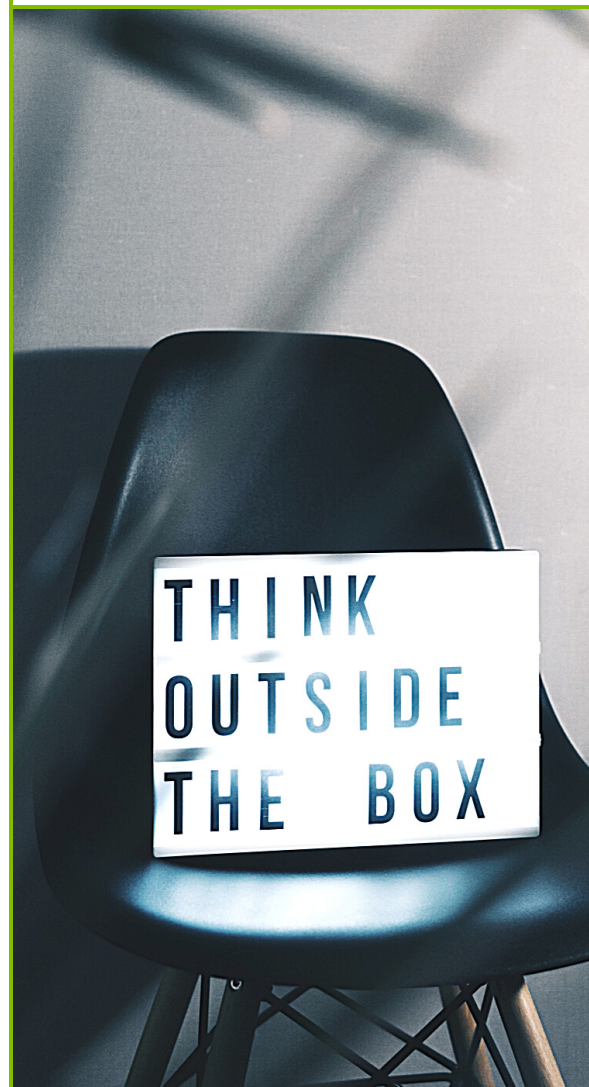
That is why we actively partner with those companies and marketing leaders who appreciate and value their teams and are devoted to hiring marketing talent who will help to drive their business forward and realise its potential.

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 largest specialist technology candidate marketing databases in the UK.

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



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 Directors
Heads of Marketing
Marketing VP's

DEMAND & OPERATIONS

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

BRAND & COMMS

Campaign Managers
Events Marketing
Brand Managers
Content Marketing
Graphic Designers
PR
Internal Communications

DIGITAL

Digital Marketing
SEO Specialists
SEM Specialists
Social Media Marketing
Influencer Marketing
E-Commerce Marketing

HOW DO WE ADD VALUE TO YOUR BUSINESS?

WITH OUR UNRIVALLED MARKETING TECHNOLOGY 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 understand the business needs, team culture and hiring dynamics of technology specialists. 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 in technology; 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, cloud computing

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"



"... the Armstrong Lloyd team genuinely care about what they do and I enjoyed working with them.

They're one of the few I've worked with who don't just try to find "good enough" fits with clients and candidates in order to hit their own targets. The team go beyond that... I would happily work with them again."

Demand Gen Director, digital solutions

SUCCESS STORIES

THE PROBLEM

A prominent SaaS business approached Armstrong Lloyd to work with them in improving the digital marketing capabilities of their team.

THE SOLUTION

Working on a confidential basis within our broad network of digital marketers with SaaS expertise, a talent pool was built that could accelerate the company's digital strategy.

Partnering with the CMO, we successfully onboarded the new team members who made an instant impact on their digital presence.

THE OUTCOME

Their marketing strategy success has positively impacted the bottom line and helped the business grow their revenues significantly.

We continue to work in partnership with their marketing team and are proud of our contribution to the growth of this exciting enterprise.

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.

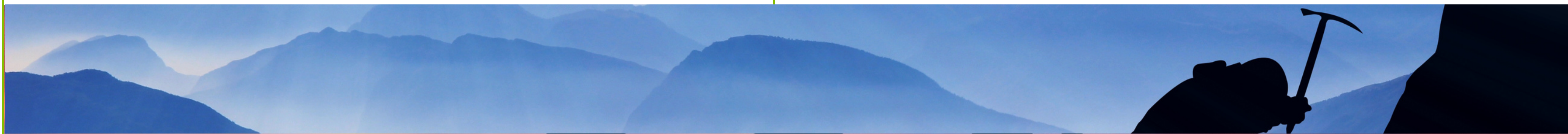
THE SOLUTION

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 technology 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...



TECH COMMUNITY FORUMS

We are proud to host a Facebook community for Marketing Leaders in Tech, 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; tech marketers turn to us.

WORK WITH US

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