

# SME RECRUITMENT SOLUTIONS

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**Tailored SME Recruitment Packages To  
Suit Your Budget and Business Needs**



## WE CAN FIND EXCEPTIONAL LEADERS FOR YOUR SME OR START-UP

SMEs are the engine-room of the economy. Yet many fail to achieve their full potential because they can't affordably recruit the senior talent they need. Traditional executive search firms aren't much help; geared-up to support major corporates, they move too slowly and cost too much for a typical SME.

That's why we have developed our SME recruitment service. Designed for start-up's and early phase growth businesses with a turnover of up to £5m. We offer all the tools and techniques which the biggest employer brands enjoy...but in a flexible package which is highly cost-effective for SMEs.

*"NJR provided EvoShave with a number of excellent candidates for two upper management positions (Global Sales Director and Head of Marketing) which we filled within a relatively short space of time.*

*In any selection offered there were always at least two candidates who fulfilled all the requirements within the budgeted salary requirements. We found NJR easy and fair to work with and I would highly recommend them."*

**Robert Woolfson,**  
**Co-Founder and Chief Executive Officer, EvoShave**





# THE KEY TO THE SERVICE IS ITS SCALABILITY

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Companies can have as much or as little support as they need. We offer a range of flexible and highly cost effective pricing options specifically designed and tailored for SMEs. This includes the option of a fixed fee.

Tailored Recruitment Packages for SMEs and Start-ups	BRONZE Service £5,000	SILVER Service £10,000	GOLD Service £15,000
Support with creating the job description	✓	✓	✓
Create the job advert and advertise across job boards (for 28 days)	✓	✓	✓
Advertise the position on NJR website	✓	✓	✓
Promote the position on NJR LinkedIn page	✓	✓	✓
Review and manage candidate applications	✓	✓	✓
Pre-screen all suitable candidates	✓	✓	✓
Relevant experience summary, including salary and notice period details	✓	✓	✓
Network through the NJR proprietary candidate database		✓	✓
Appointed executive recruitment specialist		✓	✓
Comprehensive interviews against the job requirements		✓	✓
Candidate Interview report		✓	✓
Candidate reference checks		✓	✓
Manage job offer negotiations		✓	✓
Targeted research and candidate market mapping analysis to identify specific talent to address the job requirements			✓
Proactive headhunt campaign			✓
Present the opportunity and seek to attract identified candidates on your behalf			✓
Free candidate replacement within 12 weeks of start			✓
Behavioural assessment, identifying character traits	£20 per report	£20 per report	£20 per report
Background identity checks	£300	£300	£300

# SME BRONZE RECRUITMENT SERVICE

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## For the entry-level service we:

- ✓ Support you with creating the job description
- ✓ Create an external advert and advertise across at least three different specialist online job boards (key job boards for senior/executive level hiring in the UK) using NJR branding for 28 days
- ✓ Advertise the position as a “featured job” on NJR’s website and drive traffic to this advert
- ✓ Advertise the position via NJR’s company page on LinkedIn and twitter
- ✓ Review and manage all candidate applications and responses, declining unsuitable candidates
- ✓ Pre-screen all applications, forwarding only the most suitable candidates
- ✓ You will receive a CV from each candidate along with a supporting summary of their relevant experience, salary details and notice period
- ✓ At this point you will take over and engage directly with the shortlisted candidates. You will be given full contact details of the candidates and take over management of the recruitment process thereafter.

### **Price:**

£5,000 + VAT on commencement

# SME SILVER RECRUITMENT SERVICE

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For clients who do not want to take over the process at the shortlisted candidate stage

## Our Silver service includes:

- ☑ As per Bronze but additionally we will use our proprietary database to network the opportunity amongst relevant candidates and invite them to apply directly or to recommend relevant people within their network
- ☑ We will then use our many years of Executive recruitment experience to further determine candidate fit for the role, comprehensively interviewing them against the job description requirements and any specific competencies necessary to succeed in the position
- ☑ We will provide a written explanation of each candidate who is FIT for the role - highlighting a summary of their relevant experience for your review
- ☑ Interview scheduling and a candidate management which includes providing feedback to both candidate and client
- ☑ Candidate reference checks (covering last two employers)
- ☑ Offer negotiation and offer management to ensure that you have the best chance of securing your preferred candidate

### Price: £10,000 + VAT consisting of:

£5,000 + VAT on commencement

£5,000 + VAT upon the subsequent presentation of candidates

*"NJR's SME service took the brief quickly and provided the experience, calibre and personality of candidates we were looking for."*

**Catherine Senda, Managing Director, Curtin & Co**



# SME GOLD RECRUITMENT SERVICE

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### **Our Gold service includes:**

- ☑ As per Silver but additionally we will use our experienced Research team to conduct proactive and targeted analysis of the market and identify specific talent to address the requirements of the role and then conduct a headhunt campaign to open a dialogue with them, pitch this opportunity and seek to attract them on your behalf:
- ☑ **Our researchers use many methods to identify such individuals, including but not limited to:**
  - Social Media – LinkedIn, Twitter, Blogs etc
  - Company / organisational websites
  - Conference delegate lists
  - CV databases
  - Personal Networks
  - Recommendations / Sources
- ☑ By utilising the SME Gold Recruitment service, you can be assured that when making an appointment you will have considered both passive candidates (through 'headhunting') and active ones (through advertising and registered database candidates)
- ☑ We will include a free replacement service if the successful candidate leaves within 12 weeks of commencing the role
- ☑ Behavioural assessments are also included for all shortlisted candidates

### **Price: £15,000 + VAT consisting of:**

£5,000 + VAT on commencement  
£5,000 + VAT upon the subsequent presentation of candidates  
£5,000 + VAT upon candidate acceptance of an offer

# REDUCING TIME AND COSTS WITHOUT COMPROMISING ON QUALITY

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**There are also additional specialist services which can be added to the SME recruitment process:**

- Online behavioural assessment. From £20 per report
- Additional Research services (salary benchmarking, market mapping and competitor analysis. £500 per day
- Background Identity Checks. From £300 per candidate check
- Developing your employer brand – from examining the SME's entire value proposition and how it can be positioned as a more exciting place to work than a big corporate, through to branded advertising. Please call to discuss

“We have used NJR on more than one occasion and have been impressed by their ability to find excellent candidates both quickly and cost-effectively. We particularly like the fact that throughout the process we have the personal attention of one of NJR's Directors who knows and understands our business and its culture.”

Mark Cockburn,  
Managing Director Cambridge Economic Policy Associates

CEPA



# THE NJR SME PROMISE

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**Whatever level of service you go for you will receive the NJR promise of:**

- ✓ Flexible and highly cost effective, without compromising on quality of candidates
- ✓ Guaranteed levels of service supported by highly experienced Executive Recruiters
- ✓ Fixed fee recruitment irrespective of salary level
- ✓ Benefitting from the latest video recruitment software



*"As a director of an SME, I was hesitant to employ the services of a recruitment agency due to the costs usually associated with this route. I have been delighted with the service received and the candidates that were provided by Rex at NJR were of a far higher quality than I expected, many from some of the biggest companies in our sector.*

*Just as important for us as an SME was the fixed rate pricing, it worked out much cheaper than it would have with traditional pricing policies, and we knew in advance the exact cost of the recruitment process.*

**James Alexander,  
CEO/Owner at Alexander Advertising International**



Alexander Advertising International Ltd