



## What's happening in our world?



Long time, no hear? Not quite - we have switched to quarterly newsletters, however if you did try to contact us last week then you may have experienced some difficulties. This was due to cable theft taking down phone and internet lines across our area. We are back up and running and ask that if you tried to contact us without success, please get back in touch - service has resumed!

### a big thank you for taking part in our client survey

We were thrilled with the response to our client survey, a huge thank you to everyone who filled it in. Results were surprising, in particular we were intrigued to see a huge downturn in the use of job boards and online advertising for recruiting with a preference for press advertising and recruitment consultancies, representing a big turnaround in the last two years. Over 81% of clients felt that whilst e-recruitment solutions were cheaper, they were way down the list when considering how to recruit for a vacancy with recruiters coming up trumps in saving time across the recruitment process.

We have taken on board the results relating specifically to Straco and are looking to make improvements based on these though we can't help bragging about the fantastic results and comments on our market knowledge and customer service.

Disappointing was that many clients were not aware that we dealt with a breadth of positions across our markets. Tackling this head on, we are offering a long term discount of £500\* against vacancies in the following areas:

- **Human Resources**
- **Marketing**
- **Production**

Please mention the offer when discussing the vacancy and we will email you confirmation of the discount.

#### Newsletter

**Straco International**  
Unit 7  
Hayfield Lane Business Park  
Doncaster  
DN9 3FL  
**Doncaster: 01302 323336**  
**Leicester: 0116 232 5160**

#### Straco News

The Leicester office is now open and we would relish the opportunity of working with any clients looking for quality staff.

**Get in touch on 0116 232 5160**

#### Live Database

Our website [stracointernational.com](http://stracointernational.com) is live. Unless confidential, all vacancies are added as soon as they are registered with us. Clients can register vacancies online and view testimonials from previous clients and candidates.

#### An opportunity to earn extra cash.....

To candidates and clients alike, we offer £100.00 as a thank you for every candidate referred to us, who we then go on to place. We are also now offering £100.00 for opportunities referred to us that we go onto to fill. You can remain

## Recruiting with added value

Whilst we hear constant reports on the continuing rise in unemployment, there is also a shortage of experienced workers resulting in the re-emergence of the 'War for Talent'. Leading think-tanks are predicting an increased overlap between life and work with prospective candidates wanting a full pitch on a role including an overview of the work ethos, corporate social responsibilities and ethics. It brings a new dimension to the traditional job specification that simply covers skill sets and background.

It calls for what is being termed as 'employer branding' and involves the Recruiter becoming a brand ambassador for the clients in order to attract the very best talent. From our own experience, lots of clients would prefer to skip the 'job spec' stage and don't put enough emphasis on what is perhaps the most important stage of the recruitment process. We are tackling this by visiting as many of our clients as we can when they have an active vacancy so that we can gain a better perspective of the role and the company preferring the role of recruitment partner.

## doing our bit for charity...

Recruiter Kelly Diver has done us proud this month taking part in a charity pole dancing event to raise money for local charity Firefly who are a cancer awareness and support foundation. The event raised almost £3000 towards Firefly transport and was supported by the Straco team.



## client and candidate referrals

Our extended referral scheme incorporating both candidates and clients is proving successful. We have already paid out on a number referrals and we would like to encourage others to pass on any information and earn either extra cash or a voucher, your choice. Email us at [recruitment@stracointernational.com](mailto:recruitment@stracointernational.com)

\* £500 will be discounted against the invoice raised against the vacancy as confirmed by email. Minimum fee is still applicable.

anonymous to those you refer, simply email:  
[recruitment@stracointernational.com](mailto:recruitment@stracointernational.com)

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### Your news:

Tell us what is happening in your world. We want to highlight your successes, latest hiring's, or just general office gossip!!

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