



Nominet Trust

Harnessing digital technology

Oxford-based Nominet Trust believes in harnessing the power of digital technology to improve lives and communities. As the UK's only dedicated Tech for Good funder, Nominet Trust is dedicated to bringing together, investing in and supporting people who believe in the use of technology to transform the way they address social challenges.

The client's perspective

Rachel Gant, Head of Marketing and Communications, Nominet Trust

The brief

A key member of our marketing communications team was due to go on maternity leave so we contacted Allen Associates to help recruit an experienced marketer on a temporary, 12 month contract.

Our initial brief to Allen Associates was to find us a good all-rounder, someone with experience of using a wide range of online and offline marketing channels to effectively reach a number of different audiences. We are a small, fast-paced business and we wanted someone with the breadth of experience to give us the flexibility to evolve with the role, as required.

Working with Allen Associates

Allen Associates were quick to respond, providing us with a small selection of quality candidates; four of them were chosen for interview.

Allen Associates fulfilled our brief quickly and put forward high quality candidates with the right level of skills and experience that we were looking for.

While it was important that we found someone with the right skills, it was quickly apparent that we needed to balance this with the right personality and find someone who would fit in with our culture and work well with our existing team. I discussed this with Allen Associates and again, they responded quickly, providing me with another candidate who they believed had the attributes and skills we were looking for. This was Charlotte Knight. Although she had not worked in a Marketing environment for as long as some of the other applicants, Charlotte impressed me with her confidence, tenacity and ambition. It was clear that she was the right person to join our team.

Outcomes

We are delighted with Charlotte and the contribution she is making. Like many small, growing businesses, we are cost-conscious but also extremely busy. Without the support of an in-house HR resource, it made perfect sense to engage a reputable recruitment agency with an excellent knowledge of the Oxfordshire market to act as our HR department and deal with the time-consuming process of advertising, interviewing and short-listing candidates. Not only did Allen Associates do this very well, but they also managed to attract quality marketing professionals from within Oxfordshire – not something we'd have found easy to do on our own.

My experience of dealing with Allen Associates has been completely positive and I will certainly consider them for any vacancies that come up in the future."

The candidate's perspective

Charlotte Knight, Marketing Communications Executive, Nominet Trust

Getting started

I initially applied to Allen Associates about a different role and although it wasn't suitable, they asked me to come in and meet them. I was surprised, but pleased that they wanted to meet me face-to-face. Many recruitment agencies only respond by email or telephone, if at all.

I spent an hour with one of Allen Associates' recruitment consultants who asked lots of interesting questions about me: what motivates me, what I'm looking for in a role and what I'd like to achieve in my career. I really felt like the agency was interested in understanding who I was as a person and how I would fit in with the different organisations they work with.

Next steps

Allen Associates contacted me to let me know about the vacancy at Nominet Trust and provided details of the role. I had to research the company and answer a number of questions to demonstrate my interest. They later got back in touch to tell me I'd been accepted for interview and I was given a thorough briefing. They were extremely helpful and provided me with lots of practical advice and support.

After the initial interview, I was invited back for a second interview so that I could meet the current marketing communications executive who was due to go on maternity leave.

Outcomes

I was really pleased to be offered the role at Nominet Trust. It has developed to suit my skills and experience, and the more involved I have become in the business, the more I have learned.

From the time I was invited to Allen Associates' offices to meet them, I was impressed by how thorough they were, asking me lots of thought-provoking questions and really going the extra mile. They are always friendly but professional – good at what they do and honest in the advice they give.

On my first day in the job at Nominet Trust, I received a bottle of Champagne and a card from the team at Allen Associates congratulating me on my new role. This reinforced my view that they really do care about their candidates and genuinely want to provide an excellent service.

For more details about how Allen Associates could help your organisation recruit specialist Marketing staff, please contact our **Marketing consultants** on **01865 335600** or visit **www.allen-associates.co.uk**