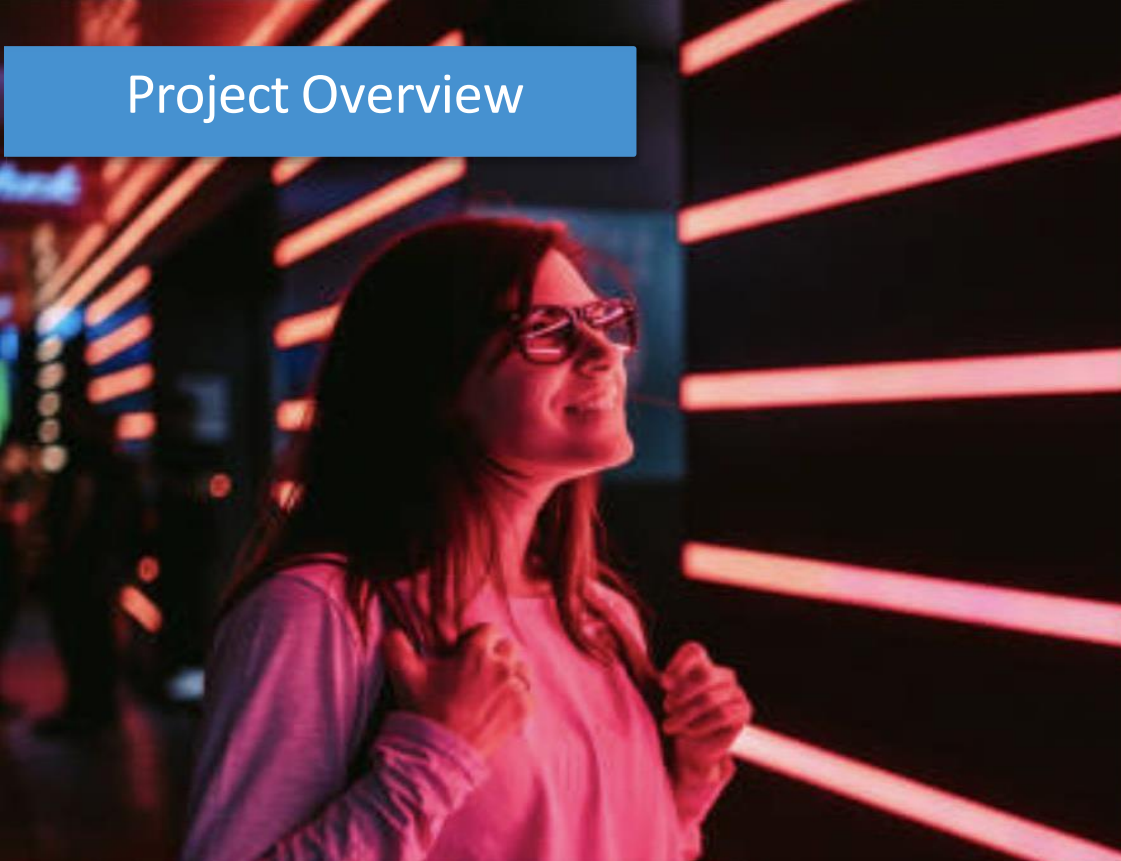


Project Overview



How Pivotal and Zenith Global developed a Recruitment Project to hire Digital Marketing & Media Talent at scale and drive business growth.



“Working with Pivotal has been great and really helped us with understanding the current talent landscape. Communication is key, and the team is in regular contact with all hiring managers discussing candidates, are always available if I need to contact them, and provide clear weekly updates on the status on all roles, and the work that’s gone into prospecting and communicating with candidates that week. The weekly reporting gives me a great snapshot of how quick/slow searches are moving, how many available candidates there are in the pool, and what progress we’re making with each of them through the interview process. Pivotal have been on top of each role, and help move the process along operational by reminding Zenith internal stakeholders when they need; JDs, interview feedback, finance/ticket approvals etc.

Working with David and getting great insights and trends in the talent landscape has been invaluable, particularly in the last year which has been a year, the like of which I have never seen in 20 years of hiring in the digital media industry. Understanding what moves other companies are making, what candidate motivations are, and how we should position ourselves to be the most attractive proposition to candidates has absolutely informed our approach to recruitment this year.”



Tim Waddington, Global Head of Performance, Zenith



Zenith Global



Talent Shared

205



Total Hires

40



Cost per hire

£3,350



Cost Savings

£141,000

Performance Stats

Total Rec Spend

£142,000

Successful Hires

87%

Average Rec Fee %

7.51%

Average Salary

£47,300

Reduced Agency Spend

50%





experience
what better
feels like

“Sophie has been instrumental in sourcing candidates for our growing Programmatic team here at Zenith Global. I would highly recommend Sophie for her professionalism, enthusiasm and experience as she always does her best to help us acquire top talent.” **Anargyros Bissias – Global Programmatic Director @ Zenith**



“Pivotal found the most amazing talent for us and probably with their specialist planning background, really knew how to pick the most appropriate candidates for us. They had the right conversations with us and the candidates, knew how to keep them warm and interested and gave an honest point of view instead of just pushing us to hire someone”

Tanvi Singh, Global Digital Strategy Director Publicis Leon



“Sophie has been amazing at securing us incredibly talented candidates! It has been such a pleasure working with her, and I fully recommend her to all who are hiring” **Tanya Mallick – Paid Social Director@ Zenith**



“Thank you so much for all your help over the last couple of years. You have been such a massive help in enabling the team to grow! I can say with a high degree of confidence that without your help we would be a considerably smaller team than we are today. Very sad to see you go”

Charlie Saunders, Head of Programmatic



“Sophie has been a breath of fresh air for our hiring efforts here at Zenith Global. She has worked quickly and effectively to source and put forward qualified candidates at all levels in response to continuous growth of our Global Programmatic team.”

Jaspreet Mannan – Global Director (programmatic) @ Zenith



“By far the most talented and passionate recruiter I’ve ever worked with. Sophie can do it all from management to recruiting the right people. Sophie’s leadership and stakeholder management is impressive and inspirational.”

Moe Hasab – Talent Acquisition Partner @ Publicis





Let's keep in touch.



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