



Working With Example



For 20 years, we've grown marketing teams and driven serious marketing results.

Today, as recruiters, we're helping marketers find each other in a competitive world. Example is the recruitment agency that enables great results with amazing people.

Why Example?

We believe that marketing recruitment is not just about filling roles - it's about finding the people who will make a serious difference to performance.

People who align not just from a skills point of view, but culturally too. People who love what they do and love where they work and who they work with. Because that's where the results go from good to amazing.

We know that because for over 20 years, we've been building our own in-house and agency marketing teams. We've seen platforms come and go, budgets rise and fall, but the one constant that has always driven results - our people.

Example exists to lead by example. To help marketers find each other in a competitive world and build amazing marketing teams that deliver amazing results. Because when you get the right people in the right place, the magic really does happen.

Discover how we work together with our clients, as well as our rates, and call us at any time on 0203 441 6961.





Permanent Recruitment Non-exclusive

Looking to hire a marketer and working with multiple agencies?

We're super competitive and we source great candidates at speed.

Here's an overview of what you'll get with our non-exclusive permanent recruitment package.

Our fee

15% of the candidate's first year's salary, excluding bonuses

Conditions

Free replacement if the candidate leaves within the first 3 months

Job description writing

We'll do all we can to understand you, your company, your team and the role you're hiring for and create a compelling job description that really sells you to the target audience.

Job ads

We don't always use job ads, because - well - anyone can do that, can't they. However, in some cases, a good job ad positioned to the right people, can do just the trick.

Candidate search

We'll scour our full database and we'll reach out to the passive market, actively headhunting the right profile of candidate for your role. Our job is to pitch the role & earn candidates' attention.

Screening interviews

For most roles, we estimate that we'll screen approximately 20 candidates, and put forward between 3 and 5 for your first interview. Our experience in digital marketing means we know what to ask, and how to assess skills.

Interview Preparation

We'll set up interviews and ensure that everyone is prepared and ready for the interview - whether online or face-to-face.

Offer Management

We'll handle the whole offer to contract signing process, ensuring that the whole process runs smoothly and quickly.



Permanent Recruitment Exclusive

Get full access to Example with our exclusive service.

You'll get priority access to the top candidates we're working with, and we'll carry out behavioural profiling with detailed candidate reports so that you get the most culturally aligned matches.

Our fee

20% of the candidate's first year's salary, excluding bonuses

Conditions

Free replacement if the candidate leaves within the first 3 months

When you go exclusive with Example, you get everything from the non-exclusive service, but also:

Behavioural profiling

We'll send both you and the candidates a questionnaire that has been designed by some of the UK's leading psychologists. Our profiling service was designed by the people behind British Cycling and Team GB - and is intended to help both client and candidate understand where there is alignment, and where each side has to dig a little deeper.

Candidate reports & Interview questions

You'll receive a detailed report on each candidate which allows you to understand their skill sets but also their cultural alignment with your team and business - as well as suggested interview questions that you can ask to understand them better.

Full campaign wrap-up

Once you've made your hire and we've managed it through to signed contracts, we'll wrap up the campaign with a full report. This gives you insight into your marketplace, the number of marketers we've spoken to and the feedback we've received.



Retained Recruitment

You can retain our services with a simple monthly fee and a smaller fee per candidate, based on a forecast number of hires.

Going retained gives you more of our time, and a full strategic partnership that looks beyond contingent hiring.

Our fee

For up to 5 hires:

£2,500/m + 5% per hire

For up to 10 hires:

£5,000/m + 5% per hire

Conditions

Additional fees do not apply for replacement candidates when a candidate leaves in the first 3 months

When you go retained with Example, you get everything from the Exclusive service, plus the following:

Talent Pools

We will build talent pools that you can 'dip' into at any time, building a forward view of who you'd like to recruit in the future. You can choose to act when people declare themselves "open to work", for instance.

Your dedicated account manager

Your account manager will be your key point of contact, taking briefs, building up talent pools, and holding regular meetings with you to understand your talent strategy and build your talent pipeline.

Competitor Analysis

We will keep a constant eye on your competitors - what they're doing, who they're hiring, who's open to work, and who's leaving - and where they're going. You'll get regular reports on what's going on - and what that means for you.



Talent Advisory

Looking to hire more than 10 people a year? Our talent advisory service is the platinum service, giving you unlimited hires for a fixed fee, with added levels of service.

Our fee
£10,000/m

Our 'platinum' level of service is our Talent Advisory model. With a dedicated Account Director, we will work alongside you to plan your talent strategy for the year ahead, developing talent pools and a "go to market" strategy, while analysing the entire landscape.

Account Director

Your account director works with a team of account managers to deliver the whole Talent Advisory service for your business - meeting regularly and keeping you updated with competitor and talent reports.

Quarterly & Annual Talent Planning

Together, we will work to build quarterly and annual talent plans, looking strategically at where your team is now, where retention may be an issue and developing plans to source the talent for the future.

Monthly market information

Every month, you'll receive a full report on the marketplace, from your competitors' activity to activity within the talent pools we've built up with you. You'll know who's moving where, what salaries people are asking for, and what actions you need to take from a strategic viewpoint in order to compete in the marketplace for the best talent.



Executive Search

Looking to hire a senior leader? As former CMOs and Agency Directors, we've been there ourselves, which means we're perfectly positioned to lead the search for you.

Our fee

25% of first year's salary excluding bonuses

Conditions

Free replacement if the candidate leaves within the first 6 months

Extended Behavioural Profiling

We start by profiling your whole senior team, understanding at a deeper level what motivates the board and what drives business performance. This allows us to find a much deeper alignment between yourselves and the candidates, and to assist in the interview process with more probing questions.

Headhunting

You may have individuals in mind, and they may need convincing to be part of the process. Or you may have specific industry experience that you want from a candidate. We'll scour the country for the right people and we'll be able to understand them at a much deeper level before bringing them to you.

Detailed Candidate Reports

Our recruiters will produce detailed reports on behavioural and capability assessments, allowing you to understand, before you meet the candidate for the first time, where there is alignment and where you need to ask further questions.



Working With Example

And now a quick message from me - Gareth - the Founder of Example.

I'm building a recruitment agency that's more than just a recruitment agency. It's a place where marketers find each other in a competitive world, an agency that enables improved performance through amazing people.

I ran a digital agency for many years, growing that business to take on clients like NVIDIA, Johnson & Johnson, JustPark and Safestore. They were great years, and the reason we did so well is that I did all the hiring myself. I tried recruiters, but they never quite 'got' the brief or understood the intricacies of digital marketing.

But I did, as I've been doing digital marketing for 20 years now. I built websites and marketed them before Google came along. I have written three books and sold many thousands of copies. I've run SEO campaigns that have scaled 30% year-on-year, every year. I've seen clients grow beyond measure and I've spent many millions on ads platforms for many clients.

I retrained as a recruiter. I earned my stripes, and now I'm working with the likes of Channel4, Stepladder, Here East & other fantastic clients who want digital talent.

Give Example a call, any time, on 0203 441 6961 or drop us an email at gareth@theexample.co.uk.