



LAURA MARSH

Value-added recruitment

Recruitment agencies provide the unique bridge to bring companies and the right candidates together – something recruitment consultancy Zenopa has been doing for the past 25 years

There is no denying recruitment in the pharmaceutical sector has changed enormously over the years. But one constant that remains unchanged is the value a recruitment agency provides in pharma’s search for the perfect person.

The beauty of agencies, such as specialist firm Zenopa, is the unique position they hold in the recruitment space – understanding the pharma company and acting as a trusted adviser while also having access to and engagement with a vast market of potential candidates. The result is the ability to provide the perfect fit both for the company and the candidate.

Working in partnership with companies is the key to success, says Natasha Wilson, executive recruiter at Zenopa. By working directly with the first line manager, for instance, the agency is able to understand the intricacies of the job role and understand what sort of person is needed to ensure the best culture and personality match. Sometimes there will be things that won’t be put on a job description, Wilson says, but understanding these nuances through collaboration is an important step to finding the right candidate.

Equally though, it is understanding and engaging with potential candidates that will make filling the vacancy a success and add long-term value to an organisation. In this way, agencies know a candidate’s current situation, why they want to move, and what they want in a job, says Wilson. Because the recruitment process with a consultant tends to be more informal, the agency gains a much broader insight into the candidate’s personality and characteristics. This information ensures a better cultural fit during the placement process. Meanwhile, the relationship between candidate and recruiter also makes it easier for candidates to raise potentially difficult questions around such things as remuneration benefits, flexible working arrangements or co-ordinating interview timings with other commitments, she says.

More than just social media

With the rise of social media – particularly LinkedIn – any company has the option to become a headhunter. But it would be wrong to think that social media can replace the recruitment agency, says Adam Woolley, recruitment consultant at Zenopa. Access to LinkedIn, for instance, means people get approached a lot more for job vacancies, he says, “but if they are approached for each

potentially relevant job going, how do they know which one is right? You need to understand why they are looking to move, what their development areas are, what they need in a role. It’s about matching that with the role and the company, and that’s something agencies, such as Zenopa, are best at doing.”

Furthermore, around a third of industry people don’t have LinkedIn profiles, Wilson adds. And those who do have profiles, she says, don’t indicate whether they would be interested in relocating, what their reaction to a counteroffer would be or if they are the right cultural fit for the company. Only an agency that has ongoing engagement with individuals in the market will have this sort of knowledge and relationship with candidates, she says.

LinkedIn may have created a wave of quick wins but “cheap recruitment” has now ended, notes Laura Marsh, account manager at Zenopa. “The market is now one where candidates wait to be contacted rather than applying, which means companies have to do more work than previously, particularly contacting numerous candidates who are not going to be interested. There are millions of CVs on LinkedIn but the CV is of minimal worth. The value is in the candidate that is willing to apply.” And this is where working with the right agency really adds value by already having those engaged connections with potential candidates, Marsh says.

More than that, agencies also know the market. A skilled agency will save a company time and maximise efficiencies, as well as providing a tailored service to match a company’s values and needs, says Wilson. “Fundamentally, we are dedicated and committed to filling vacancies with candidates who will be a long-term and valued asset to the companies we support.” □

Zenopa offers a range of recruitment services and market insight. For more information on how Zenopa can help with your recruitment needs, please contact Laura Marsh at laura@zenopa.com or on +44 (0) 1494 818026.

