

vanrath website proves instant hit

VanRath Search and Selection have consolidated their position as the most cutting edge and innovative recruitment consultancy in Northern Ireland with the launch of their website www.vanrath.com



VanRath Search and Selection is a privately owned, boutique consultancy specialising in the recruitment of Accountants for Industry and Commerce and Public Practice, Management Consultants, IT professionals and Banking professionals. Managing Director Wayne Sullivan said, 'Since our establishment in 2002 VanRath Search and Selection have made a commitment to pushing the standard of best of best practice in the recruitment sector in Northern Ireland by heavily investing in our people, our products and our unique recruitment methodology but most of all by listening to our clients and candidates. The new website is user friendly, dynamic and contemporary - attributes which we feel reflect both our brand and our

position in the marketplace.' Marketing and Business Development Manager Sarah Thornbury said, 'The growing importance of e-communication, particularly in the recruitment sector, means that it is essential for us to have a site that is accessible, user friendly and which increasingly acts as the first point of contact for our clients and candidates. In recent years statistics have shown that both clients and candidates are turning to recruitment websites more often to look for work or to source employees and these numbers will continue to rise. Essentially the site is an integrated part of our ongoing communications campaign but at a much more basic level it reflects who we are and what we do because it actually works well for

candidates looking for jobs, it is straightforward and time efficient which is fundamentally how we recruit. The new website has an improved structure, accessibility and ease of use while clearly reinforcing our brand and its value- in particular our commitment to making the recruitment process run smoothly for all parties involved and our straightforward and honest approach to both our clients and our candidates. Dedicated pages to each of the core sectors, which VanRath operates in, namely Finance, Public Practice, Banking, Management Consultancy and Information Technology, aims to simplify the journey to finding the right job. On each sector page jobs can be searched by location, salary, job type and specific key words can be picked to further define the search. There is also a facility to sign up to weekly job alerts, which can be split by the same parameters to ensure that relevant information is received. Sarah said, 'While these functions may seem glaringly obvious to the outsider it's surprising how easy it is to get wrong. By ensuring this functionality works as well as it possibly can we have made a commitment to our candidates that they will always get information that is accurate, up to date and relevant to their particular field of expertise.'



'Another important aspect of our recruitment methodology is the assessment of personality traits and long term goals of each candidate to ensure we correctly match them to the type of organisation they will excel in. When looking for a job people often forget that it's not only about having a great CV- it's about communicating your goals, ambitions, motivations and your personality



to show that you will work and succeed within an organisations culture. With this in mind we developed the Candidate Toolbox and My VanRath pages to give advice on all aspects of job seeking. The Candidate Toolbox gives a comprehensive guide to getting the recruitment process correct and includes the do's and don't of CV preparation and presentation, interview techniques that will help you stand out from the crowd and how to identify and communicate important skills and qualities that will help candidates to sell themselves in an increasingly competitive marketplace.'



'At VanRath Search and Selection we are committed to engaging in an open and honest dialogue with our candidates. Making a career change can be a huge step and with this in mind we developed the My VanRath page to allow for a two-way communication between consultants and our candidates. Essentially the page acts as a forum for candidates to post questions for our consultants to answer. The page also contains downloadable up to date Salary Surveys by sector that allow candidates to see the average salaries for particular jobs in Northern Ireland. If the job search becomes overwhelming and candidates are feeling stressed then they can have a go at the 'phizz experiments' our innovative flash brain teasers including Bounce, a study into gravity, Collide, a study into momentum, mass and inelastic collisions and revolve a study into projection and virtual depth.'

'It is also fundamentally important to our business that clients understand our core values and our unique recruitment methodology so we developed the Employer Services section of the site. As the website acts as the first point of contact for some of our clients it was important that we are able to communicate the recruitment services we offer, the strategies we use to attract the best candidates and the recruitment timeline for those of our clients that have never used our



services before. There is also a user-friendly facility that enables clients to quickly and conveniently alert us to their latest job vacancies. We would encourage those employers who have not already used our services to browse the site to see the unique approach to recruitment that VanRath offer. At VanRath we are confident that once employers use our service they will return to us again and again.'

Sarah concluded, 'Since the launch of the site last month there has been a steady increase in visitors and feedback from clients and candidates has been extremely positive. At VanRath Search and Selection we are extremely proud of the quality of service we offer and our commitment to finding the right jobs for the right people so it was vitally important that this was reflected in our website. We've also recently launched an SMS service that allows us to text candidates interview confirmation and directions which is often more convenient than just sending an e-mail. This is just one example of how the service we offer is the most innovative and effective in the marketplace. Ultimately the website and SMS facility are small components of our overall recruitment methodology which involves meeting and managing our candidates to develop an understanding of their personality and ambitions in order to place them in organisations where they will succeed. We are also committed to working closely with our clients to identify their exact requirements and source the ideal candidate. The process is further galvanized by the fact that our consultants are quite simply the best in the business- taking ownership and unambiguous responsibility for ensuring the recruitment process is successful by providing a consultative and direct approach supported by our knowledge of the markets we operate in.'

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For a confidential discussion on current opportunities in Accountancy, IT, Banking or Management Consultancy contact VanRath on 0870 774 1000