



## CATEGORY 8 — ENTRY FORM

### BEST RECRUITMENT AGENCY MARKETING TEAM

Open to marketing teams from all recruitment, executive search and interim management firms.

Awarded to the in-house recruitment agency marketing team achieving the most stand-out accomplishment, or accomplishments aligned to the agency's overall business strategy between October 2023 and 31 December 2024. Entrants' recruitment companies will have been in business and started trading no later than 30 June 2021.

Please provide the following information, using the headings below. The word count for each question is max 500 words unless stated otherwise.

#### Entrant details

**Entrant** *(name and job title)*

**Team leader** *(name and job title)*

**Agency name** *(and parent company name if applicable)*

**Date trading began** *(as listed on Companies House)*

**Total number of dedicated agency staff on the agency marketing team along with names of relevant team members and job titles:**

## Entry details

**Please give a brief overview of your recruitment agency.**

*(Guideline length: 100 words)*

**Detail your team's overall marketing responsibilities over the past year, including promotions or campaigns, reputation management, social media, community/ies building, branding initiatives, mobile strategy, advertising, public/media relations etc.**

*(Guideline length: 250 words)*

**Describe the channels used to carry out these responsibilities and the percentage of your annual budget spent on each.**

*(Guideline length: 300 words)*

**Show evidence of achievements and effectiveness.**

*(Guideline length: 300 words)*

**Show evidence of creativity and innovation.**

*(Guideline length: 250 words)*

**Detail Return on Investment (ROI) on your campaigns and strategies.**

*(Guideline length: 300 words)*

## **Testimonials**

Please complete **five testimonials from internal clients/ stakeholders and their contact details**

### **Testimonial 1**

**Name:**

**Job Title:**

**Company Name:**

**Telephone:**

**Email:**

**Testimonial:**

### **Testimonial 2**

**Name:**

**Job Title:**

**Company Name:**

**Telephone:**

**Email:**

**Testimonial:**

**Testimonial 3**

**Name:**

**Job Title:**

**Company Name:**

**Telephone:**

**Email:**

**Testimonial:**

**Testimonial 4**

**Name:**

**Job Title:**

**Company Name:**

**Telephone:**

**Email:**

**Testimonial:**

**Testimonial 5**

**Name:**

**Job Title:**

**Company Name:**

**Telephone:**

**Email:**

**Testimonial:**