

Orchard.



QR Code for
Questions for Panel
Discussion:



Jessica Dando
Business Manager | Hays Specialist
Recruitment (Marketing & Comms)
Marketing You: How to stand out in the crowd

QR Code for event
feedback:



Marketing You

How to Stand Out in the Crowd

Jessica Dando

Specialist in Marketing & Communications Recruitment

Started with Hays in October 2017

Launched Marketing & Communications division in October 2019

Permanently extended my coverage into South-West in April 2024

Permanent, FTC & Temporary recruitment solutions

Creating lifelong career partnerships





Agenda

Market Outlook

Applications & CV Writing

Interviews

Case Study 1

Case Study 2

Questions

Market *Outlook*

Hays Recruitment Market Outlook

April 2025

Increased Employer Costs

- Employers NI
- Employer Value Proposition - talent attraction / retention
- Hybrid Working – the ongoing evolution
- Employee Demands – counter offers / higher salaries

Economic Uncertainty

- Cost of living crisis
- Political Unrest – more wars starting than finishing

Rising Costs & Inflation

Employment Rights Bill

- Increased cost to employers for day one equal rights and benefits

Skills Shortages

AI

Applications & *CV Writing*

Applications & CV Writing

Applications

- Be targeted and specific – Don't use a scattergun approach
- Choose your battles. Are you a suitable candidate?
- If through an agency:-
 - Contact the consultant, ask for a conversation
 - Always send your CV

CV Writing

- Be clear and concise
- Don't over-design or include a photograph
- Two page, or not two page?
- A strong profile written in the third person
- Key skills
- Platforms / tools
- Use AI wisely

Interviews

Interviews

Virtual Interviews

- Check the meeting link works and that your sound and camera work
- Confirm acceptance
- What / who is in your background?

In Person Interviews

- Plan your travel in advance
- Be 10 minutes early, not 30!
- First impressions count - Your interview starts when you enter the building
- A firm handshake and don't forget to maintain eye contact

Always

Be Inquisitive and prepared!

- Research the company – LinkedIn, Glassdoor, website and socials
- Research your interviewers – common ground, previous workplaces, what do they post about?
- Prepare well for competency-based questioning – Use the STAR technique and practice in advance
- Prepare some questions. Have more than one
- Ask for next steps and a timeline

Case *Study* 1

Social Media Lead - £50,000

Application

CV and covering letter to match the brief provided

60+ applications

Challenges

Perception – Anyone can do social media, right?

The use of AI to generate the cover letters

Interview Process

1st – In person. Formal competency-based interview, office tour & meet the team

2nd – Coffee meeting with the hiring manager and their superior

Case *Study* 2

Head of Marketing & Communications - £75,000

Application

CV with a two-page (no more!) cover letter, covering 20 essential criteria

In excess of 70 applications

Challenges

Clear and concise cover letter – very specific brief provided

Interview Process

Be ready for anything!

1st Stage – F2F four-hour interview process included:-

- Write a 15-minute presentation from a technical brief provided on the day (1 hour),
- Meet the panel, presentation followed by competency-based questioning
- Coffee with the team
- Written task - developing a brief for the chair for a live interview

Questions?

