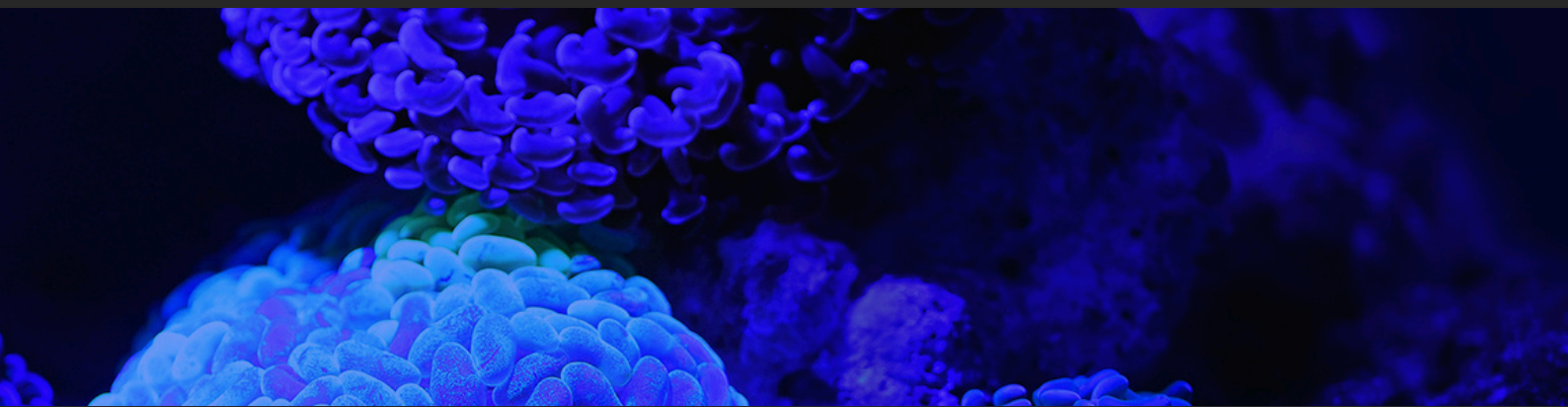




CASE STUDY

PRODUCT MARKETING MANAGER



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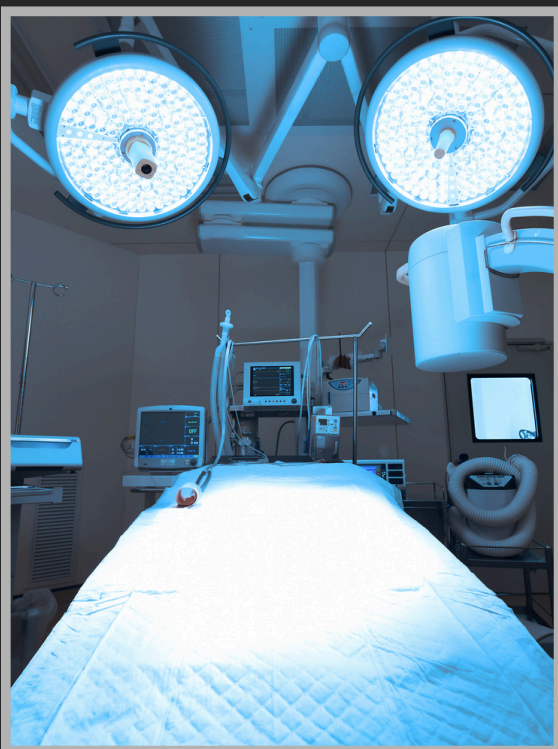
CONTENTS

| | |
|---|-----|
| TABLE OF CONTENTS | 1 |
| OVERVIEW | 2 |
| CLIENT BACKGROUND | 3 |
| RECRUITMENT MODEL, PROCESS & RESULTS | 4-5 |
| CONCLUSION | 6 |
| CLIENT FEEDBACK | 7 |
| CONTACT | 8 |

OVERVIEW

At any Medical Device company, the products that they produce are key to success and ensuring that they are properly marketed and understood by customers and patients is paramount to the company's success.

THE OBJECTIVE



Recruitment of a Product Marketing Manager who would deliver marketing solutions for the Pelvic Floor range of products.

This was to be done through a retained model, ensuring a strategic and tailored process that led to a long-term, high impact hire.

CLIENT BACKGROUND



Our client is a medical device manufacturing company with a focus on developing and delivering innovations that put the patient at the heart of everything they do. The products range from Critical Care to Pelvic Floor and are manufactured solely in the UK.

CHALLENGES FACED BY THE CLIENT

Recruitment Agency sending limited CVs

The company had engaged with a recruitment agency previously for this role and only had three CV's sent to them - two of which did not have the right to work in the UK.

Time Critical Hire:

The role had been open for over two months and the company desperately needed someone to start.

THE SOLUTION

We began the process by meticulously crafting a comprehensive brief outlining the specific skills, background, and attributes we sought in potential candidates. This marked the inception of a highly transparent and collaborative relationship wherein we worked closely with the client to finalise a shortlist comprising of quality candidates who were intimately familiar with the company's ethos and the precise requirements for the role.

THE RETAINED RECRUITMENT MODEL

THE RECRUITMENT PROCESS

Requirement Analysis

We initiated the process by conducting a thorough analysis of the clients needs, understanding the company culture and defining the attributes required in their ideal Production Manager

Candidate Identification

We reached out to our extensive network and industry contacts to identify potential candidates with the right combination of experience and skills

Targeted Outreach

Confidentiality was maintained through discreet outreach to potential candidates, presenting the opportunity in a professional and mature way

Rigorous Screening

Candidates who expressed interest underwent a rigorous screening process, which included in-depth interviews, validation of references and competency based questioning

Client Interviews

The client conducted interviews with the shortlisted candidates, assessing their fit within the company. We worked with the client to construct a two stage validated process to fully interview the candidates which also gave the interviewees the opportunity to meet the wider team, see the environment and experience the company culture.

Feedback

We conducted in-depth de-briefs and was able to deliver comprehensive feedback to both candidate and client

Offer Negotiation and Closure

We controlled the offer negotiation and ensured that the selected candidate's expectations aligned with the clients salary and benefits package

Work with both client and candidate while working the notice period and ensure all onboarding activities were completed in a timely and correct fashion

OUR APPROACH

Crafting the detailed brief emerged as pivotal in fostering a cohesive and unified vision of the objectives. The client found it particularly beneficial that we prioritised extensively pre-qualifying candidates against the brief; this approach instilled in the client a heightened sense of assurance in the capabilities of each individual on the carefully curated shortlist.

THE RESULTS



Through the retained recruitment model, we successfully found a candidate who met all the necessary qualifications.

Their excellent fit with the company culture and long-term vision has made them an invaluable addition to the team.

We achieved a successful offer within six weeks and the candidate has successfully started in their role. The process enabled us to identify top quality candidates and achieve a successful placement in the role.

The feedback is that our candidate is incredibly happy with their position and is thriving in their role.

CONCLUSION

Recruiting a Product Marketing Manager through a retained model enabled our client to make a strategic and tailored hire. This approach provided a confidential and efficient process for identifying a specialised candidate while aligning with the company culture and long-term goals. The successful recruitment not only met the immediate needs of the client but also contributed to them completing projects sooner than anticipated.



CLIENT FEEDBACK



TESTIMONIAL

“We have found Harris Lord to be a valued partner for our recruitment, especially for new or challenging roles – in particular their approach to this role was focussed, timely, transparent and very successful.”



THANK YOU!



CONTACT US

GET IN TOUCH TODAY TO SEE HOW WE CAN HELP YOU!

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