

# Recruitment Services for the Marketing Services sectors



Balanced People is a specialist accountancy recruitment consultancy and a wholly-owned subsidiary of Top 20 Chartered Accountants Kingston Smith LLP. We are most closely associated with Kingston SmithW1 who specialise in accounting, audit, corporate advice and support to the marketing services sectors.

Kingston SmithW1 has an outstanding reputation in the marketing services sector, not just for accounting but also for sponsoring and carrying out surveys, (notably the annual survey of the Financial Performance of Marketing Services Companies), running seminars on matters of business relevant to the sectors, association with DBA, ISBA, the IPA and some industry charitable sponsorships.

## Track Record

Balanced People has been in association with Kingston Smith since 1992 and is run by professional recruiters who have over 30 years experience of placing Accountants and Finance Professionals, predominantly within the marketing services sector. We combine the bespoke service of a niche consultancy with the resources of a Top 20 firm of Chartered Accountants which remains committed to offering a marketing services recruitment consultancy as part of its professional portfolio.

We have successfully built relationships with a number of long-serving and successful candidates with industry-specific experience. They include Finance Directors, Management Accountants, Specialists (Billers, media payables, agency systems experts) Accounts Assistants, etc., in agencies within many leading networks - Omnicom, WPP, Publicis, etc. and many independents across the whole range of marketing services.

## Why Balanced People should be considered

We have intimate and long-standing sector knowledge which enables us to assess suitable candidates, not only on professional or technical grounds, but on overall suitability.



- Because of our positioning and reputation, we are also known to a relevant current and potential candidate database both inside and outside the sector.
- We also offer, as a niche player, a personal service to both client and candidate; they are both serviced by the same account manager throughout the life of an assignment and, in most cases, over many years.
- We are always able to supply a selection of relevant, pre-selected candidates and have proved that over many years of serving the sector. We do not send out batches of unsolicited CVs and never have done.
- We take the brief, question it, agree it with the client, research, advertise (if agreed and necessary) in our own name, interview a long list specifically for each brief including previously interviewed candidates, select a short-list, present it, support it, re-brief candidates if necessary, schedule client interviews, debrief candidates and clients candidly.
- Our processes are supported by a long-standing Administrator and the back office support of the overall Kingston Smith accounts, IT and administration structure.

## Salary banding

As the marketing services sectors are mostly composed of smaller companies, there are wide variances of remuneration levels. Some companies regard industry accounting knowledge in the same light as others regard a formal qualification. The combination of the two commands the highest premium in our experience.

We offer professional advice on the appropriate salary banding depending on level of experience and professional qualifications. We can provide salary surveys specific to the Marketing Services sector as Kingston SmithW1 regularly carries out informal and targeted remuneration surveys.



## Some Completed Assignments in the Marketing Services Sector

BBH	Commercial Director
Brandhouse	Interim Financial Controller
Brandopus	Part Time Finance Director
Caulder Moore Design	Financial Controller
Conduit PR	Financial Controller
Dare Digital	Finance Director
Designate Advertising	Part Time CFO & Financial Controller
Digital Outlook	Finance Director
Evoke Marketing	Financial Controller
Frank PR	Financial Controller
Geoff Howe & Associates	Assistant Accountant
Household Design	Management Accountant
JWT	Interim Regional FC EMEA
Karmarama	Part Time Financial Controller
Kitcatt Nohr	Non Executive Director
Landor	Interim Finance Director
Lewis Moberly	Part Time FD
LFH Brand Identity	Financial Controller and Biller
M & C Saatchi Worldwide	UK Finance Director & International Group FC
Mango	Financial Controller,
Moving Brands	Part Time Consultant /CFO,
	Full time FC & Accounts Assistant
Ogilvy & Mather	Billing Manager & WIP Biller
Penrose Financial	Accounts Assistant
Pod1	Financial Controller
Portland Design	Financial Controller
Ralphandco	Part-Time Financial Controller
RLA Group	FD, NED & Systems Accountant
SAS Design	Financial Controller
Start Creative	Finance Director
The Good Agency	Interim & Permanent Financial Controller
The Team	Accounts Assistant
Three Monkeys	Accounts Assistant
tmn plc (aka "The Mutual.net")	Group Finance Director & Group FC
Tonic	Part Time Accountant
Whatif	Purchase Ledger Manager

## Contact Us

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## Testimonials

"I write to thank you for the extremely prompt and effective service leading to the recruitment of our Assistant Accountant for Geoff Howe & Associates.

The recruitment procedure could have been quite complicated; however Balanced People were keen to help throughout the process and understood our individual needs. This greatly aided us in making a successful appointment within the time constraints. In less than 7 days from our meeting you delivered a shortlist of 3 candidates with exactly the right background and skill set. One candidate shined through as exceptional.

I have been delighted with how well and quickly she has slotted into the team. I think that she will be a real asset to the business.

I would be delighted to recommend your services to others in the marketing services sector and have already referred you to fellow colleagues and contacts alike. I would not hesitate to use both Matt Newman and Balanced People again."

**Finance Director, Geoff Howe & Associates**

We used Balanced People when we were recruiting a new Commercial Director. We were looking for candidates both within and outside our industry, with the overall proviso that they had to be a good cultural fit with BBH.

John really understood the brief and presented a number of excellent candidates, all with different experiences and backgrounds. We are very happy to have found the right person, in a short time-frame. Balanced People did a fantastic job and I have no hesitation in recommending them.

**Finance Director/Partner, BBH**

[www.balancedpeople.com](http://www.balancedpeople.com)

[www.kingstonsmith.co.uk](http://www.kingstonsmith.co.uk)

### Balanced People

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