

# Bristow Holland - Website copy

## Home page

Heading:

### **YOUR SEARCH**

Sub-heading #1 (THE WHY):

#### **Taking IT Recruitment to The Next Level**

Section #1:

Forget everything you thought you knew about IT Recruitment. We believe in bringing closer engagement, greater clarity and a new maturity to supplying specialist services to businesses in Ipswich, Suffolk, Essex and beyond.

Recruitment has evolved and we've grown with it, streamlining our processes, deepening our relationships and strengthening our knowledge to make our service the most efficient in the region.

Finding people is simple. The art is in reacting quickly and knowing how to get the right candidates in front of the right clients within the fastest possible time frame. Are you looking for a new IT job, or the next specialist for your firm? Give us a call.

[button]: Learn more about us

Sub-heading #2:

#### **The Consultants**

Section #2:

Every business is unique and will have different challenges when it comes to recruitment. Are you having issues attracting the candidates you need for your job? We can help.

Years spent recruiting specialists and placing experts with dynamic IT teams has given us vital insights into sourcing staff within a shifting work environment. If your business is evolving, we can help you refine your recruitment process, identify what your candidate market wants, and make sure your company is an attractive proposition. You'll spend less time and money on recruitment as a result.

Drop us a line to start the conversation - we'll get to know your business inside out and use our expertise to point you in the right direction.

[button]: Get in touch

Sub-heading #3: (The Team)

#### **A Hub of Expertise**

Section #3 (35 words)

We're a tight-knit team of dedicated agents, each an expert in their field and focused on our specific sectors of the IT market. Whether you are a specialist yourself, or need to add an expert to your team, one of us will hook you up with the exactly the right people you need to meet.

[button]: Meet the team

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## About page

Heading:

### **ABOUT**

Sub-heading #1:

#### **Your friends in effective recruitment**

Section #1:

We like honesty, plain talking and making great careers happen. We like to meet people, solve problems and avoid jargon. Relationships matter, and we value how clients and candidates can feel comfortable approaching us in any circumstances, and through any channels.

We founded Bristow Holland in 2013 to bring a different dynamic to IT Recruitment. We've been in the industry for a long time - all of us had years of previous experience at large blue-chip companies in London and Suffolk - giving us a maturity in our attitude towards delivery and a deep knowledge of the business.

We've created an agency that reacts quickly, precisely and personally to whatever you need. We'd love to talk - just get in touch.

Sub-heading #2:

#### **Talking your language**

Section #2:

No-one knows IT recruitment like we do. We know the market, the technicalities, the personalities and the demands of each role. And we keep up to date on new technology, new approaches, and which companies and individuals in the region are standing out.

We know what makes a good Business Analyst or C# Developer, and we also know how many are available, where they are, what skills they have, and what salary they'll expect. We'll understand your priorities and work with you to ensure that both candidate and client are perfectly matched.

Sub-heading #3:

#### **The Candidate**

Section #3:

It's a big step to consider changing jobs and taking the time to move. You might need to balance your search for a new job with your current role. The good news? We're easy to reach by any means that suits you: text, email, Whatsapp, social media and phone (of course), and will be completely discrete.

### **The search for the right role**

It's natural to feel a little insecure when reaching out to recruiters. Don't worry. You've got skills people need and want, and we'll know where to place you so you feel appreciated, rewarded and fulfilled. We are going to want to talk to you.

[button]: Get noticed

Sub-heading #4:

### **The Client**

Section #4:

What will you do if your key employee resigns, or you urgently need new expertise? It's hard to reach out into an active jobs market to find who you need. We go beyond simply advertising or collecting CVs, and get vacancies in front of people you wouldn't normally be able to reach.

### **Expertise when you need it most**

If you urgently need to hire a contractor for a specific project or to fill a gap in your team, then we can react very quickly. Once we understand the skill-set you need, we can make the calls and have 4 CVs from precisely-targeted candidates on your desk in 24 hours. We're ready to help you grow.

[button]

Sub-heading #5

### **The Proof**

Section #5:

We've helped dozens of people like you expand their businesses or enhance their careers. Here's just a selection of the feedback we've had - scroll through for more and watch the video.

[insert testimonials]

[Proudly working with local businesses]

[Local businesses logos]

Sub-heading #6

### **The Sectors**

Section #6:

Each of us are experts in our specialist fields, able to leverage insider knowledge and relationships to ensure you reach a positive outcome, whether you're recruiting or looking.

[sector boxes follow]

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# Specialisms landing page

Sub-heading #1:

## **Specialisms**

Section #1:

You're an expert at what you do, and so are we. Working with talented specialists and dynamic companies means we've built great relationships with key personnel and decision-makers across the region. We can find the perfect match for you.

Sub-heading #2:

## **Business Analyst**

Section #2:

Are you an expert on change management or business systems, project planning, core application functionality or customer data? The role of a Business Analyst varies from company to company, and we'll make sure you're placed exactly where you're most needed and valued.

Sub-heading #3

## **Database & Business Intelligence**

Section #3:

Businesses in all industries always need data on their customers' and clients' behaviour, purchasing, locations and more to gain essential insights and forecast trends. Whether you're a MSSQL DBA, a PL/SQL developer or an MI Analyst, our client base guarantees excellent opportunities.

Sub-heading #4

## **Infrastructure Support**

Section #4:

Our clients range from dynamic SMEs to established local businesses and blue chip organisations, and their infrastructure and systems vary accordingly. Whether you are a generalist or a specialist, looking for a permanent or contract role, we'll know exactly which company will be the right fit for you.

Sub-heading #5

## **Project Management**

Section #5:

Every company experiencing growth and change will need a great Project Manager to work with their teams on processes, procedures, timescales and objectives. We'll know exactly which

businesses will value your skills and talents, making sure you feel rewarded, fulfilled and excited in your new role.

Sub-heading #6

### **Software Development**

Section #6:

In the fast-paced environment of application innovation and design, software companies will always have a demand for experienced developers who can transform existing products or platforms, or create new ones to satisfy their client base. We'll know which company will work best for you.

Sub-heading #7

### **Software Implementation**

Section#7:

As systems and integrations continue to adapt and evolve, those with the skills to roll out new software across today's huge variety of platforms, devices and access points can help a company thrive. We'll know which employers can offer you an exciting environment and the best salary package.

Sub-heading #8

### **Testing**

Section #8:

Software companies can be made or broken by user reviews and feedback, so it's never been more vital for their products to undergo thorough testing and quality assurance. Our experience with companies across the region means we'll know which positions will suit your skills and enhance your career.

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## Software Development page

Heading:

### **SOFTWARE DEVELOPMENT RECRUITMENT**

Section #1:

We handle IT recruitment for all kinds of firms, from SMEs to established local businesses and blue chip companies in Ipswich, Essex and Suffolk, and know exactly which team will be the best fit for you.

Software is constantly evolving to keep up with changes in technology, access to information, lifestyles, and demands of both the consumer and the client. People are used to convenience and new ways of bringing what they need to their fingertips.

Software companies will always have a demand for experienced and innovative developers who can transform existing products or platforms, enhance the interaction with applications, and create new software to satisfy their client base.

Sub-heading #2:

### **Meet Matt Foot**

Section #2:

Matt is the specialist software recruiter in the team, having spent years developing an in-depth understanding of the technical skills, working environments and major players in the development industry in the region.

His exclusive network of software engineers and developers was built by solid word-of-mouth recommendations, and his reputation marks him out as a reliable source of guidance to clients and candidates alike. He's worked hard to build trusted relationships and place people in exactly the right positions to bring the greatest benefit to both businesses and careers.

Matt knows finding a new job or sourcing a new team member can be a challenging time, and he is determined to provide a positive, stress-free experience to everyone he works with. He is focused on giving you worthwhile and viable options that will enable you to build a structured career path or to enhance your team. Drop him a line to find out how he can help you today.

[quote]:

"What particularly sets Matt apart is he does genuinely care about getting the right role for you." - *Software Engineer, Suffolk*

Are you ready to make a move, or expand your IT team? We'd love to meet up. Our approach is defined by how we get to know the people we work with, enabling us to send the right candidate to the right interview. Get in touch now, and we'll personally guide you through the process to see where you could go next.

[selected jobs listings]

Sub-heading #3

### **FAQs**

Section #3:

#### **How do I get into Software Development?**

There are two ways to start a career as a software developer. The first is the conventional route through a degree in Computer Science, or an apprenticeship degree, and then refining your field of interest or specialism from there.

But there is a second way that is becoming far more common. Children are learning about coding and programming at a very early stage in school, or by working with simple, accessible hardware like a Raspberry Pi. Talented kids are creating their own successful software and applications in the process, reacting to things they need in their everyday lives. With that kind of mind, you don't need a degree to prove your worth - if you show talent and stand out, you'll be an attractive prospect to a software firm.

### **What is the typical career path for a Software Developer?**

The career path for a software developer is fairly linear. Entry level is as a Junior Developer, then with experience you progress to Developer, then Senior Developer. Beyond this, you may become a Development Team Manager, coordinating development projects with many specialists, or a Development Architect, building new software and applications from scratch.

### **How much do Software Developers get paid?**

In an entry-level position, a Junior Developer should expect a salary of around £20k. At the other end of the scale, Development Managers and Development Architects can expect to be paid £60k-70k, or even higher if they are working on high-profile or high-value software projects.

### **What qualifications or certifications do I need to be a Software Developer?**

It can be useful to have a Computer Science degree, and there are a few specific certifications available. If you are looking to skill into an area you haven't worked in before, it's a good idea to take a course specific to the skills you need.

However, in this field we know that it doesn't matter about your qualifications if you have the talent and experience to do the job. This is why we like to get to know you and find out as much as we can about your track record - we have the influence to get you into an interview on proven experience, not just on what qualifications are listed on your CV.

### **What technology or skills should I target for my next Software Developer job?**

There is no definite answer to this question. The best thing to do is check what skills people are currently looking for. Research as many job listings as you can, or talk to a recruitment agent, or ask people you know working in the area you want to reach into.

Right now, skills you would want to target are modern versions of various languages - C#, Javascript, MVC, ASP.NET, etc. This answer is different to what it would have been 5-10 years ago, and it will be different again in 5-10 years time. The best advice is to keep up with all the new developments in your field.

### **At what point should I consider becoming a contractor?**

You might be getting a nagging feeling that you've got as far as you can go in your current place or work, or reached a ceiling on your earning potential in a permanent job. If you're the best developer on your team, then it's likely you are of the right calibre to take the next step and become the kind of specialist that software firms and larger companies will want to hire on a contract basis.

For contractors, the money is good as you are paid a premium for your skills, but it can be a lone wolf existence where you will have to run your own business, accounting, taxes, invoicing, etc. For those whose skills are always in demand, it can be a path to increased personal freedom and a boost to your value and self-esteem.

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# Meet Up page

Heading:

## **MEET UP**

Sub-heading #1:

### **We want to get to know you**

Section #1:

Looking to switch jobs? We'd love to meet you.

Checking out a profile page is useful for a quick first impression, but it's only in a face-to-face meeting that the real business can start. Seeing and talking to each other always reveals details you can't get from a screen.

We're an approachable team with many years' experience in IT recruitment, which means we respect people and take a responsible approach. Do you want an honest, informal chat with some straightforward advice on how to secure your next job? Just get in touch.

Sub-heading #2:

### **People before process**

Section #2:

No algorithm can replace the hands-on approach and relationship-building that is at the core of what we do, and which enables us to place you in a job where you'll feel valued and fulfilled.

When you come to see us, you'll be able to put faces to names, see how we work, and get to know how we help. And we'll get to learn more about you, your approach, your career aims, and your experience beyond what's on paper.

The relationships we've built with clients gives us the credibility to get candidates in front of employers who might ignore a CV. When we say "you have to see this person", they take us seriously.

Sub-heading #3:

### **Ready for a cuppa?**

Section #3:

You can contact us any time via phone, messenger, text or email, and our office has an open door. We know it can be tricky to balance your current position with checking out your career options, and understand discussions often need to be outside normal office hours.

It's natural to feel a little insecure when looking for another job. You might imagine you'll be judged critically, or that you're just another face to us. Nothing is further from the truth. As an IT specialist, you have skills that people need, and we'll want to talk to you. Come on in!

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# Consultancy page

Heading:

## **CONSULTANCY**

Sub-heading #1: (options)

**Helping you to recruit your ideal candidate**

**The key to recruiting your ideal candidate**

**Guiding you to your ideal candidate**

Section #1:

You need to recruit an IT specialist onto your team - it could be a developer, a data expert or a support engineer. You posted the job ad and talked to a few agencies, but didn't get the number of responses you expected, and none of the candidates you met have accepted your offers. What's going wrong?

Candidates want to know more about a job than simply the salary level and skill set. We can help you with the work that goes in before introductions are made, and advise you on how best to handle candidates during the whole recruitment process. Every business is unique, and each has their own challenges when it comes to recruitment, but with our help you'll waste less time and money on it as a result.

Sub-heading #2:

### **Our Approach**

Section #2:

Sub-head 2;1:

#### **Auditing**

What do you already have in place? What are you doing right, what are you doing wrong and where can you improve? We take a close look at your proposition as an employer, identifying your strengths to build on and weaknesses to address, and what we can change to make your recruitment process easy and exciting.

Sub-head 2;2:

#### **Crafting your offer**

Attracting the right candidates is about knowing what your target market wants, introducing your company in the right way, and making sure you are perceived in a positive light. Candidates care about the package in the round, and a company with a vision that matches theirs. It's not always about the salary; the payoff can be in doing work they're passionate about.

Sub-head 2;3:

### **Preparation**

Once you've got your proposition lined up, you need to make sure you can forge positive relationships with everyone you're dealing with. We can advise those handling your recruitment process in, among other things, how best to work with agencies and what tactics make for a great interview. Pretty soon, you'll have the exact IT specialists you wanted knocking on your door.

Sub-heading #3:

### **FAQs**

Section #3:

#### **Is there a skills problem in IT, or do you have an attraction problem?**

(I would advise keeping the existing answer, or an edited version of the long reply, as I think it's valid insight).

#### **What makes a good employer?**

The best employers are the kind who don't take their workforce for granted, and who understand that everyone is a person with their own ideas, aspirations and feelings. As well as having a clear vision for their company and why they do what they do, they will also understand the value of listening to the people around them, understanding someone else's point of view and how it might (or might not) be relevant to their business.

They will also have a sense of accountability and responsibility, knowing that if they are in charge then the buck stops with them, in both good times and bad. Finally, they should be someone who can anticipate problems (especially staff issues), and be big enough nip them in the bud before they escalate and get too ugly.

This sounds like a lot to ask of anyone, let alone someone trying to run a company. But a good employer will be prioritising keeping his business, and therefore his employees, in good shape every day.

#### **What is the candidate market looking for in a job?**

We have increasingly found these days that candidates are not as fixated on job security, permanence and salary as much as they once were. Other factors are playing just as important a role when it comes to accepting a role at any company - the work environment, the experience a company offers, flexible working, the company culture and vision, potential for advancement and training, and other benefits.

This is supported by the Investors in People 2018 Job Exodus survey, in which 31% of respondents said they would rather have a more flexible approach to working than a 3% pay rise. Candidates and employees are placing as much value on their work/life balance as they are on their salary package and clever employers will take this into account.

#### **What are the key points in dealing with an agency?**

It's all about trust and respect. We're here to give you a professional service that will save you a lot of time and effort, and want to see positive outcomes that work well for everyone involved. When you can the candidate win, we win.

It's worth understanding your supplier's motivations. It may seem like good business to negotiate your agent down to 10% commission and get a better deal, but in reality it'll mean you will be a lower priority to them than someone paying the usual rate.

Or are you putting your job vacancy out to multiple agents? Again, this is another way to kill an agency's motivation. Imagine asking 5 accountants to all do the work, and then only paying the one you like. It just means nobody will be that bothered. Going exclusively with one agency gives them ownership of the task, and the responsibility to create a favourable result for you.

In the end, this is a partnership, and if you trust that your agent can get you the results you need and acknowledge their expertise, then they will work their socks off to present you with excellent candidates in the shortest possible time frame.

### **How can we improve our company image or profile?**

You might not need to get a new logo or undertake a whole rebranding exercise. There are some much faster and cheaper solutions simply using social media and images.

Firstly, consider your own website. You might not have to do a whole redesign, but change the colours and images you use to be more inviting, user-friendly and approachable. It's worth including team shots, staff photos or images of your target market. But keep it professional - you may need to hire a photographer to get publishable results.

Secondly, carry these colours and images over into your social media - your LinkedIn, Facebook, Twitter and Instagram pages. Create banner images to be consistent across all these platforms, so any visitors will recognise instantly who you are, whichever application they are using.

And let's not forget words. Potential candidates (and clients!) will be wanting to find out about your business's personality, culture and vision, so feed it to them. Forget about simply listing your services and awards - address your reader's issues right off the bat and tell them why you do what you do. Ask yourself why they would want to visit you, and respond to it.

Sub-heading #4:

### **Time To Focus**

Section #4:  
[with icons]

### **Tailored Qualitative Research**

The first step to revitalising your recruitment efforts is to examine the image and personality of your company. We want to look at your reasons, opinions and motivations as a business, in order to find your key vision and message. Candidates are interested in why you do what you do and how this is reflected in the way you go about delivering it.

### **A Thorough Review Of Your Current Process**

We'll dig in deep to your methods and priorities to compare what you want to achieve in your recruitment process with what is actually being delivered. Much of the heavy lifting needs to take

place before jobs are advertised - we'll find the holes in your offering and get them fixed ahead of your search for a candidate going public.

### **Individual Assessment and Objective Profiling**

Studying where you need most help in your business is vital to understanding which experts and skills to target in your recruitment process. We'll help draw up a persona of the candidate you want to attract - both in terms of their personality and their skill set - and can help you examine your team's current dynamic to work out exactly the kind of person will fit in perfectly.

### **Working to Deliver Change**

As your team and your business expands and evolves, it's never been more important to recruit staff that act both as catalysts and facilitators, delivering a boost to your team's productivity and knowledge, and generally raising their game. We'll help get your offering to the candidate market exactly on target so that you attract precisely the kind of people you are looking for.

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## Contractors page

Heading:

### **HIRING CONTRACTORS**

Sub-heading #1:

#### **IT Recruitment tailored to your business**

Section #1:

Do you need an IT contractor to fill a key skill set in your team? Does the success of a project rest on sourcing a specialist who can raise your game? We can solve your immediate needs right now; if you're in a difficult position, we can get you out of it.

We have a trusted bank of contractors we can rely on - specialists in all areas, of the quality you need to get the job done. Hiring a contractor is far quicker than recruiting for a permanent position, and you could have someone in place within days.

Contractors are seen as being expensive, but they're worth it. We know people who can cover every skill set and fill every gap that can arise. We know where they are and how to get them for you. You only need to get in touch.

Sub-heading #2:

#### **The Benefits**

Section #2:

#### **Short term boost to work and productivity**

Bringing a contractor on board can have a positive effect on your business. Your team will be able to get more done in a shorter period of time, improving the general morale and focus in the

office, but you'll also impress your clients with your effective turn-around, and gain the ability to handle more work while your contractor is there.

### **Access to the next level of skills**

An expert IT contractor will bring a level of knowledge and skills that you don't get on the permanent market. They might have been perms once, but evolved and stood out in their specialism, enabling them to act almost as consultants. Remember, not only is the contractor bringing their skills to the team, the rest of the team are able to see the new tricks, tips and approaches the contractor will use, and benefit from it.

### **Not paying benefits**

If you were taking on a new permanent employee, as part of their salary package you would have to pay national insurance, holidays, bonuses, extra training costs and statutory sick pay. In contrast, contractors are responsible for covering their own taxes and benefits, and will also need to pay for professional insurance and subscriptions to industry bodies, none of which you will cover either.

### **As and when basis**

The real appeal of a contractor lies in the flexibility they can offer. Contracts will run for a specific period of time, or cover a particular project, during which you'll need their input. They have the ability to jump straight in to the job at hand, and when it reaches its end they can do a handover guide or session to ensure your permanent team is up to speed. But who knows, if the contractor has proved an invaluable part of the team, you might want them to stick around...

Sub-heading #3:

### **FAQs**

Section #3:

#### **How soon can you turn around a shortlist of candidates?**

As soon as you tell us the role you need to fill and exactly what skills you are looking for, we can start getting on the phone to all the relevant contractors who will be a good fit with your job. We like to find a solution as quickly as possible, and within 24 hours we should have been able to speak to a selection of suitable candidates and send you their profiles/CVs with our recommendations for you to check out. You won't have to wait a week!

#### **How do you know who is available?**

As specialist recruiters in all the key fields of IT, we have developed long-lasting and loyal relationships with a large bank of trusted expert contractors. We'll usually know who is working where, what their key skills are, how their jobs are progressing and when they might be coming to the end of their current contract. To save both you and us time, we'll only call those who we know should be available and will be a great fit for your job.

#### **Why are contractors so much more expensive?**

They may seem expensive compared to a permanent employee, but there are many costs they are covering that you don't have to worry about.

As a sole trader or limited company, they are responsible for paying all their own tax and national insurance out of their fees, as well as any professional insurance, subscriptions to

professional bodies, and of course all their own training costs. Neither do they receive any holiday allowance, Christmas bonus or sick pay.

On top of this, the advanced skills they can bring to a workplace will mean a significant bonus to a business in terms of efficiency, time-to-completion and the value of the finished product. All in all, it's a bargain.

Sub-heading #4:

#### **Getting you out of a tight situation**

Section #4:

##### **New Project?**

If you have taken on a new project and found you don't quite have the resources or manpower to manage it on top of your current workload, you might be tempted to recruit a contractor to inject new energy and take on the heavy lifting. However, this might be damaging to your office dynamic, making your current staff feel inadequate and causing resentment, especially if an exciting development like this was exactly what they'd been waiting for.

If your team is actually up to standard on the new project, then backfilling could be the best solution. Why not hire a contractor to cover their usual work, so your permanent team can do the new job? The result will be that all work will be done more quickly, and everyone will feel happier.

##### **Extra IT Support**

Contractors are like superheroes - they'll come when you call, and use their advanced skills and rare talents to get you out of a hole. When you need someone to provide a quick fill within your IT team for a certain period of time, a contractor can be the ideal solution.

You might be making changes within your business that need specific expertise, or simply a fresh pair of eyes. You could be changing servers, running a complete hardware refresh, or testing and installing a new CRM or customer interfaces. If you're in an awkward situation, we can get you out of it right now.

Sub-heading #5:

#### **Do you need help now, and can't wait?**

Section #5:

The solution to your problem is just a phone call away. We're also available outside office hours, so if you are in a fix that really can't wait, don't hesitate to get in touch.

##### **What we need to know:**

- **Job spec**  
What role do you need to fill? What will the contractor be working on? What skills do you need them to bring?
- **Budget**  
Contractor rates vary according to the role, but we need to find out if we're all on the same page, with realistic commercial expectations.

- **Timeframe**

When do you need them to start? Do you have any specific deadlines or milestones in the project? What's the anticipated end date?

Armed with all the relevant information, we can get on the phone and start sourcing exactly the right specialist contractor for your job. Depending on the speed of responses, we aim to get between three to five CVs on your desk within 24 hours.

Sub-heading #6: [with the pictures]

### **Meet the team**

Section #6:

Each of us at Bristow Holland is an expert in our particular specialist field, and know the world of contracting inside out. If you've reached the point where any further delay to sourcing the right specialist for your project will hurt your business, then don't hesitate to jump on a call with the appropriate agent and they will do their best to help you out.

There are contractors out there to suit all skill sets and gaps that can arise. We can get them. We know where they are. Get in touch today.

[button]: **Take me to them!**