

## **STRATEGIC SOLUTIONS AT SMART RECRUITMENT**

Following 6 months of rapid expansion, acquisition and appointments, Smart Recruitment has completed a review of how to best benefit local business and local job seekers and in so doing have recently announced new strategic plans for the growing company.

Helen Stacey, Director of Smart Recruitment comments, "We looked at research and what specifically we could be doing better. It was clear from these results that we needed to make strategic changes to further benefit local businesses and job seekers alike. The past year has created real momentum in the business and we now need product champions to take the company forward and head up newly created specialist teams. We are working in an ever changing marketplace and are adapting to these changes in a pro-active fashion to continue the pace of recent months and maintain our impressive expansion programme."

The new strategic move will see significant expansion of the company and an impressive new commercial division based in Bournemouth, with the team doubling in size! Quinton Watts, current Poole Branch Manager, will become Technical Divisional Manager. Smart's technical division is based in Poole specialising in Engineering and Construction, across the whole of Dorset. Likewise, current Bournemouth Branch Manager, Tina Flooks becomes Industrial Divisional manager to head up Smart's Industrial team who operate a joint effort out of both Poole and Bournemouth branches.

Both the Poole and Bournemouth branches will be working with the sole focus on clients and candidates and this strategic solution will ensure better communications between the Commercial, Industrial and Technical desks who operate a joint effort out of both Poole and Bourne both branches,

Helen continues, "Bournemouth and Poole's marketplaces are very different. Bournemouth is predominantly commercial and the significantly expanded commercial division will exploit this to everyone's benefit. Poole is more of an Industrial and Technical marketplace and as such the new division will capitalise on the opportunities available, unique to that marketplace. Equally we have the specialists within the group to provide tailored recruitment solutions to any organisation, business or job seeker. The new structure will see the three Divisional teams (Commercial, Technical and Industrial) in the Bournemouth and Poole area become very focused and highly specialised, increasing opportunities for clients and candidates alike."

The new structure has seen the team expand to appoint eleven new staff, six of them as a direct result of the new structure. Smart Recruitment now employs over fifty five members of staff across a branch network of five outlets. The new structure coincides with the anniversary of the acquisition of Percy Personnel which took place a year ago allowing Smart Recruitment to expand their branch network and have a presence in Christchurch. Since then further acquisitions have led to expansion into Somerset with a branch in Yeovil. As a result of continued expansion Smart Recruitment now service a catchment area which encompasses all corners of Dorset, with Weymouth in the West to Southampton in the East and now, with a new office in Yeovil, Smart Recruitment is servicing an even wider geographical area to include Yeovil and surrounding areas of the Somerset region. With turnover in excess a £10 million the Smart story has certainly been successful since it's launch in 1999.

Smart Recruitment can be contacted on 01202 629000. Alternatively visit the brand new interactive website at [www.smartgroup.co.uk](http://www.smartgroup.co.uk)

~ENDS~



**Caption:** - The team in Bournemouth will head up the new Commercial division.

From L to R : - Sarah Nicholls, Faye Blenkins, Karen Blackburn, Gaynor Topham, Abbie Ramsay, Vicki Reeks, Amy Ansell.

**Caption:** - The new Industrial Division.

From L to R: - Melissa Errington, Ewa Stanicka, Richard Marrow, Tina Flocks, Gemma Short.





**Caption:** - The Technical team based in Poole.

From L to R – Hannah Robson, Chris Davies,  
Quinton Watts, Sarah Vik.

These images are available as 300 dpi jpgs on  
request either on disk or via email. See contact  
details below for further information.

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