

## Chartered Institute of Marketing

### Background

The Chartered Institute of Marketing (CIM) is a marketing organisation committed to delivering world-class support to marketers within the Commercial arena. Following an internal re-organisation, CIM management were directed to significantly increase their internal headcount.

### The Challenge

- CIM had a major training gap at Junior/Middle Management level and a lack of HR resource
- To deliver CIM's revised business plan of increasing the internal headcount, it was essential that all management gained basic HR and Recruitment Skills within an exceptionally tight time scale

### The Solution

Parkside created and implemented a bespoke recruitment solution which allowed CIM to concentrate on their core business activities by:

- Providing onsite coordination with an experienced HR Consultant
- Tendering, implementing and managing a new PSL agreement
- Devising a comprehensive Induction programme for all new starters, training relevant CIM staff to deliver the programme
- Implementing a robust "coaching led" training programme to provide all key line managers with basic HR and Recruitment skills allowing them to become more autonomous and self sufficient
- Conducted all first round CBI interviews in line with CIM's high standards
- Provided weekly data for the management team

### The Results

- Parkside sourced and generated candidates directly on behalf of CIM, delivering all the required additional headcount within the strict time scale
- Parkside managed the entire recruitment budget and successfully worked within the set budget
- Ultimately Parkside allowed CIM to concentrate on their key business priorities while managing their recruitment drive

'The organisational changes being undertaken by CIM had led to a significant increase in the recruitment workload and the implant from Parkside allowed us to proactively tackle the demands placed on the business. Our Parkside Consultant was very well received by the senior management team and in addition to providing an efficient recruitment service she undertook a number of related projects that allowed us to improve the quality of our recruitment offering. The project was an overwhelming success.'

Sam Woodhouse  
Interim Head of Human Resources  
The Chartered Institute of Marketing