



# STAR RECRUITMENT

Get in the fast lane for finding work or staff



Star Radio now offers a full recruitment agency service for your company. Now you can have your vacancy advertised on air for no upfront cost.

**Call 01223 92 91 90**

**or click: [starradiorecruitment.co.uk](http://starradiorecruitment.co.uk)**

**Solving recruitment challenges for cambridgeshire**

**Powered by brightspark recruitment**



1 million pounds of work

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Star Radio, Cambridge has joined forces with BrightSpark Recruitment of Soham to launch Star Radio Recruitment; the UK's FIRST Recruitment Agency using the reach of local commercial Radio.

With BrightSpark's years of dedicated local recruitment knowledge and Star Radio's transmission area covering a potential 268,000 people, there is no other Recruitment Agency in the country that is able to offer a solution like this.

With offices in both Cambridge and Soham, we are now even better situated to provide a full Recruitment service to the entire Cambridgeshire and Suffolk region.

We have a goal of placing £1 million pounds worth of work across 2012. If you have a vacancy you need to fill we can have it advertised on the radio at NO upfront cost to yourself within 1 hour of the script being approved. This is unique, it can provide INSTANT results as we can directly target an audience that may not be actively looking for a new opportunity.

Our service is, quite simply, unbeatable. Not only with the fact you're getting your job vacancy advertised on the radio as part of the service; but in terms of the personal service you are offered at every stage of the recruitment process, the quality of CVs you receive and ultimately the price you pay. We work on a one off fee of just **£1,750** which comes with a 3 month rebate scheme. No percentage, no sliding scale and no matter what the salary of the position, you pay this one off price, per vacancy. You are receiving a premium service at a fraction of the cost of the traditional recruitment agency. Need a temp for a last minute project, holiday or sickness cover? Say the word. We can arrange for your temp requirement to be advertised on the radio, quick as a flash. Which other agency can offer this?!

[www.starradiorecruitment.co.uk](http://www.starradiorecruitment.co.uk)  
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### Here's how it works:

- Once we have received your job description and full details of the vacancies you have and the candidates you are looking for, we take the 5 main points and submit these to the production team at Star Radio who, as well as having the vacancy voiced by a voice over artist, will make sure that all the presenters are briefed on your vacancy so they can talk about it in the various shows that are broadcast throughout the day.
  - The job vacancy will get a minimum of 10 airings per day. The value of this based on a 60 second commercial would be approximately £280 per day! You are getting this all included in the cost of the Recruitment package.
  - The adverts will be aired at peak drive times to catch people on their way into work or driving home, this is key to catching people dreading their drive into work or coming home after a bad day!
  - Whilst all of the above is happening at Star Radio, the team at Star Radio Recruitment are carrying out the Recruitment process as usual.
- Your vacancy will be put out to our database of hundreds candidates actively looking for work as well as being advertised on a variety of websites aimed at people looking for work (including Reed.co.uk and Star 107).
  - The CV's you receive from us will be of candidates that have already been interviewed by our experienced consultants and will be matched on their skillset, experience and personality as well as their own work requirements.
  - We will coordinate the interviews for the candidates you decide you need to see as well as taking references, should you require.
  - You do not pay a PENNY for any of the above until you have your ideal candidate in place, on their first day of work. WIN/WIN.

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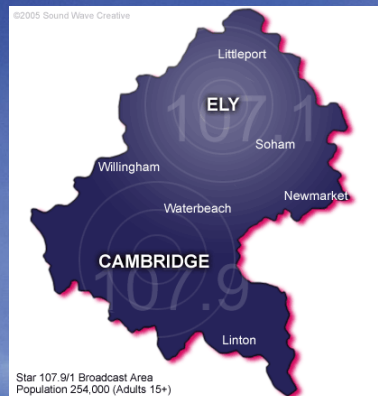
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## A bit about Star Radio:

- Did you know that to cover our total service area in press you would have to advertise in at least 15 newspapers... that's without all the magazines in Cambridge!
- The average cost per thousand people you can reach on Star Radio is £2.10 – that's 0.2pence per person
- The average press advert is viewed for just 2 seconds – you usually get 30 seconds on radio
- 68% of people actively avoid adverts in press, compared to just 12% on radio.



## Reasons to use radio:

- Portable & intrusive: you can talk to people at home, at work, in the car, in the garden - even in the shower!
- Local – Features, news, traffic & travel – relative content to help our listeners avoid the traffic, update on local news or enter local competitions
- Trusted – 89% of people said they trusted what they heard on the radio compared with just 61% trusting the press.
- Radio drives response – especially online - Recent IAB/RAB joint research revealed that at any given time a fifth of internet surfers are listening to radio – so they are a click away from interacting with a brand.

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