



**CIPFA Career Development
Evening - Birmingham**

**Hays Senior Finance
Recruiting experts in Senior
Finance**

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Introductions

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- 15 years with Hays, over 10 years recruiting in the Public Sector, also currently recruiting in the commercial sector
- Hays Public Services and Hays Senior Finance – leading recruiters in permanent and temporary recruitment in the public, not for profit and commercial sectors



Agenda

- Pop quiz 1 – your profession
- Market conditions – public and private
- Market conditions – the competition
- Current recruitment methods
- Pop quiz 2 – what do clients want?
- Transferring your skills
- Building your CV
- Identifying your value
- Q&A



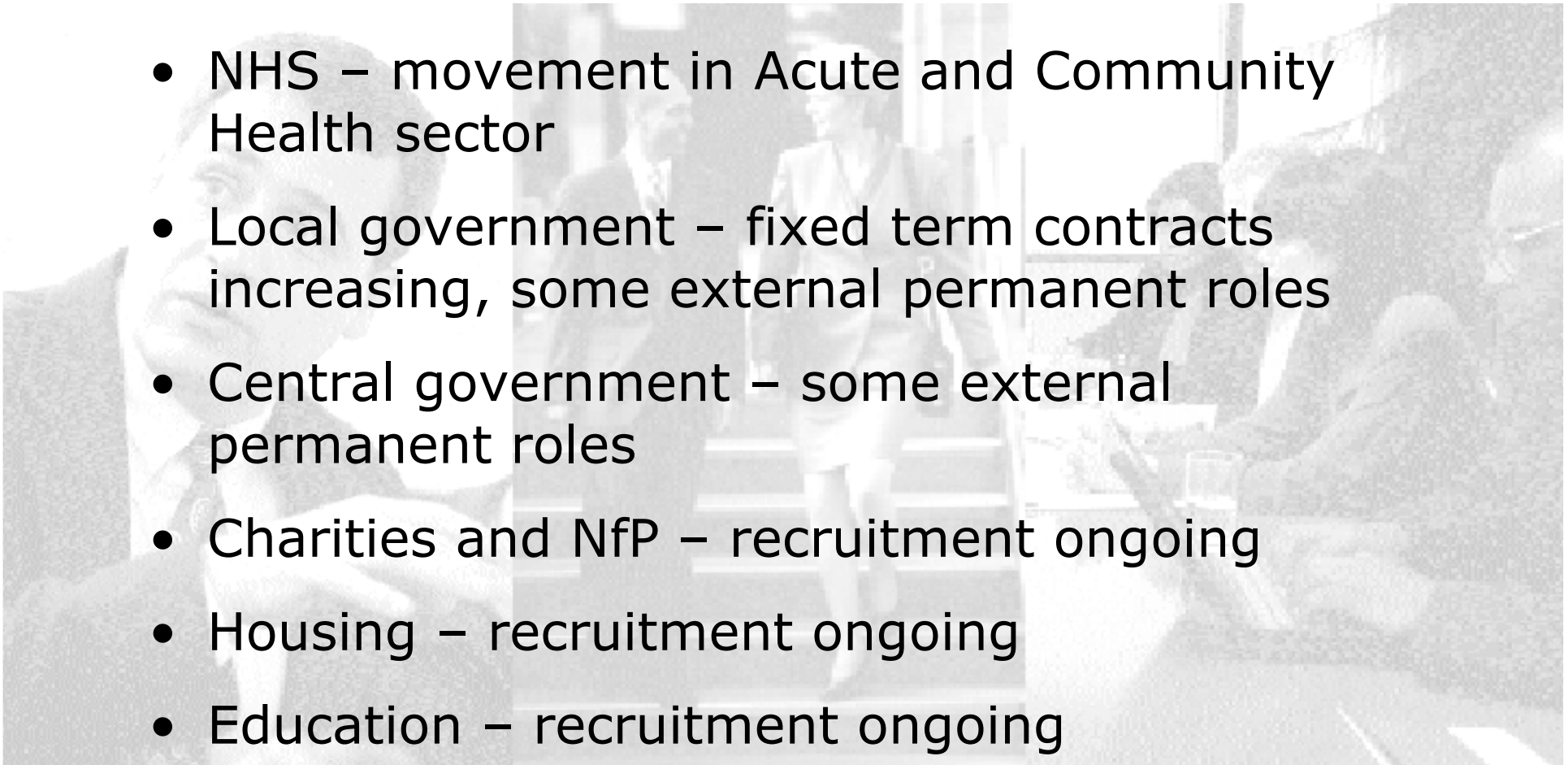
Pop quiz 1 – your profession

- CCAB stands for.....
- What is the latest CCAB news?
- The average age of a CIPFA newly qualified accountant?
- % of active CIPFA members over 50?



Market conditions – public sector

- NHS – movement in Acute and Community Health sector
- Local government – fixed term contracts increasing, some external permanent roles
- Central government – some external permanent roles
- Charities and NfP – recruitment ongoing
- Housing – recruitment ongoing
- Education – recruitment ongoing
- Growth in shared service centres



Market conditions – public sector providers

- The key growth market as more services are outsourced
- Shared service functions may result in buying in of more specialist skills
- Public sector knowledge is valued highly



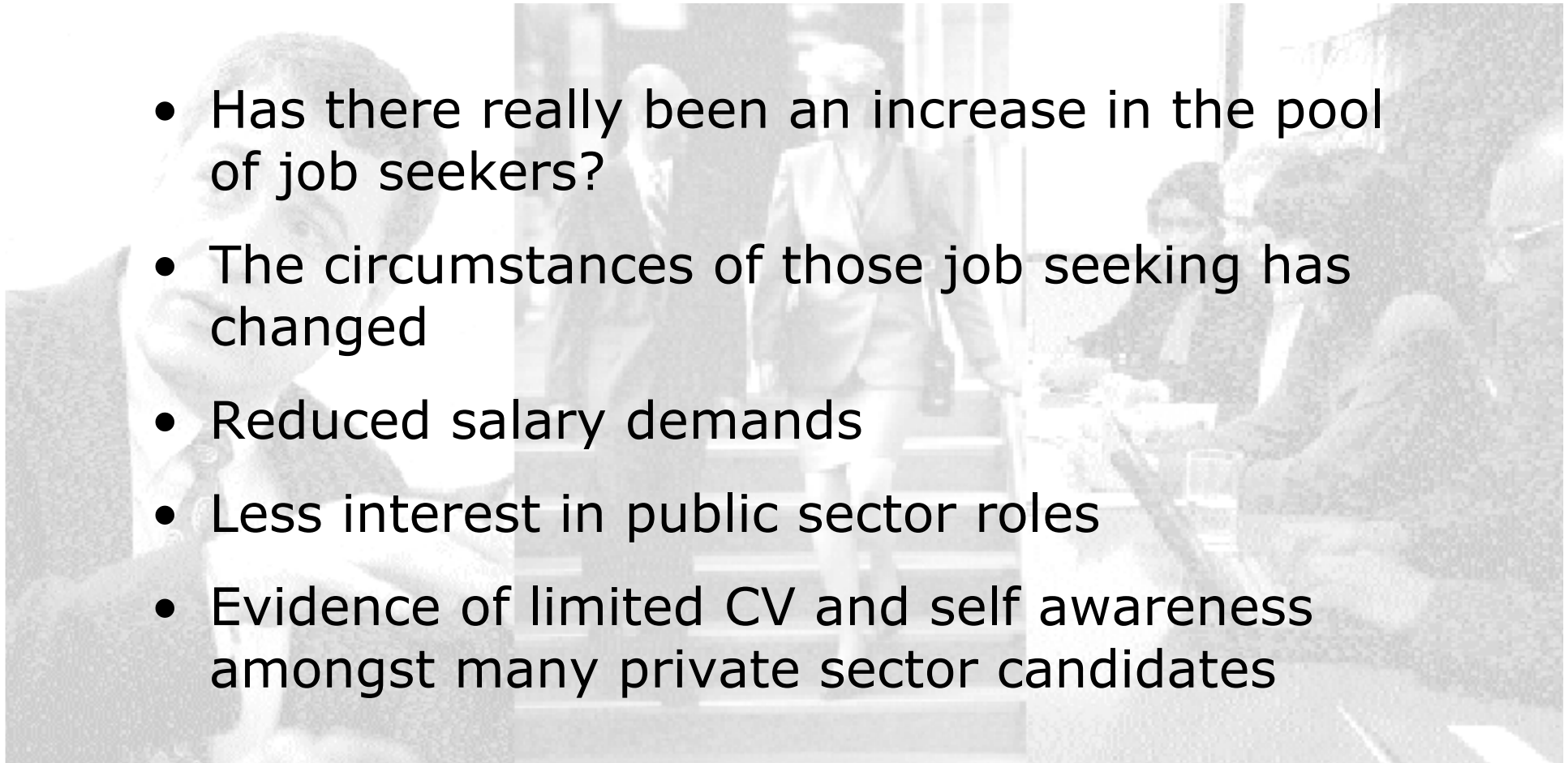
Market conditions – private sector

- The market continues to improve
- High quality candidates are still in short supply
- Clients are often quite specific in their requirements
- There is evidence of some downward salary pressure
- Mixture of divisional roles and shared service based positions



Market conditions – the competition

- Has there really been an increase in the pool of job seekers?
- The circumstances of those job seeking has changed
- Reduced salary demands
- Less interest in public sector roles
- Evidence of limited CV and self awareness amongst many private sector candidates



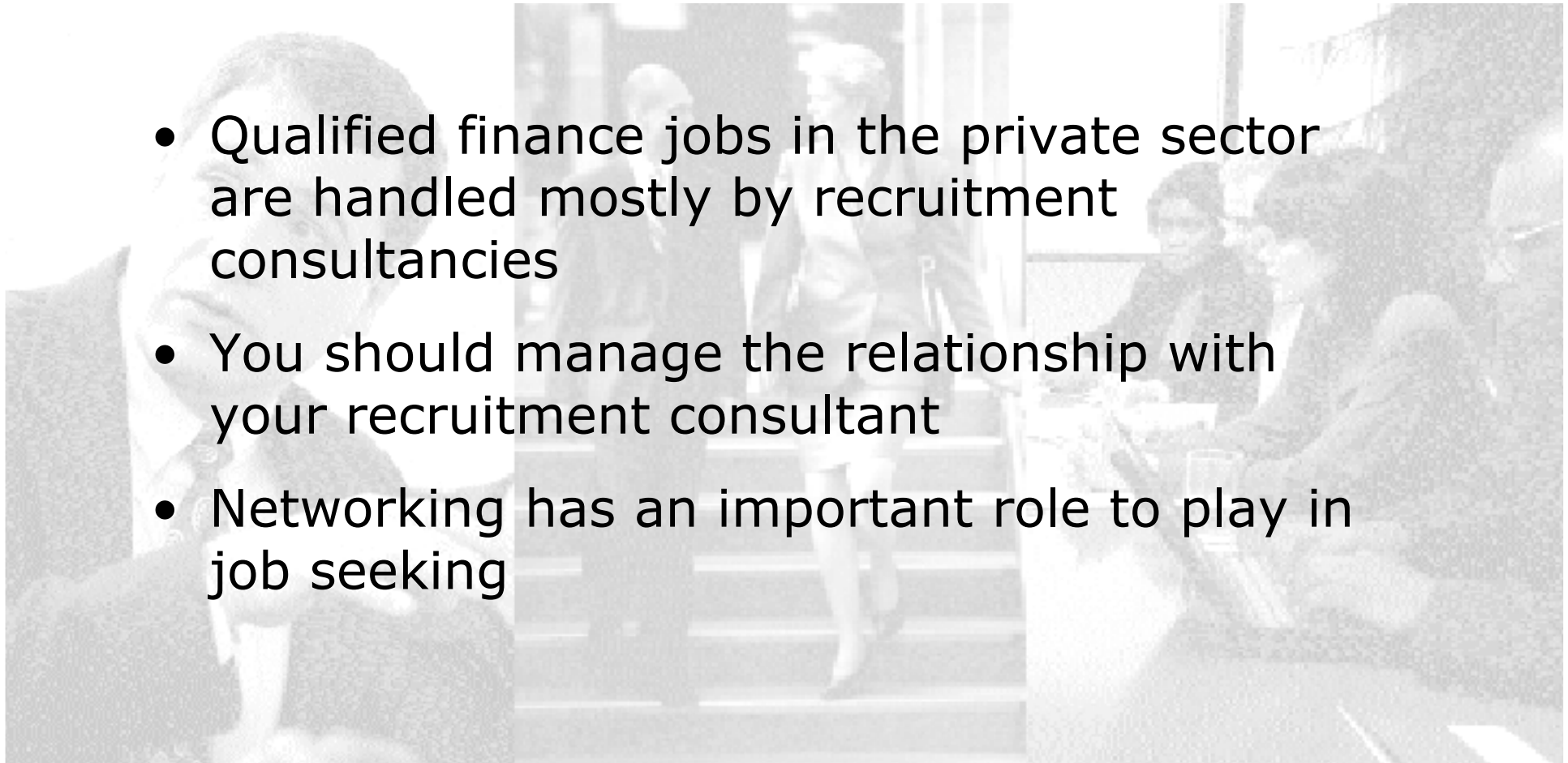
Current recruitment methods

- Companies are attempting more direct recruitment (often alongside recruitment consultancy support)
- Private sector candidates are unused to undertaking their own search
- Direct applicants save an organisation money



Current recruitment methods

- Qualified finance jobs in the private sector are handled mostly by recruitment consultancies
- You should manage the relationship with your recruitment consultant
- Networking has an important role to play in job seeking



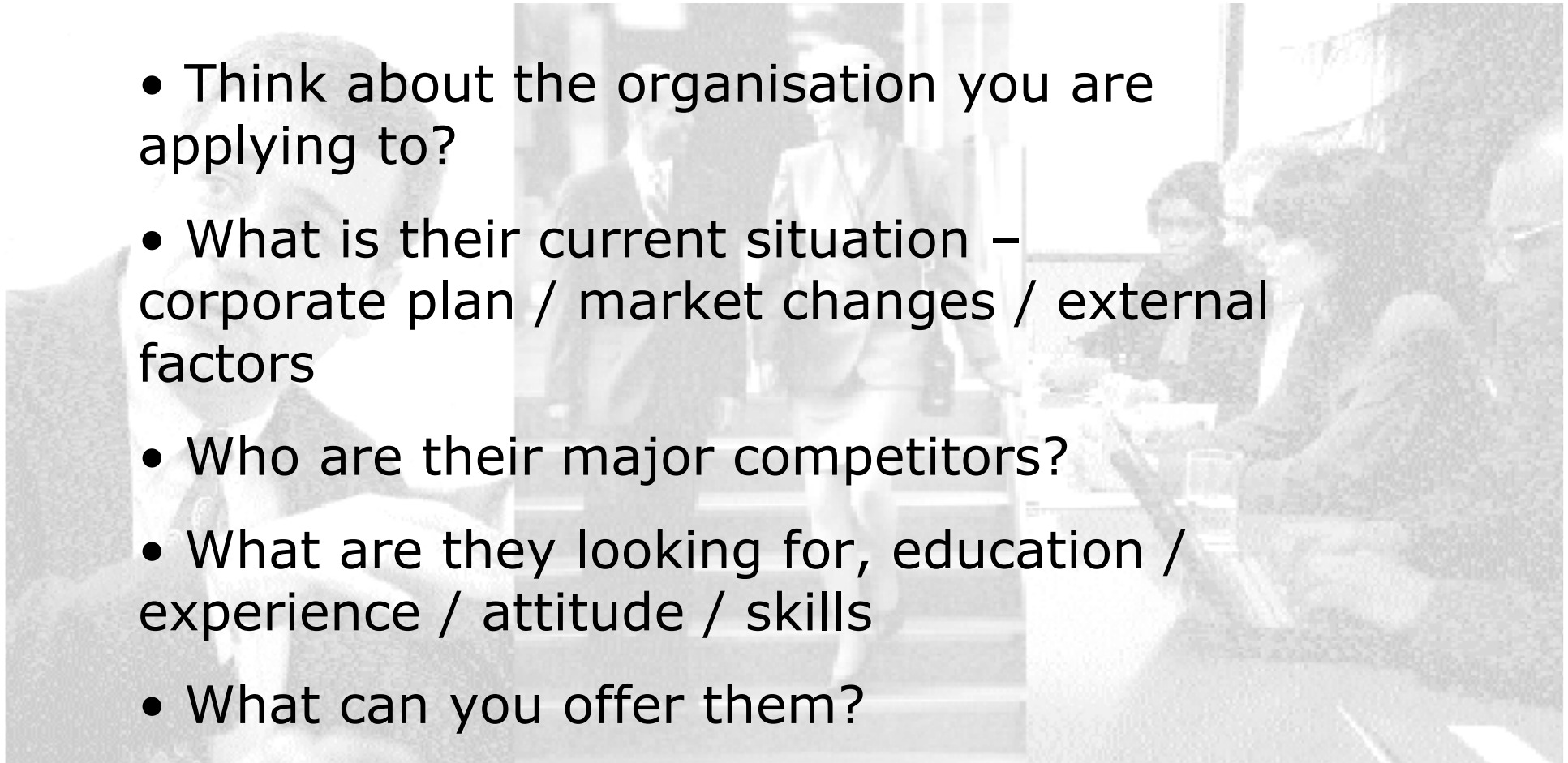
Pop quiz 2 - what do clients want?

- What are the key competencies most commonly requested in qualified finance roles in:
 - The public sector
 - The private sector



Preparation for a role

- Think about the organisation you are applying to?
- What is their current situation – corporate plan / market changes / external factors
- Who are their major competitors?
- What are they looking for, education / experience / attitude / skills
- What can you offer them?

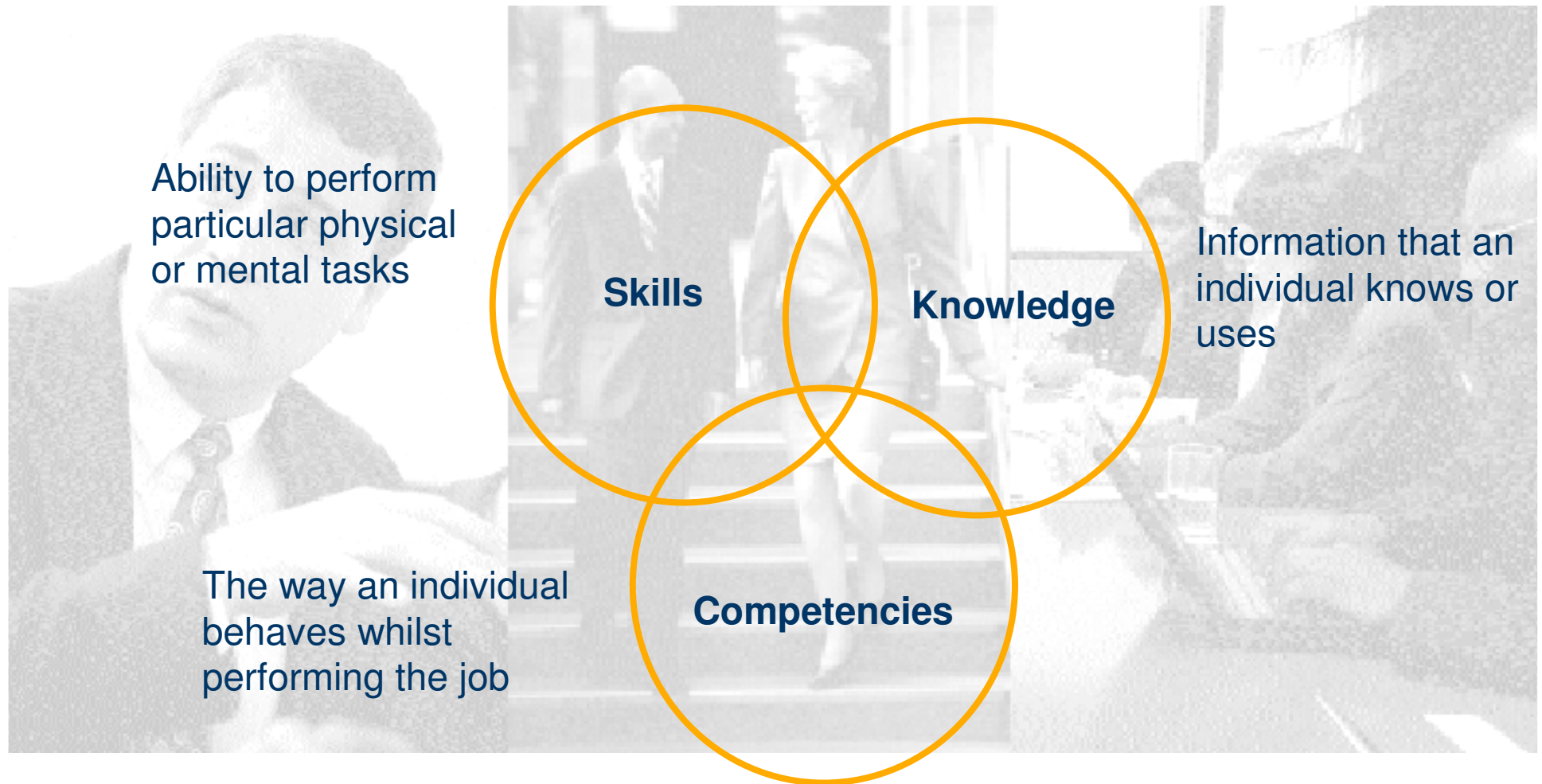


Transferable Skills

- Depending on job level the majority of skills are transferable across sectors / industries.
- In the current climate, recruiting from the same sector might not be the best option.
- Private sector suppliers to the public sector often want previous public sector experience.



Skills, knowledge, competencies



Building your CV

Name

Contact details

Personal sales message

Professional / education achievements

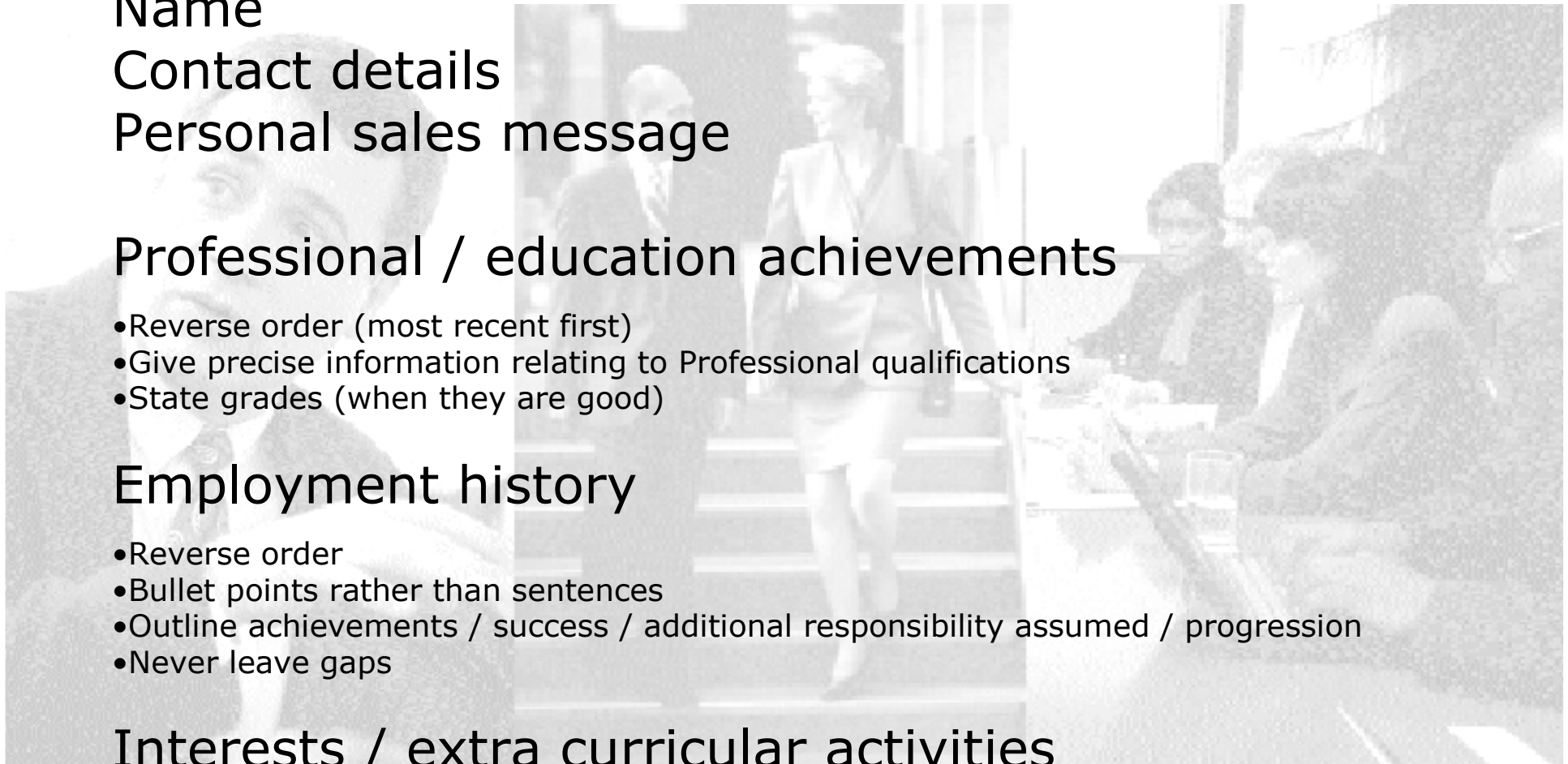
- Reverse order (most recent first)
- Give precise information relating to Professional qualifications
- State grades (when they are good)

Employment history

- Reverse order
- Bullet points rather than sentences
- Outline achievements / success / additional responsibility assumed / progression
- Never leave gaps

Interests / extra curricular activities

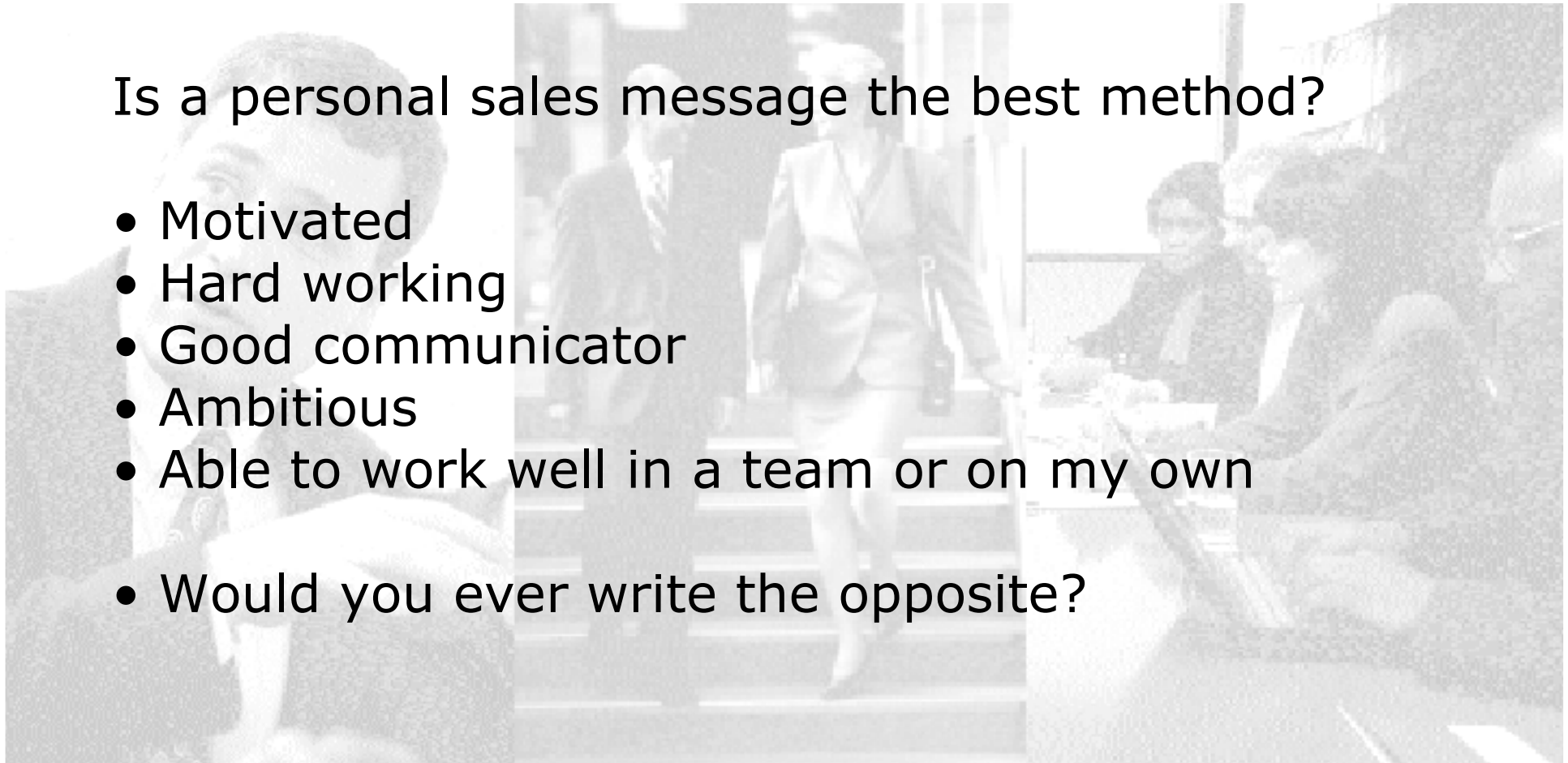
IT systems used



Identifying your value

Is a personal sales message the best method?

- Motivated
- Hard working
- Good communicator
- Ambitious
- Able to work well in a team or on my own
- Would you ever write the opposite?



Identifying your value

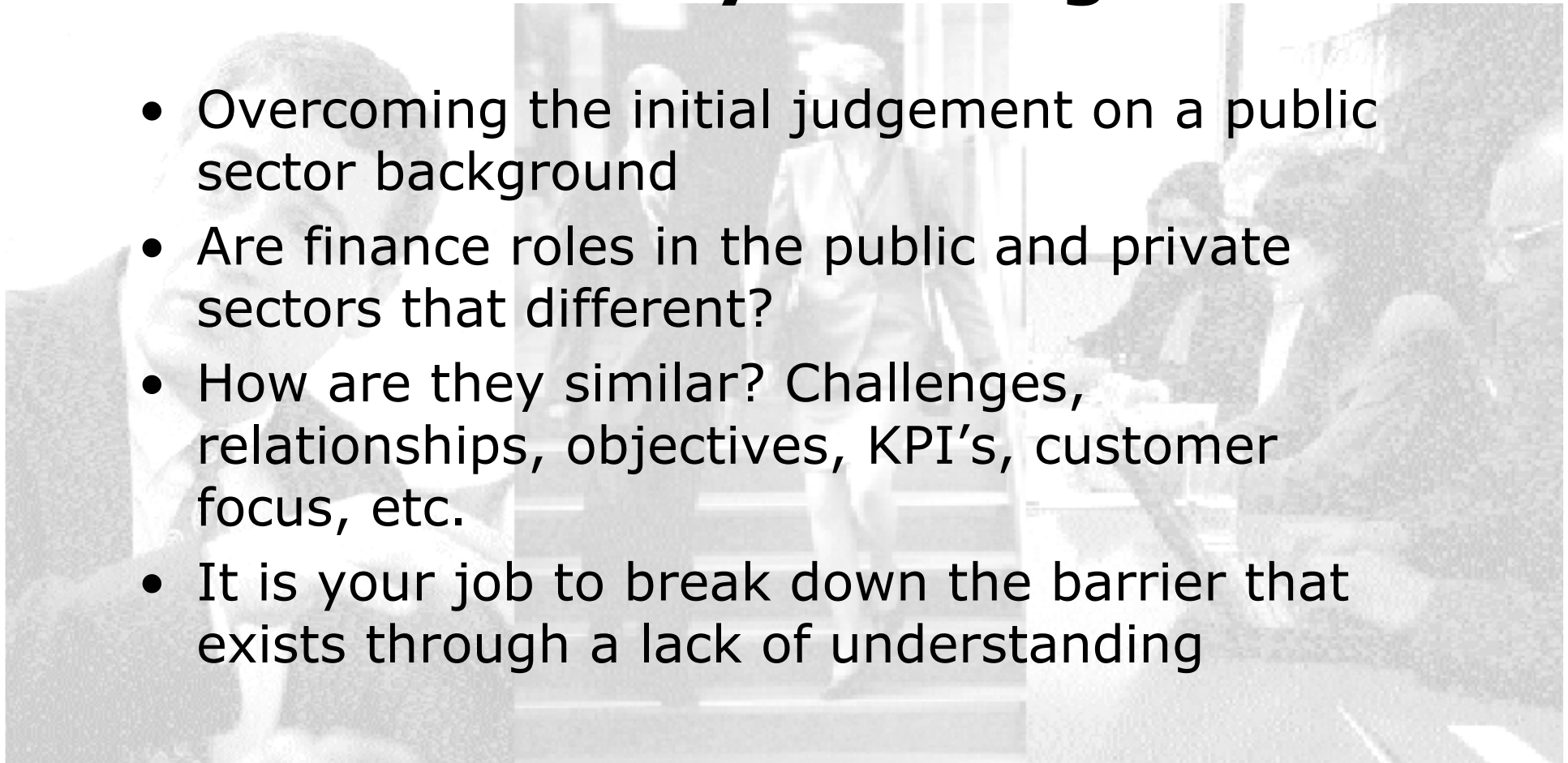
Focus on your career success

- What are your job related achievements?
- How has the organisation gained from having you in your role?
- Include measures of success with actions undertaken
- Avoid a CV that reads like a job description

Tip – read your CV as if for the first time – would you recognise yourself or just an accountant?

Your key challenge

- Overcoming the initial judgement on a public sector background
- Are finance roles in the public and private sectors that different?
- How are they similar? Challenges, relationships, objectives, KPI's, customer focus, etc.
- It is your job to break down the barrier that exists through a lack of understanding



Questions / Open Forum

