



Monster recruits CiA

Client: **Monster UK and Ireland**
(October 2007 – February 2008)

Monster is one of the largest online recruitment companies globally with offices in over 67 countries. In the UK alone over 3.4m job seekers are registered online and over 45,000 jobs posted.

Role: **Consultancy:**

- Appointed by the Marketing Director to act as interim Head of B2B
- Liaise with all departments to open all lines of communication
- Develop close ties with the Sales Directors for synergy of planning
- Advise and support internal marketing staff

Action:

- Develop and write overview and detail of the B2B marketing plan
- Source, liaise and secure proposals with supplier contracts
- Introduce new criteria to assess ROI on existing database and a ten point plan to pursue
- Sell in new plan to Sales Directors and main board for January 2008 kick off

Result:

- A fully costed, month by month plan to support the revenue generating customer.
- Integrated with B2C to ensure a full rounded business plan and synchronized performance targets
- New business intelligence and sales resource to reduce sales team research / admin and increase selling time

“Peter has developed a cohesive and coherent plan for the business and has established a strong rapport with the Sales Directors, to ensure marketing and sales combine their efforts for improved delivery of all elements of the plan”

Richard Campbell, Monster UKIE Marketing Director