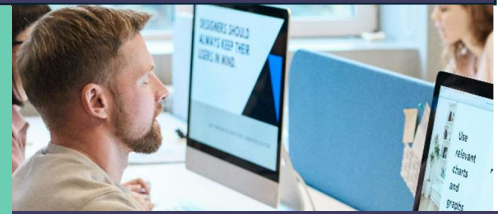


Informed are an effective, friendly, and knowledgeable niche consultancy that provide contract & permanent recruitment services in everything IT, Business Change, Digital Transformation and Housing & Property Technology.



The Sovini Group

The Sovini Group own, manage, and maintain in excess of 14,000 homes, rising annually through an active development programme. Based in the North-West, but expanding their reach across the UK, and employing over 800 staff, they are a key contributor to the social and economic development and future growth of the region that they serve.

The Sovini Group were looking to add specialist application skills to their IT team on a permanent basis ahead of a planned project to implement a new housing management system. These skills were not currently in-house, were in high demand on the open market, and other sites using the application locally were in short supply.

The Challenge

Low demand and short supply were also having a knock-on effect in relation price and associated salaries sought on the open market. Post-Covid working practices, however, provided some flexibility to look further afield.

After a thorough assessment of the market in the North-West, we initially targeted candidates at local sites operating the same software.

The Strategy

It was quickly apparent that it would not be possible to present a robust short list of candidates in the required numbers, and inside the parameters required, by using this strategy alone. In combination with more traditional recruitment methods and advertising, we expanded the market assessment to surrounding areas and targeted candidates at other companies within those regions utilising the same product suite.

We were targeted and covered a lot of ground, sought referrals, and provided a robust shortlist. Hard work provides its own rewards, and the successful candidate had just moved into the region from elsewhere,

The Solution

allowing them to attend site on a regular basis.

"I have been working with Informed Recruitment for a number of years and have been impressed by their friendly and honest approach. We have been delighted with the recent appointed candidate who has demonstrated the skills and experience we needed to be successful in his new role."

Vicki Simpson, Project Manager



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