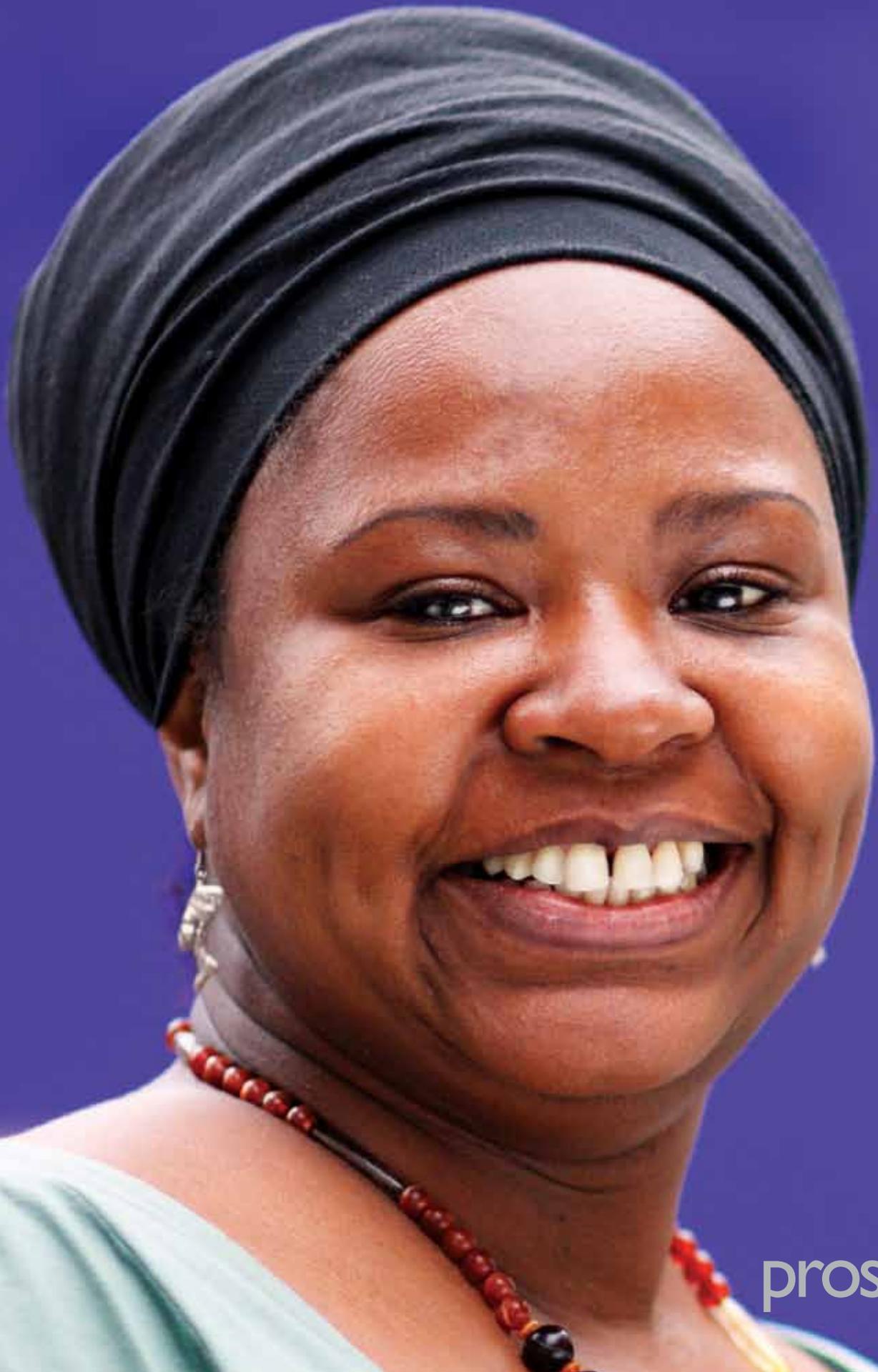


\*extraordinarypeople



prospectus\*

# Our values are real, not manufactured

## Extraordinary vision\*

CEO of Prospectus since 2000, David joined the not for profit sector as head of the London division of Business in the Community following a 20 year career in the City. He plays an active role in the governance of several third sector organisations, as well as regularly speaking and writing on issues relating to social enterprises, new philanthropy and grant-giving.





## WHAT MAKES THIS SECTOR DIFFERENT IS THE PEOPLE.

The people who work at Prospectus have a passion, a cause they're working for, and that makes them more creative and more efficient. They know that what they do is about more than just doing a good job – it's an opportunity to change people's lives.

I truly believe that we do something worthwhile at Prospectus. We have a big impact on people's lives and on the organisations we work with.

Our values are real, not manufactured – that's where we're different. The people who work here aren't paid commission, which means they actually want to put the time in, rather than just trying to put warm bodies on warm seats.

We add value because we do the job well, and because we empathise with the work our clients do. Above all, we're governed by our principles – by treating people fairly and equally, and with respect.

**David Gold**  
Chief Executive

# Extraordinary leaders

## EXECUTIVE SEARCH & SELECTION

Good leadership enables organisations to thrive and grow, even in the most challenging environments - so recruiting the right person to lead and manage an organisation is a real investment in its future success.

With a wealth of experience in recruiting senior roles for the not for profit sector, we pride ourselves in our understanding of the unique issues facing voluntary organisations. We know how important it is to get to know our clients properly, taking their aims and vision into account as well as more immediate, practical concerns. We're also known for exceptional standards in candidate care, and we've developed a substantial portfolio of individuals with outstanding track records in a wide range of backgrounds.

## BUILDING SUCCESS STORIES

Our team have successfully appointed some of the sector's most effective leaders, and we're experts in several specialist fields within the not for profit sector. We pride ourselves on best practice and our ability to represent our clients throughout the recruitment process - acting as ambassadors for their work, and helping to build reputations as well as careers.

## ADVERTISING WITH IMPACT

Specialising in high-impact design and media strategy, our in-house advertising team can also offer bespoke, targeted print and web recruitment campaigns to attract senior level candidates and promote our client's presence as an employer.

## EXECUTIVE & SENIOR RECRUITMENT SERVICES

- Candidate search
- Organisational analysis
- Role profiling
- Interviewing, shortlisting and psychometric profiling
- Media analysis and advertising campaigns
- Response handling





# Follow the vision

I think the key to successful leadership is to follow the vision and take the risks. It's very easy to get diverted from the original reason you started doing what you're doing, so it's essential to avoid distractions and keep going. I developed a very strong awareness of social injustice from a young age, a sense of the hurdles that people needed to overcome simply to conduct their day-to-day lives, and that's been a huge influence.

I started at HCT as a volunteer vehicle washer in 1990 – it was very small in those days, but I already had the feeling that it was an organisation that could grow and go on to achieve great things. My ambition has always been to build an enterprise that makes a huge difference to the lives of the people using our services, and to society on the whole.

*Dai Powell  
Chief Executive  
Hackney Community  
Transport*



# People here are incredibly inspirational

## PERMANENT RECRUITMENT SOLUTIONS

Recruitment is about far more than finding the right person for the job - it's about finding the right person for the organisation. Principles, personality and beliefs can be just as important as qualifications or experience. Our consultants know this, and they understand the unique pressures and strengths of the sector. That's why they're so good at what they do.

## A PERFECT MATCH

We like to break the mould at Prospectus. Because we don't work on commission, we're driven by our clients' needs rather than money. That means we take the time to get to know a role properly - visiting our clients as often as we can, listening to their priorities and concerns, and offering expert advice on the best way forward. In the same way, all our candidates are thoroughly tested and interviewed before we put them forward, meaning that we're uniquely placed to find the best people for the job.

## Extraordinary candidate\*

As a person I have to be motivated by what I do. That's the bottom line. People matter to me, and I'm really passionate about learning. I had experience teaching in a comprehensive school where there were young people with a lot of challenges, and it made me realise what a difference I could make. At the same time, they had an incredible impact on me – it really puts things into perspective. That was the real drive for me when I came into the not for profit sector.

I was recommended to Prospectus by a friend, went in for an initial meeting, left with a job spec in my hand, and now I'm here! Teach First represents the sector at its best – combining real professionalism and a business drive with strong values. The people here are incredibly inspirational, and it's a really exciting environment to be in.

## FLEXIBLE SOLUTIONS

For many of our clients, recruiting on a part-time basis is essential - either because it's the best way of finding people with the right skills, or for financial reasons. We can offer a wealth of experience, along with a genuine understanding of the unique challenges of recruiting part-time staff.

## RECRUITMENT SPECIALISMS

- Fundraising & Development
- Marketing
- PR and Communications
- Project Management
- Social Enterprise
- Operations
- Finance and Accounting
- ICT
- Business development
- Administrators

*Sarah Higgs, Director,  
Leadership Development  
and Acting Director, External  
Relations, Teach First*





# I wanted a job I could believe in

## Extraordinary temp\*

I came to Prospectus because I've always done voluntary work, and I wanted to bring my skills to something I could believe in. I was interested in the entire not for profit sector – education and quangos as well as charities – and it's a suitable market for my specialisms, particularly PA work and events organisation. Charities cover so many areas that you get a real variety of work, and often you have to be prepared to do a bit of everything. At the same time I've come to understand the unique nature of each organisation I've worked with, their different priorities and how I can work best with them.

Temping is perfect for me because it gives me the flexibility to manage my other commitments, like caring responsibilities and studying. There's always the potential to learn something new, as well as the possibility of further training. You can become part of the team very quickly, and I've seen a lot of changes in the organisations I've worked with – though short-term bookings are also a fun challenge. There's always something to do, and you're always needed.

*Dorothy Oxley - long-term  
Prospectus temp*

## TEMPORARY AND CONTRACT RECRUITMENT

When you need temporary support, whether for two days or six months, it's important to know you can call on people who are reliable, efficient and professional. Our temps come from all kinds of backgrounds, and specialise in a huge range of skills - but they all have two things in common: they are hugely talented people, and they want to work for organisations that work for more than profit.

## KNOWING THE RIGHT PEOPLE

We've got a reputation for looking after our temps, which is how we've built an extensive, loyal and diverse network of highly talented workers - some of whom have worked through Prospectus for over twenty years. That means we can provide support with an enormous variety of roles, responding to our clients' needs quickly and efficiently - and because we screen all our candidates for administrative, IT and communications skills we're confident we can find you the right people for the job.

## DETAIL IS KEY

We believe that it's important to send people to the places they want to work, and to brief them properly on each new placement. In the same way, we make sure that all our clients get the attention and service they deserve - taking detailed briefs onsite, as well as working to understand the ethos and principles of the organisation.

## AREAS OF EXPERTISE

- PA and secretarial
- Office management and facilities
- Events
- Programme and project administration
- Grants
- Research
- General administration

You can build up a great relationship with the people you're supporting





### Extraordinary locum\*

I started working as a locum in different hostels across London in 2006, and since then it's been a real learning curve. Helping clients to move on successfully can be a real challenge, and day to day you never know what's going to happen. The work is incredibly varied – from showing clients to their rooms to dealing with their risk assessments and support plans – and as time goes on you can build up a great relationship with the people you're supporting.

For me, the appeal of locum work is being able to see different hostels, to get a feel of how each one works, so you can see whether a particular type of work is for you in the long term. I need to be challenged in what I do – if you're just going to work and doing the same thing all the time, you're not stretching yourself. And because no two people are alike, there's always going to be that challenge.

*Laverne Quow  
Project Worker  
Kick Start London*

## SOCIAL CARE AND HOUSING SOLUTIONS

For organisations that specialise in face-to-face client support, sourcing skilled, reliable front-line staff is a crucial, but challenging, issue. Making use of our consultants' recruitment expertise and in-depth knowledge of the voluntary sector, our team is dedicated to supporting a range of homelessness and other service led organisations across London.

## FLEXIBLE AND DEDICATED

Our unique recruitment model means that we're able to ensure our candidates are skilled, experienced and dedicated, with all new workers rigorously assessed on the basis of a detailed, competency-based interview, focusing on their understanding of the issues faced by the client groups in question.

We're committed to supporting the homelessness sector by working in partnership, delivering job coaching services to Transitional Spaces Project clients (an initiative led by innovative homelessness charity OSW).

We've also produced a job-readiness toolkit, a comprehensive and accessible guide focusing on helping clients from disadvantaged groups to return to work.

## SPECIALISMS:

Support & Development Assistants  
Managers/Deputy Managers  
Support Workers  
Housing Support  
ESOL Tutors  
IT Tutors  
NVQ Childcare  
Resettlement Workers  
Mental Health Outreach  
Sexual Health Outreach  
Family Service workers  
Advice Workers  
Job Coaches

Imagination is  
key to designing for  
positive change



## SOURCE COMMUNICATIONS

Source is an award-winning design and communications agency at Prospectus, working exclusively with the not for profit sector. Our reputation is built on quality and fresh thinking, and on the close, collaborative relationships we build with our clients.

## IMPROVING PERCEPTIONS

We know how important it is to develop solutions that are cost-effective, but that don't compromise on impact. We can help to make sure that an organisation's image reflects its work and values, and that it can use the best tools to communicate with its audience. Above all, we emphasise speaking to, and getting to know, the people behind the brand - the people at the heart of the sector's work.

## SPECIALISMS

- Annual reports
- Branding and corporate identity
- Print
- Design
- Digital
- Exhibitions
- Events

source\*



Toby Leatham, Prospectus and Source creative team

I want to do creative work that matters. Imagination is key to designing for positive change - in the way we work together, in the outcomes we design, and in the problems we can solve. The exciting thing about working in the not for profit sector is that ideas aren't constrained by industry definitions and bias - instead they're driven by vision and integrity. I'm inspired by the passion of the people we work with.

I like to focus on the unique character of each organisation, to bring its values into realisation or to help with defining them. In this sector I believe that brand should be about being who you really are - at your best, with one voice, and capable of communicating with as many people as possible. Sometimes we have to ask tough questions, and we have to have the courage to pursue our beliefs.

After all, I think - we are all in this together.

# Stand out from the crowd



## RECRUITMENT ADVERTISING SOLUTIONS

Our advertising team designs and places recruitment adverts with high visual impact in the traditional media and online. Successful recruitment advertising needs to attract the right people, stand out from the competition, and promote your organisation as an employer. Specialising in creativity, attention to detail, and value for money, our team is dedicated to responding quickly and intelligently to our clients' needs in a high pressured, time sensitive environment.

## MAKING A GOOD FIRST IMPRESSION

Our experienced team of designers will work closely with your communications team to create fresh, high-impact adverts that reflect what you do and appeal to people with the right skills and experience.

## THE RIGHT PLACE AT THE RIGHT TIME

We're experts in media placement strategy, using our experience and a range of innovative tools to provide a full breakdown of the best print, web and radio options available for every campaign we run.

## CUT COSTS, NOT CORNERS

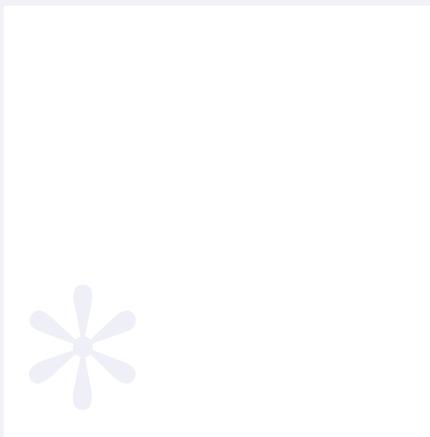
As a registered advertising agency, we can negotiate great discounts with a huge range of media providers, including national, regional, and specialist publications and websites - which means cheaper advertising for you. What's more, we charge a one-off production fee for every campaign, not on a sliding scale.

## RESPONSE HANDLING SOLUTIONS

Our response handling service allows you to outsource the administrative burden of recruitment – acting as an extension of your HR team and guaranteeing speed, accuracy and excellent quality of customer service.

## SERVICES AVAILABLE

- Creative copywriting, photography and design
- Media strategy and buying
- Employer branding
- Response handling



# It's about giving something back to the community I grew up in

## Extraordinary vision\*

Engaging your stakeholders is about injecting them with your principles, your values, and your ethos. A lot of my understanding of the sector comes from having started as a volunteer in my local advice centre, and for me it's about giving something back to the community I grew up in – and it's given me the confidence and experience to find out what I can contribute.

*Vandna Gohil  
Chief Executive  
Voice4Change England*







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