

Leisure – Building A New Team



GLL is a charitable social enterprise that runs 150 sports and leisure facilities across London. After a period of considerable growth, they were were looking to recruit 7 new permanent marketers to their team.

They had tried advertising direct but with not much success. Following a pitch, Stopgap were bought on board with a brief to fill the roles fast.

WHAT DID WE DO TO FILL THE BRIEF?

We assigned a team to work on the roles, feeding everything back through a single point and the client did not need to worry about who was handling which role. We met the client at their offices and got under the skin of the briefs, location and culture and then embarked on a marketing campaign:

- bespoke website landing page about the company and opportunities
- ads on Stopgap website, Brand Republic & Simply Marketing Jobs
- specialist email to our database of candidates and a newsletter feature
- features on LinkedIn, twitter and our blog

We searched our extensive database, across all sectors, both agency and clientside, plus looking externally at those passive candidates via LinkedIn.



We were able to give candidates the whole view of the company, meaning we could attract candidates who may not have initially been convinced
Caroline Hawker – Lead Consultant – Leisure roles



CHALLENGES FACED

- Based in Woolwich, the location of the roles was not the most appealing or accessible.
- Although the opportunity of joining this growing team was a great one, the brand was not a recognisable or 'destination' brand.
- In addition, the recruitment need was urgent

WHAT WAS THE RESULT?

We filled 5 of the 7 roles, with the other 2 being filled via direct recruitment

We also built up a fantastic rapport with our clients making it much easier and quicker for them to brief us and get results in the future.



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