

Finance &
Accountancy

Identifying
specialist
candidates
to find the
right fit for
your sector

Case Study



Andy Nash Accounting & Consultancy is an accountancy practice that specialises in providing high-quality accounting and financial consultancy services to small and medium not-for-profit entities.

This is a niche market in which the focus is primarily on providing services to public sector clients.

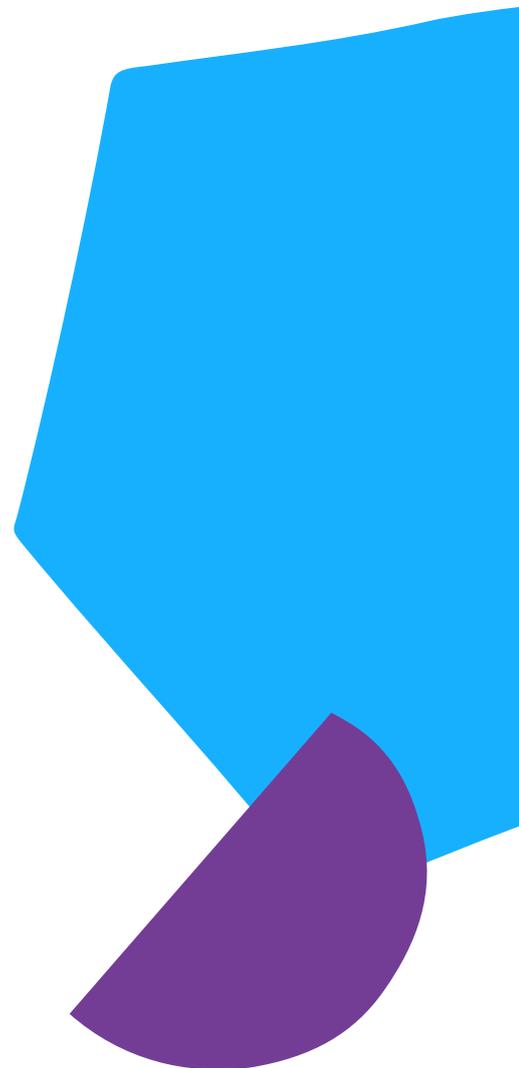
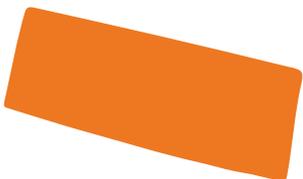
The company won Non-for-Profit Accounting Firm of the Year 2019 award in Wales at The Accountancy , Audit and Tax Awards.

The Challenge

Our Finance & Accountancy specialist team reached out to Andy Nash Accounting & Consultancy to support with their recruitment for a qualified accountant. The company was struggling to find the talent it was looking for, and they had advertised directly but not managed to find the right candidate.

Accounting practice is a very candidate-short market and one where it is difficult to attract skilled candidates through advertising, even more so in the case of Andy Nash Accounting & Consultancy. With their strong third sector emphasis, it meant they were focused on finding candidates specifically interested in that sector.

- ✔ A qualified accountant with experience in the charity and not-for-profit sector. This was fundamental as the nature of the business requires a consultative, value-adding client-orientated approach.
- ✔ As they were relocating from Cardiff to Barry in the coming months, the candidates put forward needed to be able to work at both locations.



How we tackled it

Going on-site allowed us to take the full client brief and truly understand Andy Nash Accounting & Consultancy's specific needs beyond skill requirements, looking into adaptability to their sector and personality fit.

We then started advertising the opportunity on behalf of Andy Nash. We know from experience that most of the candidates who are right for the vacancy aren't looking for a new role, hence why direct advertising isn't sufficient in some cases such as Andy Nash Accounting & Consultancy's.

With searches like this, we make sure that our candidate attraction process doesn't just rely on by-numbers recruitment. We are able to find the best people that match the specialist skillset required, and we ensure that they not only fit the brief professionally, but also make a perfect fit for your team culturally.

Our industry-leading finance recruitment team have access to exclusive talent pools and hard to reach candidates, so while we will always use our database of candidates which we've built up over 10 years, we also run a number of events including workshops & conferences throughout the year to meet new candidates, and can also pull on our digital network which includes a 18K strong LinkedIn following.

Results

3

candidates
recommended

2

selected for
interviews

1

day for offer
to be made
& accepted

1

month to
complete
the project



If you'd like to hear more about how Yolk Recruitment can help reshape your recruitment needs, get in touch.

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