

Traditionally, the recruitment of staff with the required skills and experience for the ever-evolving and innovative requirements of the carpet and flooring industry has relied upon the grapevine, the speculative letter to an employer or a chance meeting at exhibitions and even client's shops and premises.

Right person for the right job

This has served a good many companies and applicants well enough over the years, but recently a new industry-specific recruiter has been making the process of recruitment and being recruited a very much simpler and more professional undertaking. Carpet Roles UK, based in Kidderminster, the traditional heart of the industry in the UK, has been set up solely with the intent of offering an industry-specific solution for candidates and companies seeking either a new team member or, conversely, a new position.



Justin Kelly

"One of the major hurdles that anybody entering a very specific niche market will encounter is that of client and candidate confidentiality, and then the perception for employers that the use of a third-party recruiter will

prove to be costly and time-consuming," comments Justin Kelly, director of Carpet Roles.

"We have taken steps prior to approaching the marketplace with our services to ensure that these issues are very simply not likely to arise. The systems that we have allow for as simple a process for both clients seeking staff, and candidates seeking a new employer."

Simply put, Carpet Roles has invested in extensive web-based technology from a traditional website – www.carpetroles.co.uk – through extensive subscription to the top job boards (Monster, Total Jobs, Sales Target and Read, as well as others currently on trial), allowing it to build up a strong and available database of industry-experienced jobseekers.

Once any CV is received, one of the team will be assigned to them. At this point an online registration process is followed, in which specific skills, experience, salary requirements and geographical location are all broken down into keywords. These are then matched against similar profiles for prospective employers.

"The Evolve system that we have taken on is quite simply a state-of-the-art candidate/client management system – it has saved us an awful lot of time with regard to both the physical data entry workload that any agency has to carry out, but more importantly, it offers us the opportunity to match our clients' requirements against available candidates' skills very much quicker and more efficiently than has been the case traditionally for the recruitment industry," says Justin.

"This, we feel, gives us a real competitive edge. Aside from the fact that we offer the first industry-specific recruitment package for the carpet and flooring market, we can now be very much more cost- and time-effective than pretty much any other means of taking on a new member of staff."

Carpet Roles, while only effectively having

been up and running since October, has gained a large and growing roster of available candidates across most disciplines within the industry – from retail sales staff through to senior management, and from teams of fitters through to manufacturers' agents.

"We are speaking on a daily basis to personalities within the carpet industry, on both sides of the employer/employee coin, and we see the year ahead as being one of consistent growth for us as a company and within the industry as a whole," says Justin. "This will naturally lead to clients, both existing and, we hope, new making increasing use of our sites and systems."

The Carpet Roles UK website, offers potential candidates a regularly-updated industry-specific portal on which to seek out a new role for the future, a simple response mechanism allows them to enquire about specific vacancies or to forward their CV for consideration for roles that suit their skills, as and when they arise.

Justin assures candidates and clients alike "that confidentiality is for us of absolute paramount importance, any candidate forwarding their details to us can do so in the secure knowledge that we will treat that information in the spirit that it has been intended – clients likewise".

In addition to the recruitment of permanent members of staff, Carpet Roles UK has, due to demand, now set up a contract fitting service for the UK retail and commercial/contract markets.

"This is a very exciting development for the team, and we feel offering the option of short-term work for fitters, perhaps when their diary may have a few spare days or weeks coming up, we will simply put them in touch with companies within an agreed area who may have a requirement on a given day for their skills.

This also offers a flexible and cashflow-friendly way for retailers and contractors in general to take on staff for special projects, without necessarily having to pay out immediately from their cash-flow," says Justin.

"We also are able to offer a similar package for retail sales staff, on a temp-to-perm basis, whereby Carpet Roles would pay the salary for an agreed timescale, at the end of which the candidate would transfer over to the retailer for a smaller additional fee than a one-off permanent fee structure – offering the opportunity to borrow the old phrase, of 'try before you buy!'"

In the time it has been running, Carpet Roles

UK has gained a large number of clients from within most sectors of the retail and supplier chain.

This offers new candidates a multitude of opportunities – no matter their previous experience or future aspirations, a confidential discussion is often the best way to introduce themselves to any new employer. Carpet Roles can do this for them, it is simply a case of establishing what their requirements are and the company will do the rest.

For clients, the standard fees charged start from as little as 10% of first year salary – paid only upon a successful placement. In addition, the company offers a fully-guaranteed rebate period of up to 12 weeks should a candidate prove in time to not be what they seemed.

Carpet Roles seems determined to offer a real solution to the industry for many years to come. "We are not seeking to take over the world or to threaten the status quo," says Justin, "simply to assist recruiters within this great industry to find the best candidates for the jobs that they are creating.

"As yet we are unsure how far we can go with such a specific model, but we have a wealth of opportunities to offer to both jobseekers and companies within the business. Our service is very much more competitive than our clients believed it would be – it is free to the jobseeker, and the system works, and works well."

The site is online permanently and offers a genuinely unique opportunity for employers to find a new member to their team or for those seeking pastures new to see what is available. Reference can be made to the classified ad at back of the magazine.

W carpetroles.co.uk

Specialist recruiters to the carpet and flooring industry

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About Us

Carpet Roles UK are specialist recruiters within the carpet and flooring industry. Based in Kidderminster, the traditional heart of the UK weaving and carpet industry, Carpet Roles UK has a great network of clients and candidates throughout the UK and Ireland.

Our dedicated team of Professional Recruiters have extensive recruitment and carpet/flooring experience, ensuring that the best possible service and advice is given. Whether you are a candidate looking for your next job or a client who needs help to recruit for their team, Carpet Roles UK is here to assist.

We have vacancies in the following areas:

- Carpet and Flooring Sales staff in Retail
- Distribution
- Wholesale
- Contract or Commercial Flooring
- Surveyors
- Estimators
- Fitters
- Peripherals and Floor Preparation or for any Flooring related discipline you may have.

For an honest and confidential assessment of your requirements please give one of our consultants a call or send us an email and we will call you.

Contact us on 01562 810111 or email Jobs@carpetroles.co.uk

The Evolve system employed by Carpet Roles UK is an efficient management solution.