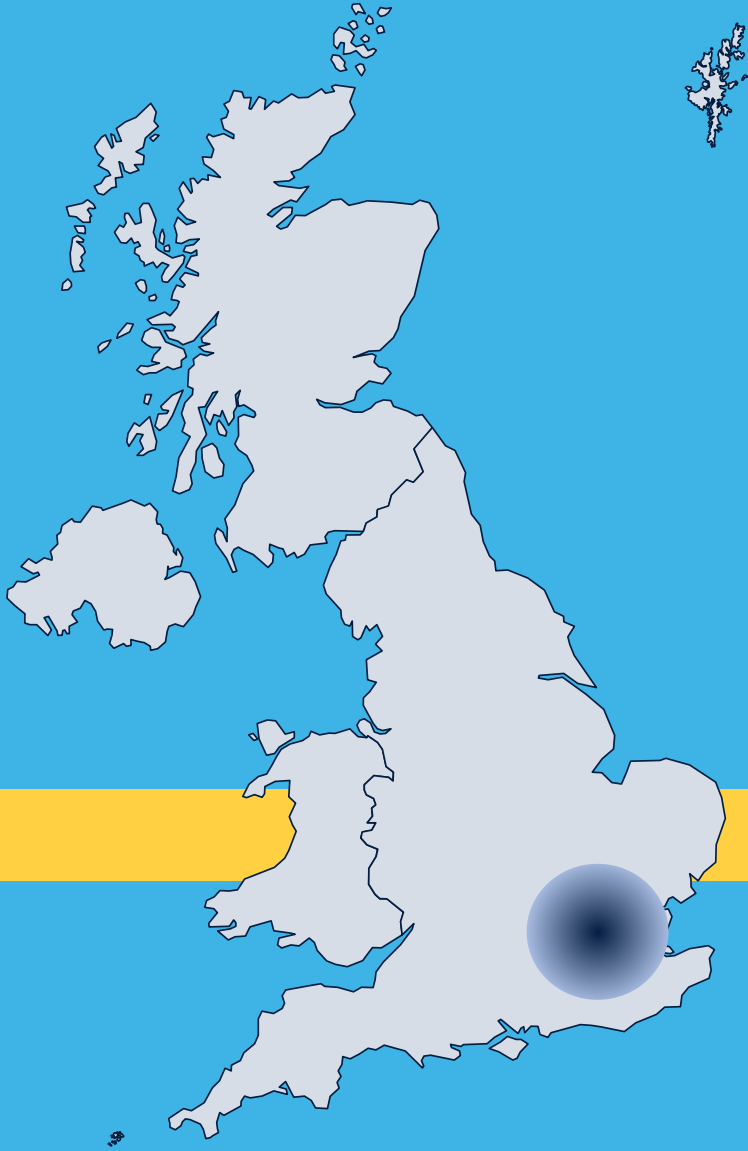


Acolyte Presents

# LEADING IN-HOUSE BRANDING PROFESSIONALS IN LONDON

Talent Insight Hub – Strategic Talent Map 2020



1.0

**Senior In-house Branding Professionals - The Challenge**

# Attracting and Retaining leading in-house Branding talent is challenging

- Branding professionals are experts that help position a brand effectively to consumers. They play a vital role in creating, building and managing the consumer perception of the brand. This activity is becoming particularly important for organisations as they navigate the challenges and changes to consumer behaviour caused by the Covid-19 pandemic.
- Sectors such as Consumer Goods (Unilever, P&G), Retail (Harrod's, Tesco), Wine & Spirits (Diageo, Pernod Ricard) and Tobacco (BAT, Philip Morris) are among the top employers of leading branding talent. Sectors such as Financial Services (Barclays, Amex) and Media & Entertainment (Walt Disney, BBC) also compete for top branding talent.
- Demand for strong, proven branding experience is high. This is increasing competition for the best talent, inflating salaries & undermining staff retention.
- These challenges are exacerbated by changing consumer behaviours associated with the Covid-19 pandemic. The accelerated trend towards online shopping is creating additional pressure for organisations to stand out as a brand in new digital market places.
- With such high demand for branding professionals, understanding the talent market and the key motivators of staff working in this field is critical to successfully attracting the strongest applicants.
- Acolyte offers data led recruitment solutions, working with you to understand the markets in which you are hiring and developing recruitment campaigns to ensure you have access to the strongest passive and active candidates to help you meet your growth potential.



There are over 70+ live vacancies for **Leading In-House Branding** roles currently advertised within employers in London

These have been advertised since the **Covid-19** lockdown

2.0

**Senior Branding Professionals - Talent Market Review**

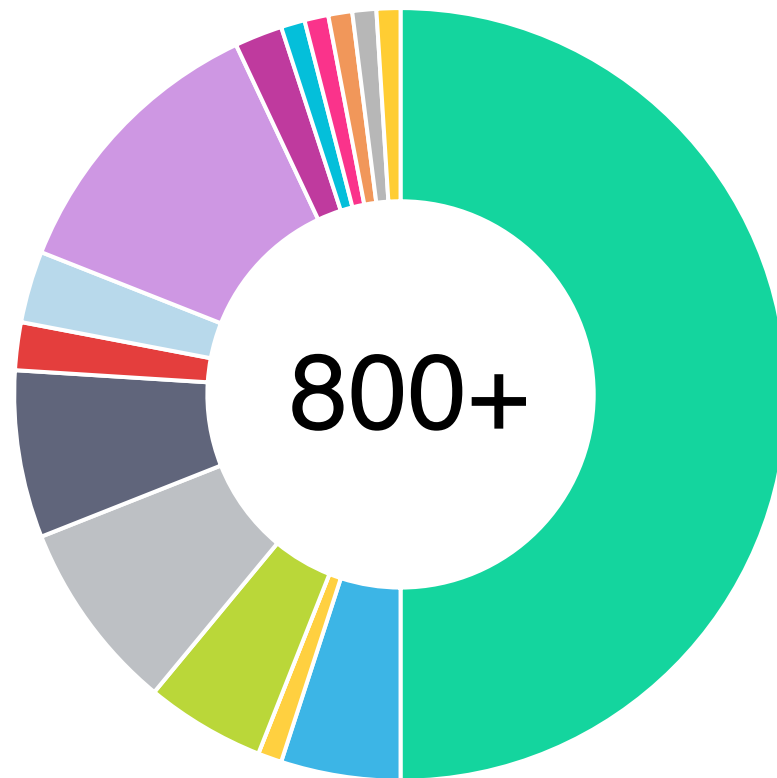
We understand  
Brand Management  
Talent...

...and know what motivates them



A word cloud containing various terms related to brand management and marketing. The most prominent words are 'Brand Management', 'Marketing Communication', 'Brand Development', 'Strategy Planning', 'Business Analysis', 'Consumer Behaviour', 'Product Development', 'Stakeholder Management', 'Market Analysis', 'Customer Insights', 'Budget Management', 'Campaign Management', 'Digital Marketing', 'Communication', 'Advertising', 'Media Planning', 'CRM', 'Vendor Management', 'STP', 'Project Management', 'Leadership', and 'Problem solving'.



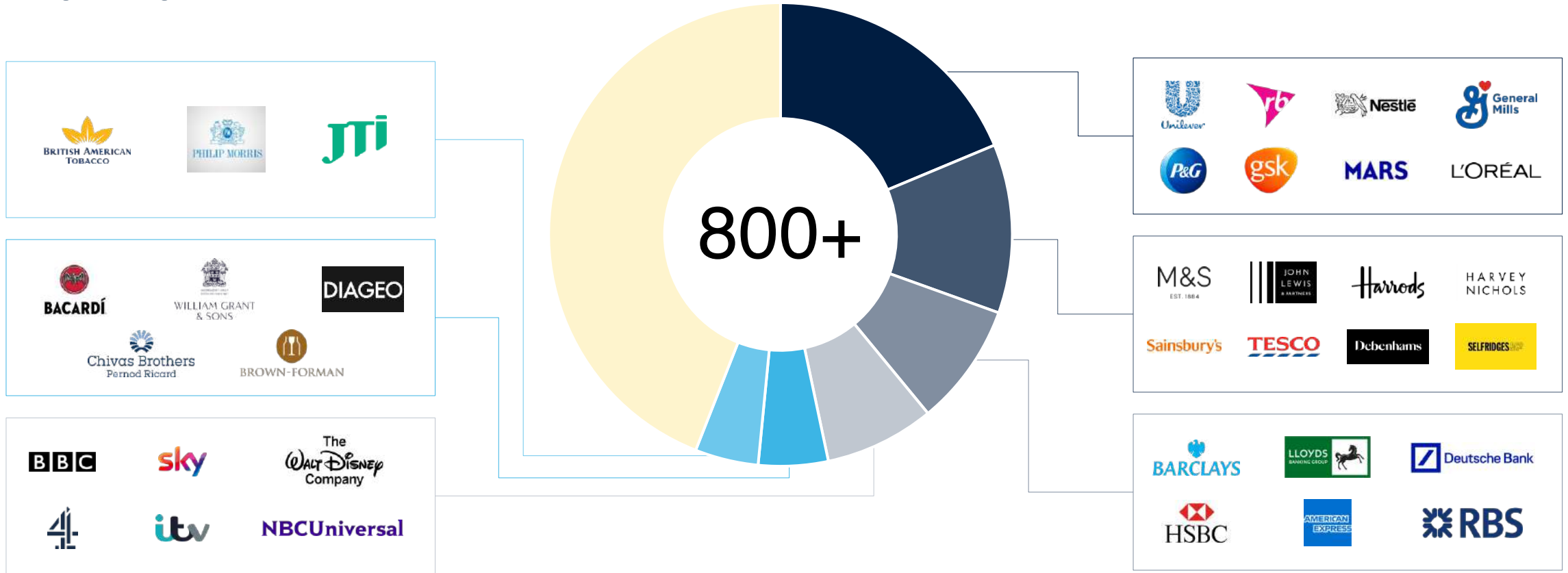


- |                     |                         |
|---------------------|-------------------------|
| SOCIAL MEDIA        | INDUSTRY WHITE PAPERS   |
| COMPANY WEBSITES    | JOB AD RESPONSES        |
| PROFESSIONAL BODIES | PRESS RELEASES          |
| EXAM PASS LISTS     | STATUTORY DOCUMENTATION |
| ACOLYTE DATABASES   | ACOLYTE REFERRAL        |
| TRADE MEDIA         | CLIENT SOURCED          |
| CV LIBRARIES        | THIRD PARTY SOURCED     |
| ALUMNI NETWORKS     | OTHER                   |

Our platform locates talent across hundreds of sources...

...and has identified **800+** Senior In-House Branding professionals in London

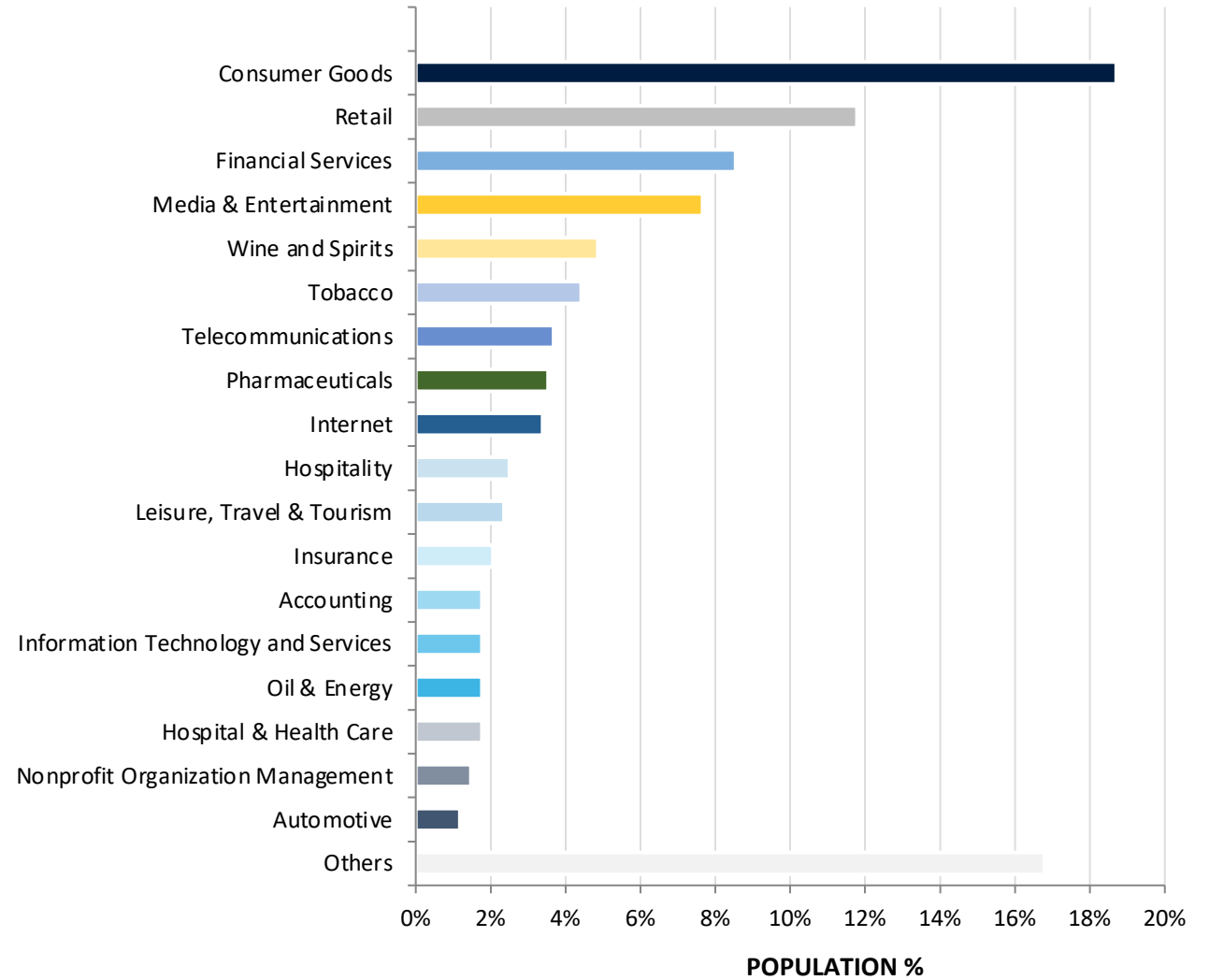
We can tell you who they work for...



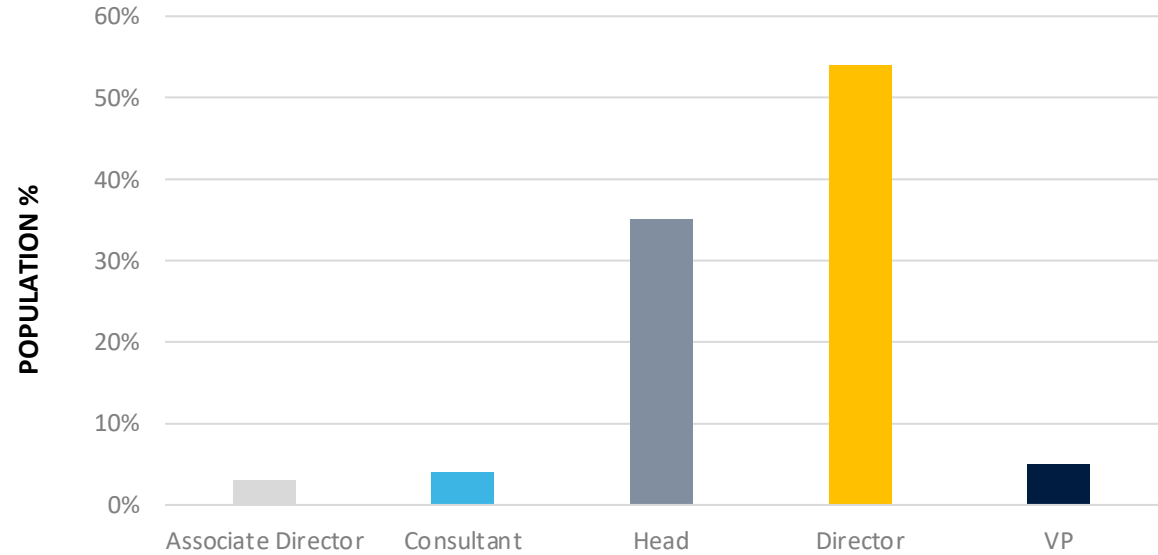
Tail of 200+ companies employing Leading In-house Branding Professionals



We can share which industries they are coming from



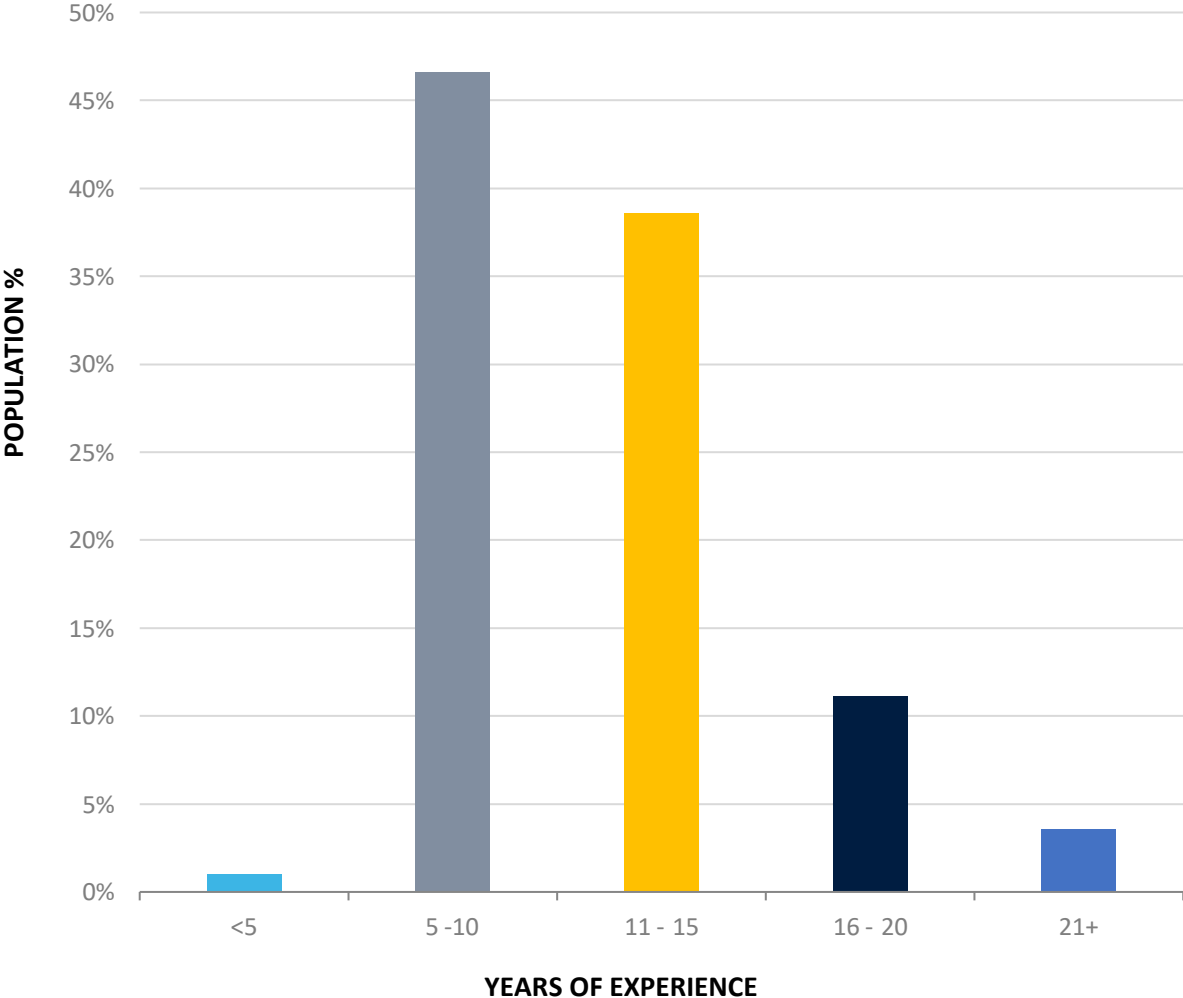
...their seniorities...



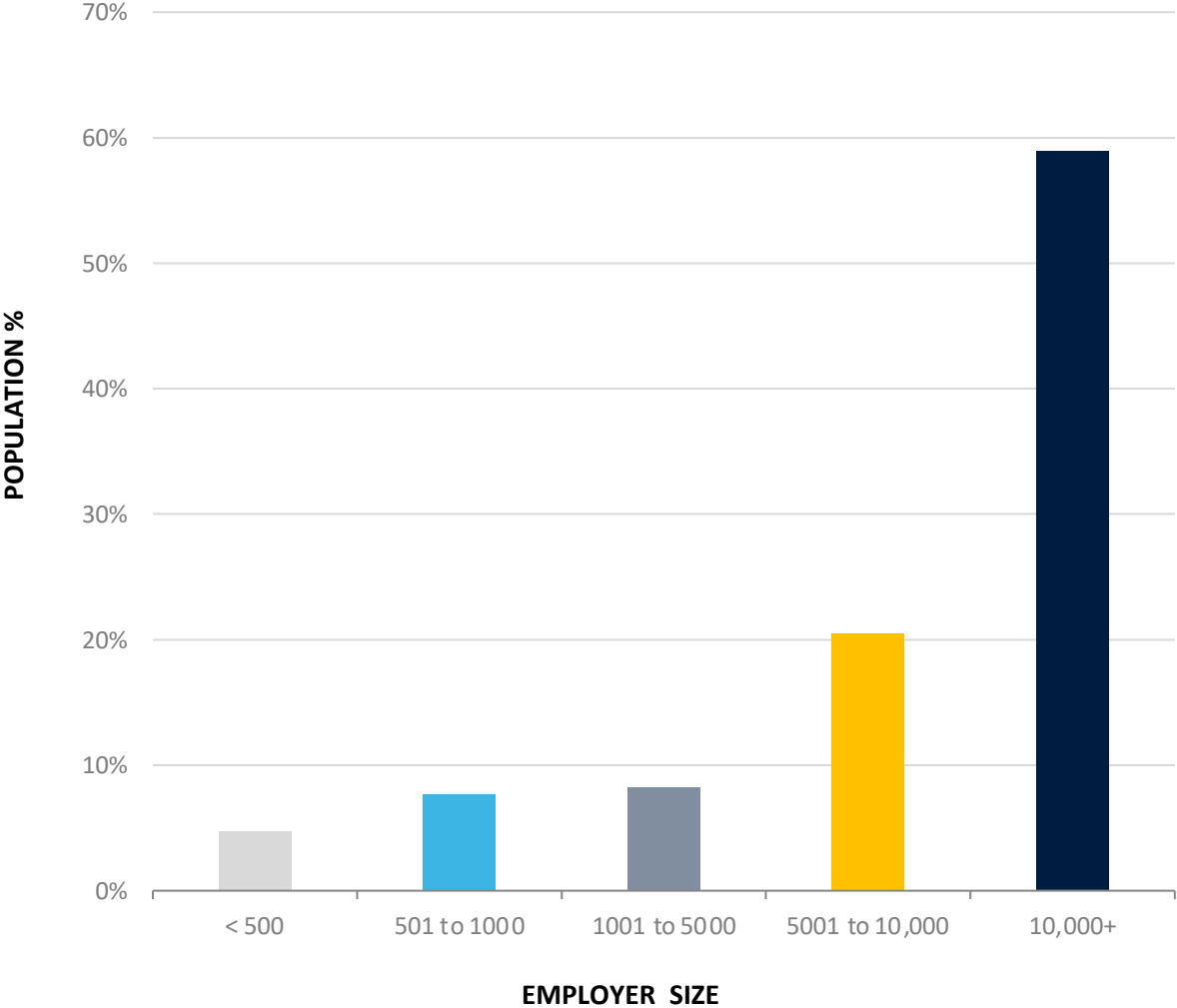
...and even their gender at each level



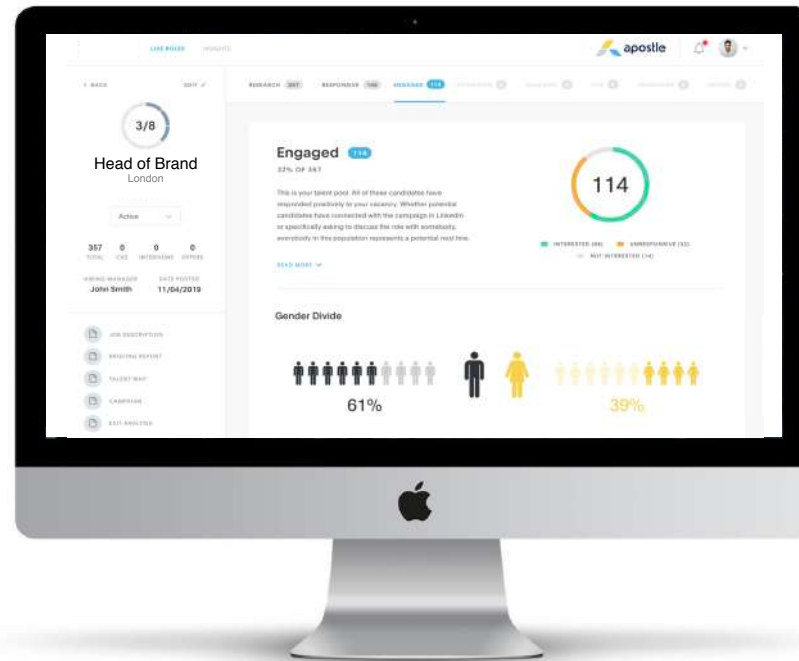
We can share their experience levels...



...and their employer size



Most importantly we can reach them individually to introduce them to your opportunities



We are happy to be able to share this information...  
...giving you the data you need to meet your Senior  
Branding talent requirements now and in the future...

...just for the chance to introduce you to our platform!

3.0

**About Acolyte**





## Search technology for organisations who want to hire talent directly

Acolyte's mission is simple:

To create a platform that offers employers the insight and recruitment solutions they need for direct, scalable and cost-effective access to the high-quality talent required to meet their business objectives

We harness data, AI and the latest technology to energise hiring in your business and empower your in-house recruitment and HR teams to deliver direct hire strategies



### Access the best candidates

“Professional, quick to deliver results & cost effective, We trailed contingent agencies alongside Acolyte and the best and successful candidates came via the Acolyte Platform”

### Stakeholder Success

“The Acolyte platform allows us to truly get to the bottom of what the hiring managers are looking for on each and every role”

### Amazing Candidate Experience

“I successfully went through the Board succession selection process. It’s a great outcome for me! and none of this would have happened without Acolyte, so thank you so much!”



**Please contact Chris Murphy for  
further information.**

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