

The logo for 'fuel' is written in a white, lowercase, sans-serif font. A red checkmark is positioned to the right of the word, with its top stroke curving upwards and to the right, extending beyond the top edge of the dark blue square.

fuel

recruitment  
energy

## Technical and Management Recruitment Specialists

Serving the IT, Telecoms, Broadcast, New Media and Engineering Industries

# Welcome to Fuel

## Contents

- 03 Introduction to Fuel
- 04 Reasons to Choose Fuel
- 08 Support for Candidates
- 10 Recruitment Market Sectors
- 22 Recruitment Skill Sets
- 24 Senior Management Team
- 27 Contact Us

## An introduction to Fuel

Fuel was founded in 2003 and has established itself as one of the UK's top Technical and Management Recruitment Specialists.

From the early days of concentrating on IT and Telecoms, our areas of specialist recruitment now include Broadcast, Engineering and New Media. Throughout these periods of expansion our focus remains unchanged: to deliver the highest quality of service to clients and candidates. We achieve this through our organisational approach to personnel, processes and culture.

We believe in a dual approach to client and candidate satisfaction: dedicated and knowledgeable Account Managers that are committed to their clients and well-trained, helpful Recruitment Consultants to guide candidates through the recruitment process.

We continually embrace new technologies and seek out innovative solutions to meet our clients' needs, without forgetting to get the basics right first time. Our ISO 9001:2008 accreditation ensures that our quality management systems meet the needs of clients and candidates, and are effectively managed. Annual external audits necessary to maintain accreditation also ensure that we are constantly driven to make improvements.

We strive to be different from the competition by creating a positive culture that moves away from the 'hard sell' into a more people-focused model. Operating with good ethics and high standards should never be taken for granted, which is why Fuel is proud to be a Corporate Member of the Recruitment and Employment Confederation (REC) and therefore bound by their 'Code of Professional Practice'.

As a successful private company we go beyond the minimum legal requirements for corporate responsibility and follow straightforward principles to operate ethically and honestly. We actively support a number of charities by undertaking regular fundraising activities as a company, and by sponsoring individuals in their own efforts.



# Reasons to choose Fuel

## COMPANY VALUES

WORLD CLASS CUSTOMER SERVICE  
 WORTHY OF RECOMMENDATION  
 HIGH VALUE  
 SPECIALIST FOCUS  
 FLEXIBILITY AND RAPID RESPONSE

DEDICATED CLIENT ACCOUNT MANAGEMENT  
 PROCESS CAPABILITY  
 LEGISLATIVE EXPERTISE  
 GEOGRAPHIC COVERAGE

## Company Values

Our company values form the foundation for every aspect of our business, and we work hard to translate them into practical actions every day. As a privately owned company we have a significant advantage in translating our values into realities as we strive to achieve our Vision: **'To be recognised as the leading organisation in the provision of recruitment solutions by setting the industry standard'**

We demonstrate **INTEGRITY AND RESPECT** – we are at all times honest, respectful and ethical when dealing with clients and candidates.

We display **HUMILITY** – we know that to serve our customers we must listen to them with an open mind and be committed to continuous improvement.

We accept **ACCOUNTABILITY** - we deliver what we promise and focus on finding positive solutions rather than making excuses or placing blame.

We engage in our work with **PASSION** – we serve our customers beyond their expectations with energy and enthusiasm.

## WORLD-CLASS CUSTOMER SERVICE

Our whole industry is based around people - Fuel is a customer-focused company and you can rely on us to respond to your individual requirements whether you are a client or a candidate.

## WORTHY OF RECOMMENDATION

Values are meaningless if they are not implemented – our testimonials are proof that our actions speak louder than words and that our clients and candidates are happy to recommend our services to others.

## HIGH VALUE

Fuel's recruitment service is highly effective and operationally beneficial for SME's through to global companies. We have every confidence in our ability to find the right candidate for a vacancy and we will even commit to a free replacement or structured rebate system if the initial placement does not work out for our clients.

## SPECIALIST FOCUS

As specialists we have a thorough knowledge of the market sectors within which we operate. This allows us to understand each client's needs and develop a clear insight into the skill sets required to resource them. Our specialist status and prestigious client list means we can create a high-calibre pool of talent. The result is a 'win-win' situation for our clients and candidates; clients are given access to high quality prospects, and candidates are offered appropriate opportunities for their abilities and aspirations.

## FLEXIBILITY AND RAPID RESPONSE

We aim to provide clients with an efficient and speedy recruitment service that is tailored to their specific requirements, and to maintain the same high level of service should the clients' needs change. As a privately owned company we are flexible enough to achieve that aim, as our decision-making and approval processes are streamlined and uncluttered.

## DEDICATED CLIENT ACCOUNT MANAGEMENT

Our Account Managers are able to devote time to developing relationships with clients and deepening their understanding of their recruitment needs whilst the recruitment team can concentrate on producing a high quality resource of excellent candidates.

## PROCESS CAPABILITY

Our methods are critical to achieving consistently high performance and have been refined by years of recruitment experience. For example:

Our recruitment process ensures clear definitions of vacancy requirements and rigorous vetting of candidates, resulting in the right person for the right job.

Our online timesheet system enables contractors to record time accurately and Managers to authorise it securely. Our weekly payroll and invoicing process has been streamlined, and management information is produced with greater speed and ease.

## LEGISLATIVE EXPERTISE

Fuel offers a consultancy service to clients with advice on best practice and assistance in understanding how existing and proposed legislation may affect their business. Our clients find this service invaluable, as employment and recruitment are highly legislated activities with stringent government standards and continual changes to the laws. Our REC membership ensures we are kept fully abreast of legislative changes from a professional viewpoint. This combined with our internal training procedures ensures employees are well equipped to assist clients in this potentially troublesome area.

## GEOGRAPHIC COVERAGE

Fuel has enhanced southern coverage of our highly successful Midlands office by opening a new office in Guildford, Surrey. As well as serving national demand, we also have international capability and have filled board level vacancies requiring specific skill sets for clients in Europe and Africa.

“Fuel approached me with a role they were adamant was perfect for me and they were right...”

## Support for Candidates

Fuel Recruitment has years of experience working with candidates from all disciplines and backgrounds, and we understand the challenges involved in job seeking. Whether our candidates are seeking a Contract or Permanent position, our consultants are there to help. Our extensive database is continually updated with the best candidates in the marketplace to fill your roles.

As Technical and Management Recruitment Specialists we place a vast range of skilled professionals for our clients. When selecting candidates we consider their experience, career goals and financial expectations, as well as their reasons for wanting a new role. Throughout the process we keep them informed of relevant opportunities and updated on any developments. Candidates are only put forward for roles that they are genuinely interested in.

Fuel's dedicated Recruitment Consultants offer a comprehensive support service to candidates including CV reviews and recommendations and interview tips and advice for those considering contracting. Candidates know they are only a phone call away from a helpful consultant, which in turn benefits our clients by greatly reducing the risk of incomplete placements.

Our clients can be confident that the candidates we offer are appropriately skilled and informed about the roles they are selected for, whether permanent, contract, local or international.

# Recruitment Market Sectors



IT



TELECOMS



BROADCAST



NEW MEDIA



ENGINEERING

All of these technical sectors are fast-moving and dynamic. Fuel moves with them, keeping up to date with developments in technology and innovation to stay at the forefront of industry progress.

“...Fuel takes time to get to know and understand the exact hiring needs of the companies they work for...”



## IT

IT is arguably the most changeable industry in the world, and there is a constant need from our clients for candidates accomplished in using a huge variety of programmes, applications, coding languages and platforms.

There is also consistent demand for experienced IT contractors to work on both short and long-term projects. Fuel maintains a strong and extensive base of reliable and knowledgeable contractors to meet this demand.

Our IT clients include managed support service providers, infrastructure and application developers and consultancies and full service web development agencies.

“...Fuel is one of those rare companies who do exactly what they claim to with complete integrity...”

## TELECOMS

We have considerable experience of recruiting in the Telecoms industry working with both fixed line and wireless companies in the UK and internationally.

We handle a complete spectrum of Telecoms recruitment; from sourcing individual candidates through to complete project teams and from Operator-level through to Chief Executive.

Our Telecoms clients are large organisations with rapidly growing workforces, and recent significant changes in the industry will doubtless lead to a continued demand for Riggers, Engineers, Managers, CAD Designers and Surveyors.

“...the best decision I have made this year was to use Fuel. The standard of applicants and suitability for the role was amazing...”

## BROADCAST

Fuel has a long and enviable track record of recruitment in the Broadcast industry, working with the top organisations in the country and supplying candidates for large-scale projects such as the UK Digital Switchover (DSO). We provide technical personnel for both satellite and transmission broadcast, as well as the on-site personnel that support the vital infrastructure of this sector.

Our Broadcast clients include providers of communication infrastructure and media services, national broadcast organisations and manufacturers of infrastructure and equipment. Many of our clients in this sector require Riggers and specialist Engineers in Site Maintenance and Transmission as well as Spectrum Planning.

“...I’ve dealt with a few recruiters  
and you by far outshine them all...”

## NEW MEDIA

A more recent addition to our remit of sectors, we have established a strong presence with our New Media clients. We work with our clients to supply candidates for both technical and strategic positions, which can involve resourcing for either in-house teams or full service agencies.

Additionally we undertake recruitment for creative roles, placing Web Designers and Developers, Graphic Designers and Digital Designers.

There have been several interesting innovations in this sector recently, and many of our clients require skilled candidates to work in the fast-developing spheres of Online Experience, Social Media and Cloud Computing.

“..Your consultants are always very helpful and quick to respond to our needs..”



## ENGINEERING

Fuel enjoys successful relationships with several industry-leading companies, supplying Technicians, Engineers, Management and Director-level personnel. Our Engineering clients fall broadly into four categories: Automotive, Construction, Civil Engineering and Renewable Energy.

There are many exciting projects in the pipelines, with the recent surge in renewable energy creating jobs in the wind turbine, bio mass and bio fuel industries. Major decommissioning programmes in the nuclear power sector and the revival of North Sea platform builds will also generate opportunities.

Our automotive clients continue to push innovations in UGV development and durability testing, and with our construction clients meeting EU obligations with water and waste management projects, there will be plenty of demand for our skilled Engineering candidates.

# Recruitment Skill Sets

In our chosen sectors we manage a resource of suitably qualified and experienced candidates to fill a very wide range of specialist and technical positions. Naturally specific vacancies vary on a regular basis as clients' needs are met and new requirements are identified.

You can review lists we have developed that, although not exhaustive, illustrate the types of roles and skill sets that we handle on a regular basis. Simply access this information by using the Quick Response (QR) codes or by visiting our website.

In addition to specialist and technical roles we also source candidates for senior Executive positions including that of CEO and for a numerous operational management vacancies.

Whatever your specific interest is, we encourage you to look at our website for up to date information on existing vacancies.



IT

[www.fuelrecruitment.co.uk/skillsets/it](http://www.fuelrecruitment.co.uk/skillsets/it)



Telecoms

[www.fuelrecruitment.co.uk/skillsets/telecoms](http://www.fuelrecruitment.co.uk/skillsets/telecoms)



Broadcast

[www.fuelrecruitment.co.uk/skillsets/broadcast](http://www.fuelrecruitment.co.uk/skillsets/broadcast)



New Media

[www.fuelrecruitment.co.uk/skillsets/new-media](http://www.fuelrecruitment.co.uk/skillsets/new-media)



Engineering

[www.fuelrecruitment.co.uk/skillsets/engineering](http://www.fuelrecruitment.co.uk/skillsets/engineering)



# The Fuel Senior Management Team



**Mark Esom**  
MANAGING DIRECTOR

Mark founded Fuel in 2003. As Managing Director, he is responsible for establishing strategic goals and ensuring seamless and operational coordination between the client and candidate facing areas of the company and the complementary support functions.



**Murray West**  
DIRECTOR RECRUITMENT SERVICES

Murray helped to set up Fuel in 2003. He is now responsible for directing Account Management personnel and the development of new business. He also maintains direct responsibility for Account Management of our Broadcast and International clients.



**Steve Willmore**  
DIRECTOR RECRUITMENT DELIVERY

Steve is the third founding member at Fuel. He now manages Fuel's team of Recruitment Consultants to ensure we meet client requirements identified by Account Management and optimise the match between the needs of clients and candidates.



**Steve Coldicott**  
MANAGER RECRUITMENT DELIVERY

Steve specialises in IT and Telecoms, working on managing candidate placement in a wide range of roles. He also has Account Management responsibility for a number of our high profile clients.

For full profiles of the senior management team and for other members of Fuel visit our website.

# Case Studies

Fuel has supplied professionals for several challenging and high-value projects, and we take a great deal of pride in the vital contribution that our expertise has made to their success.

## INTERNATIONAL TELECOMS

Our international client own and operate thousands of worldwide communications sites for the wireless and broadcast industries.

When a new team of Board Level Executives was required for their operations in Africa, Fuel were called upon to utilise our recruitment expertise. It was absolutely essential that the candidates we selected had a solid background within the industry.

Potential candidates were all busy, senior level professionals based all over the world, and recruiters had to consider variables such as geographical location and challenges presented by time zones when compiling a short list to interview.

Utilising our global network we placed the entire "C Suite", after successfully sourcing candidates with Global experience and more specifically with a knowledge and understanding of the Telecommunications Infrastructure industry.

With a strong leadership team for their African operations now in place, our clients can press ahead with their long term plan to ensure continued growth and expansion.

## DATABASE MIGRATION

Our client, an award-winning IT technology solutions integrator, chose Fuel as their recruitment partner for a large-scale Datacentre migration project.

The client had entrusted us to find IT contract professionals to work on a multi-million pound project that involved two leading FTSE 100 organisations, that was estimated to take at least a year to complete and would require in excess of 80 contractors of various levels and skillsets.

The size and scale of the task at hand required a diverse range of skilled contractors, from Technical Architects through to Senior Operational Engineers. Recruiters were also tasked with finding IT professionals that were knowledgeable in specific technologies, including Unix, Solaris, Oracle, SharePoint, Backup Restore, EMC Networker, VLAN Security, IAAS, PAAS, Wintel, VMware, Active Directory and many more.

Our client also required that candidates were SC Cleared. This could have presented a significant obstacle as the candidates were required on a very quick turnaround. However, Fuel has already had experience in sourcing SC cleared candidates from a previous project so whilst the pool of potential contractors was significantly narrowed, our recruiters had the knowledge to source them.

The project is estimated to continue into 2013, and Fuel will be on hand to provide skilled contractors quickly and efficiently until it is successfully completed.

## DIGITAL SWITCHOVER

Digital Switchover, the complete replacement of all analogue terrestrial TV to a new high-power digital network, is the largest broadcasting engineering project ever undertaken in the UK.

With our track record of recruitment into the broadcast sector, Fuel was the obvious choice to assist in supplying candidates to the company implementing the switchover at 1154 sites.

The first stage of the DSO was completed on the 18th April 2012, with a star-studded ceremony in London marking the switchover in London and the Home Counties. The project represents an investment of 1200 man-years of work over a five-year period, as well as a multi-million pound budget.

Fuel has supplied numerous key personnel for DSO sites across the UK, including Project Managers, Programme Managers, Planners, Site Managers and Antenna and Transmitter Engineers.

The scale of the project cannot be underestimated: 1154 transmitter sites to be re-engineered, with existing services to be maintained right up until the moment of switchover. Most sites have required larger antenna systems, which meant the strengthening of existing masts and towers or in several cases complete reconstruction.

The last analogue TV signal in the UK will be switched off in October 2012, marking the impressive accomplishment of a transmission network fit for the 21st century.

## BSF

Building Schools for the Future was a multi-billion pound investment in the UK's secondary school system by the previous government. The programme was started in 2005 and it's estimated that the remaining sites will take until 2014 to complete.

Fuel were engaged to supply Contractors for the IT function of the BSF, which is in essence a large scale modernisation project to ensure that all secondary school children have access to modern computer equipment and use of the internet, but are also protected from inappropriate web content. The remit also extended to updating the teacher's presentation equipment such as interactive whiteboards.

Fuel supplied Engineers for various roles on sites across the UK including network installation, configuration, support and troubleshooting.

Fuel has placed in excess of 40 Engineers on the BSF project, with further requirements for resource over the next two years. To the nature of the project necessitated careful and vigorous screening of all candidates, including a mandatory CRB check and most of the work was scheduled to take place during school holidays with preparatory work during term time. Fuel worked to assist in the scheduling as well as organising training days.

Fuel continue to supply skilled Engineers as the updates are rolled out across the rest of the UK.

# CONTACT US

## Head Office

17 Waterloo Place, Warwick Street  
Leamington Spa, Warwickshire, CV32 5LA

Tel: 01926 487487

[www.fuelrecruitment.co.uk](http://www.fuelrecruitment.co.uk)

Email: [info@fuelrecruitment.co.uk](mailto:info@fuelrecruitment.co.uk)

Twitter: [@FuelRecruitment](https://twitter.com/FuelRecruitment)

Facebook: [/FuelRecruitment](https://facebook.com/FuelRecruitment)

LinkedIn: [Fuel Recruitment](https://linkedin.com/company/FuelRecruitment)

