



## PRESS RELEASE

11 March 2011

### **Recruitment firm aims high with media agency appointment**

McAdam King, one of Scotland's most innovative recruitment consultancies, has announced the appointment of McGann Media to develop its marketing and communications strategy.

Maureen Blenkharn, Director of McAdam King, explained the move saying, "Our business continues to grow and as we expand the range of services we offer to clients, we will be investing in a marketing strategy that reflects our ambition."

"By appointing McGann Media we can focus on what we do best – helping our clients address their recruitment and people strategies – whilst bringing in an up-and-coming agency to take care of our marketing and media."

Blenkharn and co-director, Colin McAdam, have over 40 years experience in recruitment. The company's marketing strategy, which will integrate both traditional and digital media, reflects their commitment to keep McAdam King at the forefront of its sector and increasing its market share.

Stuart McGann, Director of McGann Media, said, "I'm delighted to be working with McAdam King."

"It's an ambitious company with a highly focused team. Their determination to grow the business and willingness to innovate creates exciting marketing opportunities."

"The close relationship that Maureen, Colin and their team have built up with many clients has provided a valuable insight on how we can grow the business and this will underpin our marketing strategy."

This latest chapter in the McAdam King success story follows a recent joint venture which saw the company take a stake in the business psychology consultancy run by Chartered Occupational Psychologist, Robert Miller.

The move has enabled the business to deliver an advanced candidate testing and assessment service which significantly increases the likelihood of successful long-term appointments.

Robert Miller, Director of McAdam King Business Psychology said, “For most businesses finding the right person for a job is a key investment – and it’s about more than just CVs and interviews.”

“By being able to use evidence based techniques to test and profile candidates we can help our clients maximise the effectiveness of their recruitment and achieve an improved return on investment.”

## **Ends**

### **Notes to Editors**

McAdam King is a leading recruitment consultancy in the oil & gas, human resources, manufacturing, finance and food & drink sectors with offices in Glasgow and Stirling.

The company offers specialist recruitment and selection services including advanced candidate assessment and testing.

McAdam King Business Psychology is led by Chartered Occupational Psychologist, Robert Miller. The business provides specialist consultancy using evidence-based interventions in the fields of assessment and selection, leadership development including executive coaching, performance management, outplacement support, organisational development and employee engagement and well-being.

For more: [mcadamking.com](http://mcadamking.com)

McGann Media is a marketing and communication agency based in Stirling. It specialises in brand development and public relations working with its clients to tell their story.

### **Further information:**

For further information or comment please contact Stuart McGann on 07930 896605 or [stuart@mcgannmedia.co.uk](mailto:stuart@mcgannmedia.co.uk)