

Introduction to Anthem Consulting

Anthem Consulting is a boutique agency providing expert recruitment services in professional services marketing and business development for the London market. Founders Frosso Miltiadou and Simone Sullivan (Timcke) have over 30 years' combined recruitment experience. The team offer a unique blend of experience which includes both contingency recruitment and executive search. They work in partnership with a range of global and niche professional services firms across legal, accounting, consulting, real estate and the built environment.

The agency is well known in the professional services market for providing an honest and consultative approach to both candidates and clients. An extensive network of candidates, built over many years, means that they are in the best possible position to help clients find the right people for their teams

Alliance – United Kingdom



Introduction to our market

The London professional services market (and in particular the legal and accounting sectors) is the most mature for marketing and business development. Teams have evolved significantly, and large firms have dedicated teams for marketing/comms, events, business development, pitching and client relationship management. Newly created innovation teams also now work closely with marketing and tech teams to provide clients with new products and services as well as creating process efficiencies.

As firms create new roles and grow their marketing and business development teams, the available talent pool from within professional services is ever decreasing, posing a major problem for firms recruiting. Although accountancy and real estate firms tend to be more open to candidates' backgrounds, many law firms are still reluctant to recruit from outside of professional services and can therefore take months to find the right people. Law firms that have taken a risk to recruit from the periphery of professional services (for example tech suppliers to the legal sector) or more general B2B/sales fill their roles more quickly and with people that bring new ideas to the sector.

The talent crisis is only likely to increase as many of the larger international firms have offshored or nearshored their assistants and executives to other parts of the UK or Eastern Europe. This means that the future managers required in London will be even more difficult to find.

The areas most in demand are business development managers and executives and client relationships/key account experts, particularly those with specific sector expertise.

All of these factors mean that anyone with strong professional services experience (particularly those with experience gained in an international law firm) coming from overseas will be in a strong position to obtain the right role.



Visa issues

Since the abolition of the Highly Skilled Migrant Visa in 2008, getting a visa to work in the UK is very challenging for talented people outside of the EU, and most firms will not offer sponsorship for business services roles.

The only real options are to either obtain an EU passport from another European country, an ancestral visa or spousal visa. Candidates under the age of 31 coming to the UK on a Tier 5 two year youth mobility visa can usually secure a fixed term contract position, but many firms are reluctant to offer them a permanent role.



Salaries

Salaries pose a big problem in the London market, both for people in London but particularly for candidates coming from overseas, where salaries are much higher. Salaries in the UK have remained static since the global financial crisis ten years ago, while the cost of living has risen dramatically during this time. This means that candidates relocating from Australia or Asia would have been earning, on average 20-30% more on their base salary and those from the US, up to 50% more.

London is not a cheap place to live. Therefore, anyone moving to London does so for career progression rather than for financial incentives. Accepting a reduced salary needs careful consideration if you are seriously thinking about relocating to London.



Skills and benefits

The London market is an attractive one for many people looking to progress their careers. As one of the world's leading financial and commercial centres, many professional services firms have their head offices located in London and as such have complex marketing and business development functions, running large scale projects and driving innovation. The teams can be over 100 strong and therefore offer long-term career progression. Whilst business developers in the Australian market are given much kudos by partners and can often be very client facing and sophisticated, the teams are much smaller. In Asia and the US, the drive tends to be more on marketing than business development, so London really is the place to be if you are looking to develop more sophisticated business development and key account experience.

If you are looking to further your career in the more sophisticated environment that London has to offer, it would be prudent to get involved in as much cross-border work as you can. This may take the form of pitches, targeting/cross-selling initiatives or global campaigns, but the more global stakeholder management you can demonstrate the better.



Roles

<https://www.anthemconsulting.co.uk/Jobs>



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