

Recruitment Market Engine

A live, scored market map of candidates, companies, and decision-makers in the specialist EPM recruitment market.

The aim is to help consultants spend less time manually researching and more time speaking to the right candidates, companies, and hiring decision-makers.

Find

relevant candidates and companies

Score

who is worth working first

Feed

JobAdder-ready action lists

The business result

- A clearer view of the reachable specialist market.
- Candidate, company, and decision-maker records ranked by practical recruitment value.
- Consultants get daily or weekly worklists rather than starting from blank manual searches.
- Approved records can be prepared for JobAdder with source, confidence, and dedupe controls.
- The market can be refreshed each month under a controlled usage model.

OUTCOME

What the system does

Market map

- Identifies relevant candidates in the OneStream, Anaplan, EPM, and adjacent specialist markets.
- Identifies companies using those systems or showing relevant hiring demand.
- Finds the right decision-makers inside target companies.
- Stores source, date found, confidence, and reason for inclusion.

Scoring and action

- Scores candidates, companies, and contacts by practical recruitment value.
- Explains why each record has been prioritised.
- Creates daily or weekly consultant worklists.
- Highlights records needing review or enrichment before action.

Contact and context

- Adds usable profile, company, and contact context where approved source policy allows.
- Separates confirmed fields from lower-confidence signals.
- Does not assume every person will have every contact field available.

JobAdder-ready feed

- Maps approved records to JobAdder fields.
- Checks for duplicates before import or writeback.
- Keeps provenance, confidence, and verified-date fields visible.
- Holds uncertain records for review.

PHASES

Delivery route

0

Discovery, source policy, and pilot rules

Purpose

Confirm the first market, approved sources, data rules, JobAdder mapping, review thresholds, and success measures.

Output

Search term library, source policy, target record definition, JobAdder rules, and pilot scope.

1

Market map proof

Purpose

Build the first controlled proof of candidates, target companies, and decision-makers.

Output

Ranked candidate, company, and decision-maker records with confidence, source, and reason-for-score fields.

2

JobAdder-ready feed

Purpose

Prepare approved records for JobAdder without creating duplicates or low-confidence data noise.

Output

Dedupe rules, approved field mapping, import controls, review queue, and consultant-ready saved lists or exports.

3

Daily consultant worklists

Purpose

Turn the market map into practical consultant activity.

Output

Candidates worth calling, companies worth targeting, decision-makers worth contacting, and review lists.

Monthly optimisation

4

Monthly refresh and managed optimisation

Purpose

Keep the market current and improve scoring as Henderson Drake learns which records convert.

Output

Monthly refresh of agreed market credits, new and updated records, stale record review, score tuning, and performance review.

5

Optional outreach and existing database intelligence

Purpose

Add controlled outbound and deeper intelligence once the data quality is proven.

Output

Managed email outreach, reply routing, Gap Auditor for existing JobAdder records, CV Engine for held CVs, and wider record scoring.

The first build should prove market quality and JobAdder readiness before wider rollout or managed outreach is added.

Why this sequence matters

The strongest first proof is not a full database rebuild. It is showing Henderson Drake a useful ranked market, proving why records are relevant, and showing how the best records can safely enter the consultants' workflow.

Operating model

The system is designed around a controlled market-credit model. The agreed monthly allowance controls how much market coverage is refreshed and worked each month.

Included in system setup

- One defined specialist market.
- Agreed search term library.
- Candidate-side and client-side market map.
- Initial scored records.
- JobAdder-ready output and safe import rules.
- Dedupe rules and relevance scoring.

Ongoing monthly service

- Market refresh using the agreed credit allowance.
- Consultant daily or weekly worklists.
- New and updated records.
- Stale record review.
- Monthly performance and quality review.
- Score tuning as the team learns what converts.

What is a market credit?

One market credit equals one processed and scored record. This can be one candidate profile, one company, one decision-maker, or one existing record refreshed.

The monthly credit allowance can be agreed around Henderson Drake's chosen market, team capacity, geography, and desired coverage.

MODEL

Scope boundaries

Area	How it is controlled
Records	The system works to an agreed monthly credit allowance.
Markets	The first build focuses on one agreed specialist market before wider expansion.
Contact coverage	Email and phone availability depends on approved sources and data quality.
Existing database	Historical CV parsing and full database clean-up can be added once the market engine is proven.
Outbound	Managed outbound campaigns can be added after data quality, messaging, and governance are agreed.

Why the model works

- The value is a repeatable market engine, not a one-off list.
- The system builds the market definition, scoring, JobAdder-ready feed, dedupe rules, and first usable data set.
- The monthly service keeps the market fresh and turns it into consultant action.
- Usage controls keep volume fair and transparent as market coverage grows.
- For a specialist recruiter, one successful placement can often justify the operating model.

DECISION

Recommended next step

Agree the first market scope, confirm the operating model, and define the first proof Henderson Drake wants to see.

First proof should show

- Which candidates and companies have been found.
- Why they have been scored highly.
- Which decision-makers are worth contacting.
- What fields are confirmed versus needing review.
- How records will safely enter JobAdder.

Decisions needed

- First niche and geography.
- Approved source policy.
- Minimum useful candidate and company fields.
- JobAdder import or review-table first.
- Monthly usage level and outreach timing.

Positioning statement

This gives Henderson Drake a controlled way to build, work, and refresh its specialist market without asking consultants to manually rediscover the same people and companies every week.