

Client Case Study – J.W. Filshill



In March 2023, Livingston James was retained by J.W. Filshill to recruit the newly created role of Data Manager.



Testimonial, Keith Geddes – Chief Operating and Financial Officer at J.W. Filshill

"The Data Manager role was a key position for us to fill given its importance to delivering our strategic objectives over the coming years. Given the rapid development of this field, and the high demand for these relevant skills, it was important that we worked with a recruitment partner who understood our requirements and the requirements of suitable candidates – Livingston James delivered just that leading an efficient and successful process."



Context

- J.W. Filshill Ltd. was established in 1875 and is proud to be widely recognised as a driving force in the wholesale and retail convenience market through its independent retailer customers and its own symbol group – Keystore. The group has won many awards recently in wholesale, convenience retail, environmental initiatives and staff health & wellbeing. The business is proud to be a fifth-generation, family-owned Scottish company
- J.W. Filshill moved to their new custom-built premises in Renfrew in 2023 and its total workforce now exceeds 230 people. J.W. Filshill has remained a family business and has had a rapid expansion in recent years through organic growth and acquisition. With a turnover in excess of £200 million, the business now has over 1600 retail Cash and Carry and Delivered Goods customers. In addition, the company services a number of wholesalers and has several national accounts. Given J.W Filshill’s proven success and ambitious growth plans, the business was acutely aware of avenues of opportunities and underutilised technology that would be instrumental in reaching its goals
- With J.W. Filshill’s extensive client base and diverse product range, there was a vast amount of data being collected which was being underutilised. The team recognised that utilising this data would enable the business to maximise sales opportunities, improve margins for retailers, identify underperforming products and optimise the logistics of its operations. However, when it came to realising this, there was no one internally at J.W. Filshill who had the data knowledge and skills to make this a reality





Our Solution

Livingston James met with Keith Geddes, Chief Financial and Operating Officer, at the end of 2022 to share market insight and our perspective on their unique situation, starting to iron out what a data specialist joining the Filshill family would look like and more importantly the value they would add to the organisation.

Our initial meeting allowed us to share market insight, example position profiles and example candidate profiles. Several open conversations followed allowing Filshill and Livingston James to discuss, debate and challenge in equal measures until both parties' ideas aligned on what this new opportunity would look like. The Data Manager position was confirmed.

We allocated a J.W. Filshill account team, led by technology Consultant Rachel Sim. Having spent time working as both a recruitment Researcher and a Consultant, Rachel's thorough approach and consultative nature with her clients and candidates was an excellent fit for the J.W Filshill Data Manager assignment.

Positioning J.W. Filshill as an Employer of Choice

Data is a hugely in-demand skillset and there was a shortage of professionals available in the market. As an SME, it was important to utilise a multi-faceted approach to marketing the role to ensure we could increase visibility and generate as much interest as possible.

Working with Keith, the Chief Financial & Operating Officer, we designed a marketing campaign with position profile, digital marketing and job site advertising to highlight the opportunity and benefits of joining the team and bring visibility to the organisation and position. Livingston James Group's extensive network sharing the opportunity prompted conversations and increased awareness.

The campaign was supported by some of the fantastic success stories and developments Filshill was undergoing, notably their £5 million investment in new premises which will help the organisation reach its goal to hit £350 million turnover by February 2031.

Desk Based Research

We mapped the market using our dedicated Research team. This enabled us to headhunt appropriate passive candidates rather than rely on advertising to attract only active job seekers.





Identifying the Ideal Employee

Livingston James' approaches were centred on defining the values, attitudes, and behaviours that J.W. Filshill required, with the aspirations and experience candidates were seeking. Whilst technical fit and experience were crucial to candidates' ability to achieve in this role, intrinsic personal attributes were also a key consideration.

Providing a First-Class Candidate Journey

We worked with the leadership team and HR to streamline lengthy processes and ensure the best talent was not snapped up in this busy market. Candidates were supported throughout the process with several meetings and calls designed to support their application and ensure that this was the right job for them, as well as for the client.



Contact our Specialist Team



Our Purpose is to advise and support people and organisations to realise their potential so that together we can impact lives and communities for the better.

Get in touch with our team for support with your technology recruitment needs:



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