

# The SoCode Prospectus 2021

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# A word from our founder



## Richard Mould

Managing Director

Richard founded SoCode in 2016, having held several previous board-level positions within the technology recruitment space.

He has worked at the forefront of Technology Recruitment since 2007, winning 14 recognised industry awards for his contribution to Recruitment in that time.

Like of all our leadership, Richard still spends a good percentage of his time hands-on - integrating with our clients, candidates and of course enjoys nothing more than operating in the engine room and amongst the team. He's most passionate about ambitious growth, continuous improvement and the development of our business and people to fulfil their potential.

*"The next 5 years will see SoCode expand in all areas of our business - so hiring and developing great people is the most important thing we can possibly do. We take no greater pleasure in seeing the lives of our staff transform for the better both professionally and personally.*

*We're of course proud of our achievements so far but we're more excited about the enormous potential of our business and the stories we'll be creating for our staff in the future.*

*I hope you enjoy reading our story and if you feel that SoCode and Recruitment could be the place for you to launch or improve your career then I very much look forward to meeting you soon."*

**"Recruitment is an industry which has captivated me for the majority of my working life."**

# Who we are

SoCode began in April 2016 to address the significant demand level and skills shortages limiting growth levels within the Technology sector.

Our business and team have grown exponentially ever since and are now a team of 20 operating from Norwich, Cambridge, London and New York City. Our team now averages over 300 successful Placements each year.

Today we are proud to be partnered with some of the largest and most innovative companies in the world.

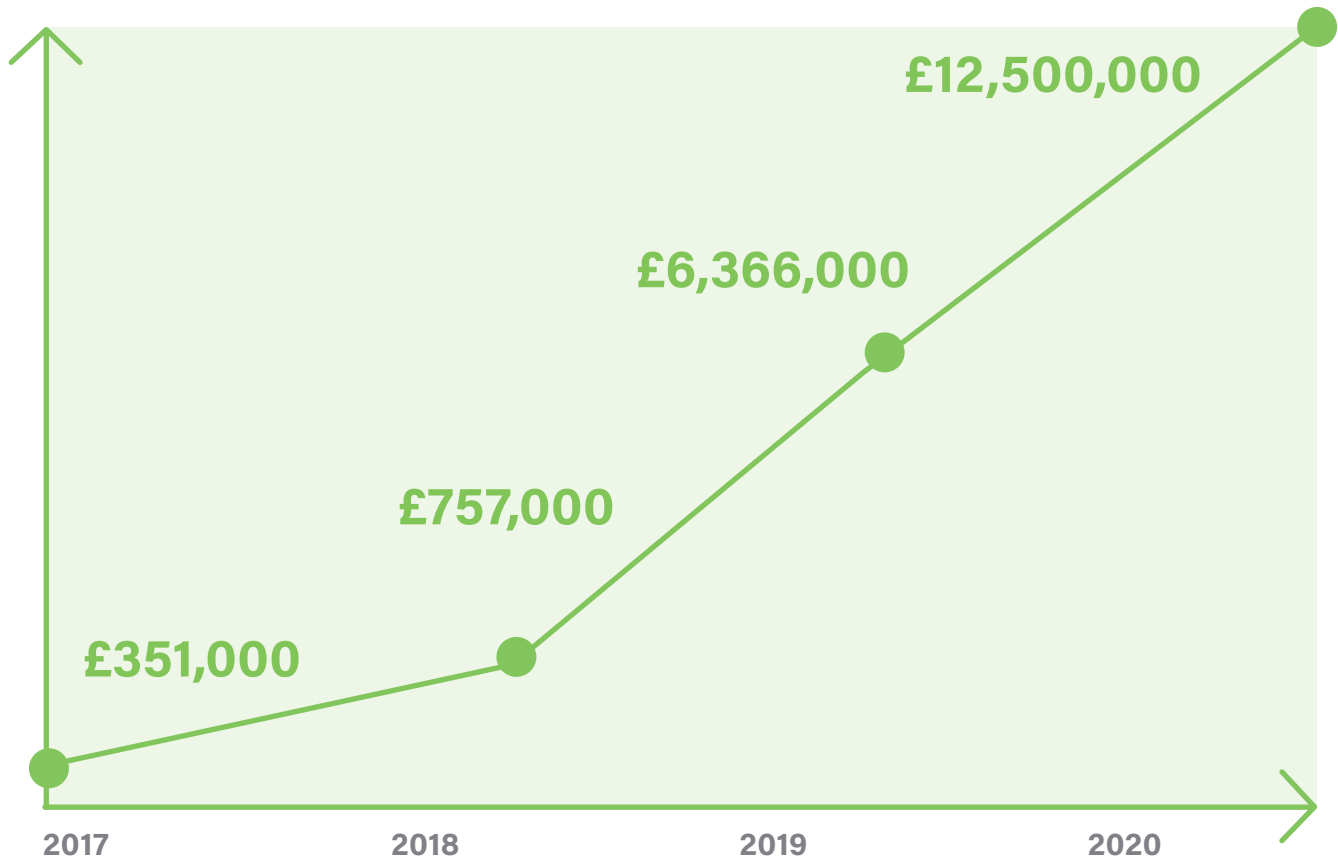
In our first 5 years we have made over a thousand placements and have become the largest, most profitable and most successful Technology Recruitment company within East Anglia.

We have a high level of ambition to operate on a National and International Scale.

Throughout our journey, SoCode have been proud to maintain our philosophies and independence.



# Our growth



## Let's talk about 2020...

The Coronavirus pandemic hit the recruitment industry. SoCode proudly rejected the UK Furlough scheme, instead backing and expanding the team.

Our sales doubled during the pandemic.



# What we're looking for


We're looking for Experienced Recruitment Consultants and Trainee Recruitment Consultants.

Great recruiters come in all shapes and sizes and from an array of diverse backgrounds, however typically here at SoCode we all share the same values and beliefs.



## Core values & beliefs:

- An outstanding attitude and work ethic
- A high level of confidence and strong communication skills
- Commercial intelligence (can identify opportunities)
- A continuous improvement and learning mindset
- A risk taking mindset
- Professional and consultative
- A quality and service focus
- High levels of integrity, business ethics and moral values

 If this sounds like you,  
let's keep talking.

# Company timeline



**April 2016** – SoCode was Founded by Richard Mould (Managing Director) and began trading in Diss, Norfolk.



**May 2016** – SoCode's First employee, Colt Sarginson (Commercial Director) joined the business.



**April 2017** – SoCode finished their first year creating over £351,000 in sales with 2 employees.



**September 2017** – SoCode relocated to Centrum, Norwich.



**April 2018** – SoCode sales double to £757,000



**July 2018** – SoCode Cambridge Office opens and business scales.



**April 2019** – SoCode sales rocket to £6.37m with 8 employees.



**April 2020** – The Coronavirus pandemic hits recruitment. SoCode back and expand the team rejecting the UK Furlough Scheme.



**April 2021** – SoCode sales double during the pandemic to £12.5m from 14 employees.



**May 2021** – SoCode USA launches in Wall Street, New York.



**September 2021** – SoCode London launches.

# Office locations



**Norwich Office**  
Centrum Building  
Colney Lane  
Norwich Research Park  
Norwich  
NR4 7UH



**Cambridge Office**  
320, Cambridge Science Park  
Milton Road  
Cambridge  
CB4 0WG



**New York City Office  
(SoCode US)**  
30 Wall Street  
New York  
NY10005  
USA





# What we stand for

## Standards of Excellence

Founded by genuine industry leaders, SoCode is a delivery and service led organisation driven by a passion for Technology and Recruitment. When partnering with SoCode - Professionalism, Expertise and Results come as standard.

## Uncompromising Integrity

SoCode holds Business Ethics in the highest esteem. When engaging SoCode, you engage with a business with strong Values, Morals, Trust, Honesty, Respect and Transparency. We expect the same in return from our Clients and Candidates.

## Be Remembered

We aim to be Remembered so always take a Long-Term Relationship Driven approach with our customers. Our team don't work to Internal KPIs or Sales Targets. The only targets we give our Team are based around Client and Candidate Satisfaction - as such all of our business comes via Referrals, Recommendations and Word of Mouth.



# The money

Like us, one of the main reasons you're probably looking at Recruitment or SoCode probably isn't to have an easy life – it's for the life changing financial rewards on offer.

Ensuring our consultants have the ability and tools to earn huge amounts of money has always been central to our business.

We're aware that many in the industry over-promise on potential and rarely back it up with reality, so we've kept our rewards scheme purposely simple and straightforward.

We're extremely proud of our Consultant's achievements so we're also proud to publish below not just the Earnings Potential but also the Earnings Reality.

## Commission scheme (2021)

### The frequency

Monthly

### The threshold

£5,000

### The amount

20% + Bonuses

### Example earnings

uncapped

Billing	Commission	Bonus	Total
£10,000	£1000	£500	£1500
£20,000	£3000	£1000	£4000
£30,000	£5000	£1500	£6500
£40,000	£7000	£2000	£9000
£50,000	£9000	£2500	£11500

### The reality

Average Billing Per Head:	£233,000 (2020)
Average Earnings Per Head (P60):	£67,000 (2020)
Top Earnings Per Head (P60)	£135,000 (2020)

# The benefits

<p><b>Spectacular Company Holidays for Annual Achievement (which we've never missed yet!)</b></p> <p>Locations Include: South of France, Prague, Marbella, Las Vegas, and Cancun</p>	<p><b>Private 4 Bed Villa Access in Marbella</b></p> <p>You've read that right – take your family and friends for a week – the keys are yours.</p>	<p><b>Quarterly Company Events</b></p> <p>We all get together once a Quarter and have a business review and great night out together.</p>
<p><b>High Achievers Lunch Club</b></p> <p>Michelin Starred Restaurants and Rounds on us for our Monthly Top Achievers.</p>	<p><b>Annual Company Awards Ceremony</b></p> <p>We normally have a lot to celebrate, so we created our own Awards Ceremony in 2019.</p>	<p><b>Sales Incentives</b></p> <p>Slaying Dragons, Wheels of Fortune, Who Wants to be a Millionaire, you name it. With big prizes.</p>
<p><b>Generous Holiday Allowances</b></p> <p>23 to 25 days per annum + Bank Holiday</p>	<p><b>Flexible Working</b></p> <p>You've got responsibilities or want to go to a class after work? No problems, have a great time! 2 days per week Remote &amp; Flexi-Time</p>	<p><b>Company Laptop and iPhone</b></p> <p>Decent ones. So you can do your job!</p>
<p><b>Competitive Pension Scheme</b></p> <p>Non Contributory - 3% Employer Contribution from Day 1.</p>	<p><b>Free On Site Office Parking</b></p> <p>We'll pay for your Parking Permit in any of our Facilities.</p>	<p><b>Bean to cup coffee and fruit/healthy selection in all offices.</b></p> <p>Because no one likes paying £3.65 for a Latte from Starbucks.</p>

Our own Consultants designed our Benefits Package based on what they wanted to see/do inside of work and what they wanted to see/do outside of work. We hope you like it, but if you don't, let us know - we're always open to change.

# SoCode consultant records

We're always working on raising the bar and achieving what others see as impossible here at SoCode.

Our all-time bests are constantly under threat from our team – so we also reward our team with a bounty for when they do something we've never done before.

**£511,000**

Bounty: £10,000

**Biggest  
year ever**

**£106,337**

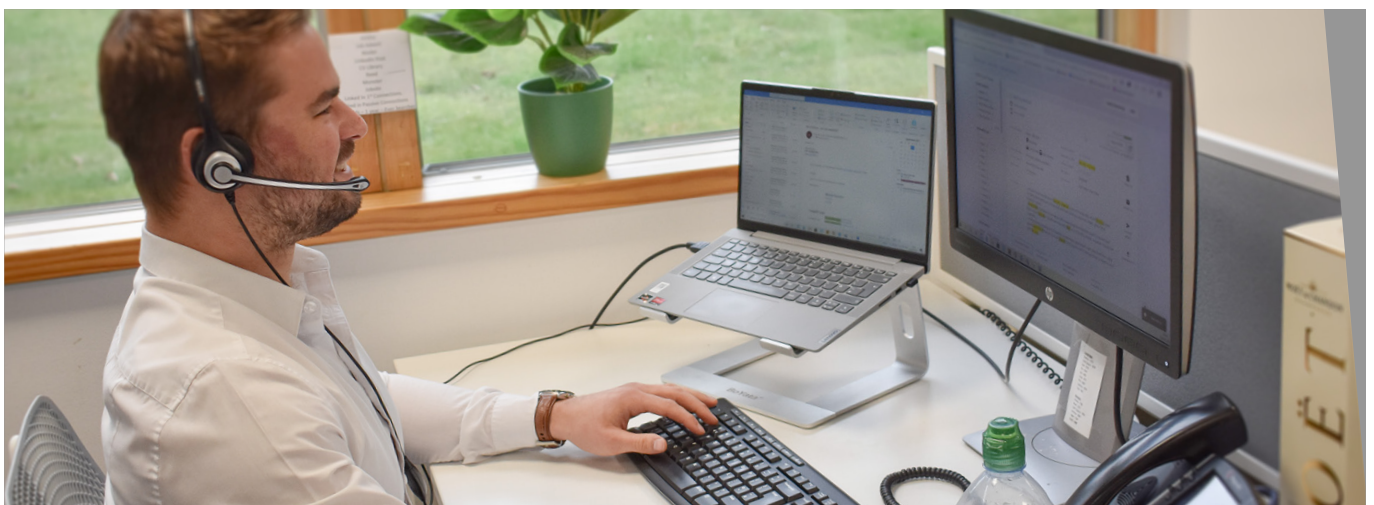
Bounty: £5,000

**Biggest  
month ever**

**£40,000**

Bounty: £2,000

**Biggest  
fee ever**



# The clients

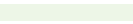


The Quality of our Clients truly set us apart from the competition.

As a SoCode Consultant, you'll be working in partnership with some of the leading technology companies on the planet and on some of the most interesting programs/projects/products in the world.

More often than not we share an Exclusive and long-term working relationship with them. Currently our average fee for Permanent Recruitment is close to £15,000 per placement.

You'll be at the coal face of our delivery team, managing key relationships and working in areas of technology that are the envy of recruiters globally.



# Structured career progression

We understand that everyone wants different things in a career, that's what makes people so interesting.

Life and circumstances change - nobody wants to do the same role and responsibilities forever, and we'd love you to see us as a career rather than a job.

That's why it's important that we support our team with a structured and defined Career Progression Path and support them in achieving their next objective.



## Want to focus on your own billing?

Sounds good to us.

Delivery is at the heart of everything that we do so our clients and candidates will really benefit from your expert level market knowledge and end-results. Let's get you involved in our Operations and Advanced Client Work too, if you'd like to of course.

## Want to manage people?

Great to hear.

We're growing and we love to be organic, so we'll definitely need your skills and experience to build your own teams and divisions as we expand.

Take the left path.

Take the right path



Career progression paths

# Continuous Improvement & Learning and Development

Continuous Improvement and Learning and Development at all levels is one of our key competencies here at SoCode. If you're a "know it all" or "change resistant" this environment is not going to fit.

We believe in a culture built on sharing and gaining knowledge and skills from the best recruiters around you, and from being inquisitive about your colleagues' approaches.

We want to develop all our employees to reach their individual potential. We provide the best development opportunities, clear progression paths, and a chance for you to build your own desk, community and to own it.

Our Directors take a Role Modelling /Lead from the Front Approach and all take a degree of Desk-Level Ownership. In 2020 our 3 Directors billed in excess of £1m.

## **Full Induction Training (Systems/Company/Technical/Theoretical/Practical/Strategy)**

The first few weeks in a new company and industry/specialism is daunting for everyone. We're very experienced in training and developing Recruitment Consultants from both inside and outside of our industry and understand that a full induction over the first few weeks really helps give you the start you need to thrive in your future career.

## **Dedicated Management Support**

Everyone needs Managing. Each SoCode Consultant has a structured Desk Review and Monthly Appraisal program and gets plenty of time with their nominated Manager/Director to help guide their strategy and seek the continuous improvement that we all enjoy to watch.

## **Classroom Based Training**

Regular Classroom style Training is available to Consultants looking to improve their skills in a particular area. This is regularly run by the Directors and fellow Consultants to share their experience/ techniques with the wider business.

## **Desk Level Training**

Close desk-level support is given to new Consultants to help them through their first steps in to recruitment. You'll be "buddied" with an experienced Recruiter and work closely with them on your day to day actions and interactions.

## **External Training**

From time to time, should we feel that External Training is necessary we've been known to bring in Industry Leaders in the subject area and spend time with the team to improve and develop.

# Employee spotlight

## Scott Mundie

**Business Manager**

Norwich Office

-

After a number of years working in sales, I moved to Norwich with my partner to start a new life and joined SoCode in 2019. I was always drawn to the recruitment industry as a number of my friends had worked in this sector and were successful. I interviewed with several companies but realised quite quickly SoCode were the dominate company in this area.

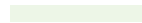
I obviously had no prior experience in recruitment but with the training on offer and the knowledge within the business I got up to speed very quickly. In my first year I got a true understanding of my market and became dominate within my sector. Through this success I got my first promotion to Senior Consultant.

After this promotion I started to work multiple markets and very became very versatile – I was then given extra responsibility to help develop new employees. After bringing on numerous people into the business I was given the pleasure of managing the Norwich office. This was something I had been working towards but had no prior experience in doing. I worked closely alongside the Directors and now sit on the Senior Management Team.



Looking forward to the future, I have big aspirations for myself and the office. To grow, improve, break records and to have fun whilst doing so. In achieving these goals, I hope to see continued promotions for people within my team and to see people carving out better lives for themselves and their families.

Why join SoCode? I guess that's the easy one, SoCode has changed my life! 3 years ago, I was working within Sales and going nowhere fast - now I'm running an office that's turning over millions and working in partnership with some of the biggest clients in the world. At a professional level I have grown and achieved a lot - but on a personal level I have had the financial independence to buy new cars, go on more holidays and save a big deposit for a house. I genuinely can't wait to see what the future holds here.





# Employee spotlight



## Tom Allen

### Division Lead

Data Science, Machine Learning & AI

After travelling the world, I started my career with a major national recruitment company where I spent the first year of my recruitment career. I wanted to make some real money and quickly and had heard of SoCode's performance and reputation in the market in which I operated.

My first few months started slowly, but within a year I was billing regularly and saw my earnings double in a short space of time.

From working with the best my skills developed and I was promoted to Senior Consultant within my first year. Another promotion followed shortly after and I'm now the Top Biller in the business, mentoring others and am on course to bill

£350-400k in my 2nd year with the business - Earnings that I never thought were possible before I joined SoCode.

The standard of recruitment and clients is as good as it gets, our offices are modern and based in the heart of our community and the clients we work with are truly world-class. I work with my friends on a daily basis and the level of teamwork is unique for what is typically a tough industry.

I'm looking forward to continuing my own personal development and am totally focussed on growing the business and breaking the all-time company records.



# SoCode's interview process

## Step one

### Introductions (30 mins)

Completed by our Talent Acquisition Manager - be prepared for an honest and informal telephone call to go through your situation, motivations and suitability for the role.

You'll get a full overview of our business and insight into your potential career as a Recruitment Consultant at SoCode.

## Step two

### First meeting (1 hour)

You'll be invited into a Microsoft Teams meeting where you have the chance to meet one of our Directors or Business Managers.

Expect your CV and Profile to be reviewed in detail. We'll be looking to see how your past experience and motivations could potentially fit into our business. By now we'll also expect you to come in with a great knowledge of the role, our business and what we're looking for.

## Step three

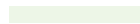
### Final interview (3 hours)

Now we know there's a good match - it's time to introduce you to the team and spend some quality time together.

You'll be in our office, seeing the team in action and we'll want you to join in on some practical exercises and role plays to see how you get on. We'll want you to ask as many questions as you need and to come fully prepped to impress us.

You'll get a chance to meet our Managing Director, Richard Mould and the immediate team/office that you'd be working on. You may also be invited out for drinks after work or lunch to get some personal time with the team members.

We commit to making a decision within 24 hours of your final interview with the team.



**Norwich Office**  
Centrum Building  
Colney Lane  
Norwich Research Park  
Norwich  
NR4 7UH

**Cambridge Office**  
320, Cambridge Science Park  
Milton Road  
Cambridge  
CB4 0WG

**New York City Office  
(SoCode US)**  
30 Wall Street  
New York  
NY10005  
USA