



THE SOCODE PROSPECTUS

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.

Aside from leadership, Richard still spends a good percentage of his time hands-on, engaging with our clients, candidates and of course enjoys nothing more than operating in the engine room amongst the team.

He's most passionate about ambitious growth, continuous improvement and the development of our business and people to fulfil their potential.

**RECRUITMENT IS AN
INDUSTRY WHICH HAS
CAPTIVATED ME FOR THE
MAJORITY OF MY
WORKING LIFE.**



“In the next 5 years we will see SoCode continue to expand in all areas of our business—meaning 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 so proud of our achievements so far, but we're more excited about the enormous potential of our business we'll be creating for our staff in the future.

If you feel that SoCode could be the place for you to launch or improve your career, then I very much look forward to meeting you soon.”



WHO ARE WE?

SoCode began in April 2016 addressing 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 30 operating from Cambridge, Norwich and the United States. Our team now averages over 400 successful placements a 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 made over a thousand placements and have become the largest, most profitable and most successful Technology Recruitment company within East Anglia – we have continued this growth throughout the years allowing us to expand and operate in the United States.

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

Company Billing Growth



400+

In excess of 400 technology professionals placed each year.

26

26 specialist consultants covering niche and technical verticals.

19,000


In excess of 10,000 technology professionals registered and qualified by our team of specialists.

WHAT WE'RE LOOKING FOR

We're are seeking highly motivated & driven individuals who are either looking to make a transition into recruitment, or experience consultants who are looking to continue their already established recruitment career.

Great recruiters come from array of diverse backgrounds and previous careers, however here at SoCode we all share the same values. Our team work together to ensure everything we deliver is to the highest quality, and professionalism through-out.

If this sounds like
you, let's keep talking



CORE VALUES & BELIEFS:

- An outstanding attitude and work ethic
- A high level of confidence and strong communication skills
- Commercial intelligence (able to 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



SOCODE TIMELINE

2023

Increased headcount of SoCode across all three offices, Cambridge, Norwich and the United States. First successful year of growth for SoCode US.

2022

SoCode sales double this year and so does the headcount to 30 employees. SoCode also starts to operate in the United States.

2021

SoCode sales continued to increase during the pandemic, and we increased the number of employees to 14.

2020

The Coronavirus pandemic hits. SoCode supported the team and continued to expand, rejecting the UK government furlough scheme.

2019

SoCode continues to grow and expand with sales rocketing with 8 employees.

2018

SoCode sales double to £757,000. In July the business scales and opens up the Cambridge office located on the Science Park.

2017

SoCode finished their first year creating over £351,000 in sales with only 2 employees. In September SoCode relocated to the Centrum Building on the Norwich Research Park.

2016

SoCode was founded in April 2016 by Richard Mould and began trading in Diss. In May 2016 SoCode hired their first employee.

OUR VALUES



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 clients partner with SoCode you can expect professionalism, expertise and results that come as standard.



UNCOMPROMISING INTEGRITY

SoCode holds business ethics in the highest esteem. When engaging with 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, always taking 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.

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 than 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 the commission scheme, not just the earning potential but also the earning reality.

CLIENT GENERATION SCHEME

Receive
25%

of fees generated from New Clients.

This will be allocated to the consultant responsible for the Terms of Business agreement and introduction of a New Billing Client to SoCode.

This will apply for the first 12 months of engagement with the New Client and will expire once 12 months has elapsed.

Evidence will be required that this is “proactive work” which should be clearly demonstrated on CRM.

This bonus is uncapped and will account for Contract and Permanent Revenue streams.

COMMISSION SCHEME

BILLING	COMMISSION	BONUS	TOTAL
£10,000	£1,000	£500	£1,500
£20,000	£3,000	£1,000	£4,000
£30,000	£5,000	£1,500	£6,500
£40,000	£7,000	£2,000	£9,000
£50,000	£9,000	£2,500	£11,500

THE FREQUENCY
Monthly



THE THRESHOLD
£5,000



THE AMOUNT
20% + Bonuses

THE BENEFITS

23 DAYS ANNUAL LEAVE

+ Bank Holidays and Paid Sick Leave
+ Increased to 24 Days after 2 years of service and 25 Days after 3 years.

COMMISSION SCHEME

20% Commission scheme, uncapped plus bonuses for billing.

BUSINESS DEVELOPMENT SCHEME

Receive 25% of every placement that's placed with a business you won within the first year.

SEASONAL INCENTIVES

Team Summer Holiday + Christmas Incentive with prizes...

FLEXIBLE WORKING

2 Days a week remote working or Flexi-Time.

HIGH ACHIEVERS LUNCH CLUB

Every Quarter

FREE OFFICE PARKING

Across all our offices

COMPANY IPHONE & LAPTOP

Plus anything else require to do your job efficiently

SOCODE CONSULTANT RECORDS

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

Our all-time best 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.

BIGGEST YEAR EVER

£511,000

Bounty: £10,000

BIGGEST MONTH EVER

£106,000

Bounty: £5,000

BIGGEST FEE EVER

£46,000

Bounty: £2,000

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 everyone in achieving their next objective.

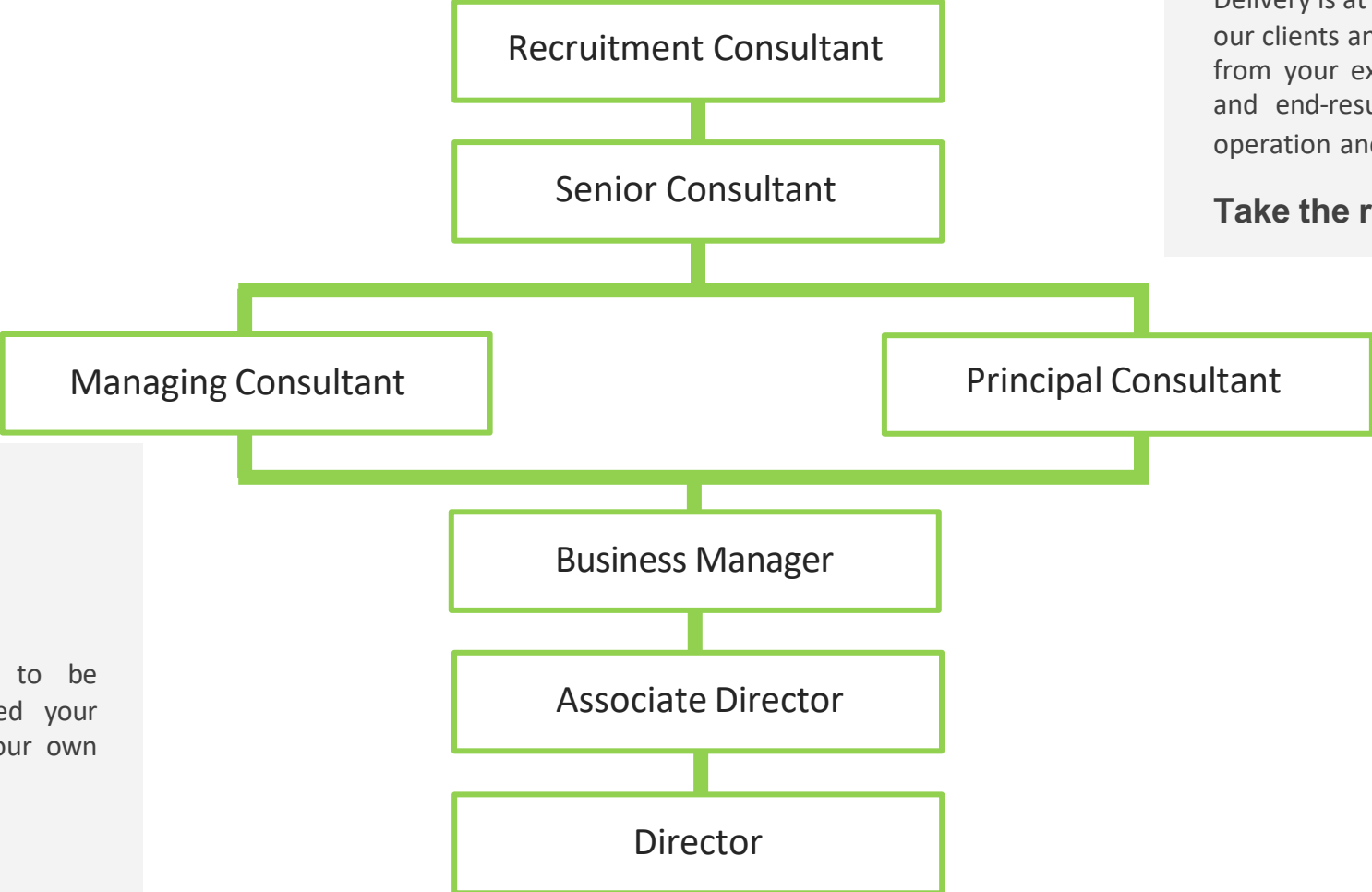
CAREER PROGRESSION PATHS

WANT TO FOCUS ON YOUR OWN BILLING?

Sounds good to us.

Delivery is at the heart of everything 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 operation and advanced client work too.

Take the right path



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

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



AIMEE VINCENT-BUNN
Managing Consultant

Like many, I fell into recruitment following my background in Sales and Customer service. I had about a year and a half of recruitment experience when I joined SoCode, but quickly realised that I had so much to learn and improve on, so the training came in very handy!

I joined the Software Test and QA market which had been left pretty much untouched for about 6 months, but within a couple of months I had roles to work and signed up some new clients. I quickly became market dominant and known as The Queen of Test.

After a year, I was promoted to Senior consultant and made it clear that I wanted to step into management (I previously led a Sales team when I worked in Marketing) so, I took on my protégé, Ben (Princess of Test) and trained him up which was a fun and rewarding challenge! I then quickly became a Principal Consultant after billing over £300k within a 12-month period – my record month was £70,852.17 and I am pretty damn proud of that!

Fast forward to now, and I'm a Managing Consultant, leading a team of 2, covering both QA and DevOps. My plans for the next year are to grow this team further, help the Consultants to continue achieving their dreams and aspirations, and help support Scott in managing the Norwich Office.

Why join SoCode? I guess this depends on your values, what you want in life and whether you're prepared to work for it! When I joined the business, I was a lost 26-year-old, in debt, renting a house, living paycheque to paycheque, and craving a better quality of life. Since joining the business, I have bought my own house, bought my dream car and took an 8-week sabbatical to travel South East Asia alone. For the first time in my adult life, I have not had to worry about money, and that is life changing!

I guess I should also probably mention that I work with the best team, I know it sounds cliché but I genuinely love the guys I work with, everyone is so supportive, and we have such a laugh. We also work with some fantastic clients and candidates, who work on some really interesting technology and products.

Working in recruitment isn't easy, it's long hours and can be hard sometimes, but it certainly builds resilience and rewards heavily if you're prepared to work for it.

Here's to the next 3 and a half years!

EMPLOYEE SPOTLIGHT



SCOTT MUNDIE

Director

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 several 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 who have now promoted me to director!

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! Previously, 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 buy a house. I genuinely can't wait to see what the future holds here.

SOCODE'S INTERVIEW PROCESS

01

Introductions (approx. 30mins)

Completed by our Talent and Operations Manager – be prepared for an honest and informal telephone call to go through your situation, motivation 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.

02

First Meeting (approx. 1 hour)

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

You can 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 great knowledge of the role, our business and what we're looking for.

03

Final Interview (approx. 3 hours)

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

You'll be in our office, seeing our 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 to come fully prepped to impress us.

You'll be introduced to our Managing Director – Richard Mould. You may also be invited out for drinks after work or lunch to get some personal time with the potential future team.

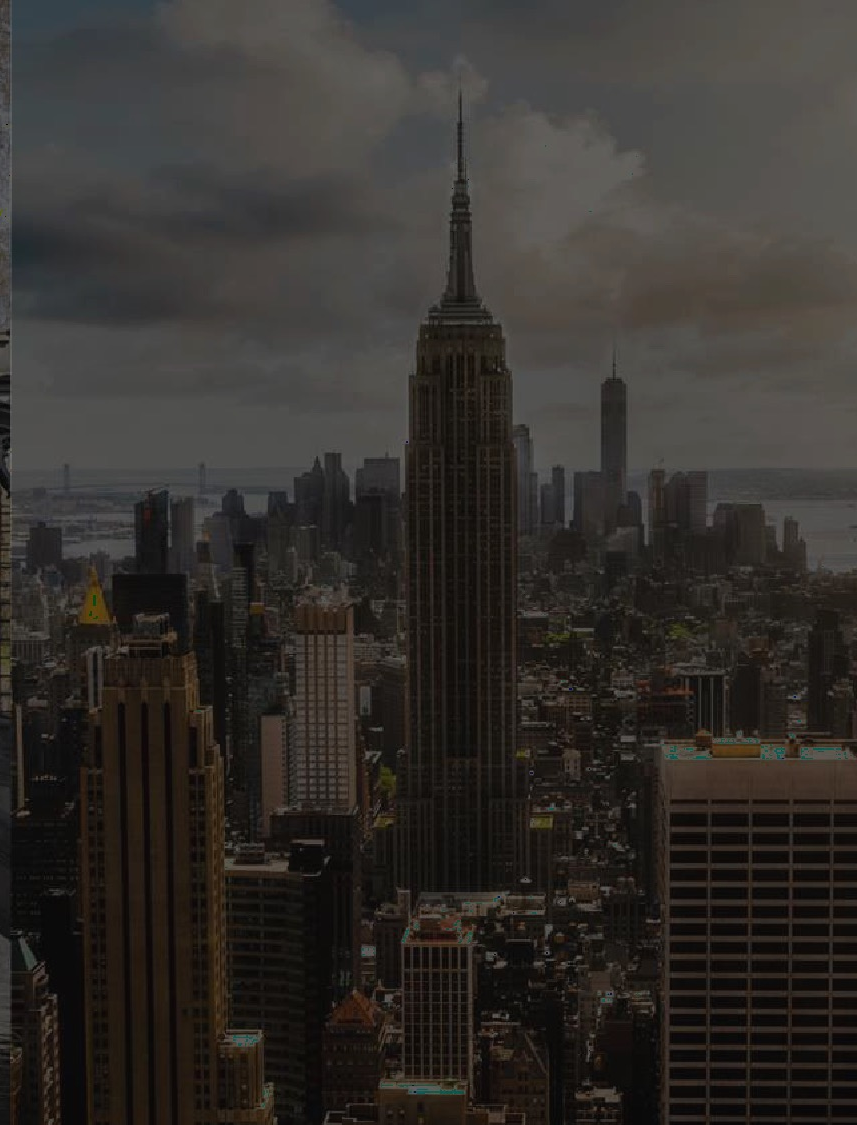
We commit to making a decision within 24 hours following your final interview.



NORWICH



CAMBRIDGE



UNITED STATES