



# WORK FOR US

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Everything you need to know about  
Park Avenue



# OUR STORY



"We met in late 2014, when we both worked for the same recruitment company in Central London. Fast forward to 2016 and the time came to embark on a new adventure to do what we loved, but on our own terms.

In January 2017, armed with a couple of laptops and mobile phones, Park Avenue was born.

After a few months of sitting at Richard's kitchen table, and missing the buzz of London, we decided to move into a shared office space.

Fast forward to 2022 and we've grown from a duo with little budget, but a lot of determination, to a close knit team of 15; based in our new Central London office.

We remain independent, with no external stakeholders, and are proud of the work we do, the team we have, and the name we have built for ourselves.

Park Avenue's success is down to one thing; the team. Together we share the same values and vision for the future; to create a positive name for ourselves, and provide the best service to our clients and candidates that we possibly can.

In the 5 years we have been in business we have achieved a lot; but we are only just getting started!

As we enter a our next chapter, we need you to help build on the foundation we have to continue our success"

# OUR VALUES

As a team we have put together five values that we live by both in the office and externally, to ensure we provide the best service to our clients and candidates.

We are **consultative**.

We offer well rounded, impartial advice to our clients. We know all about the markets we recruit for and who is who; and we share this information for the benefit of the professionals we work with.



We are **approachable**.

We believe in projecting positivity, empathising, having compassion, and REALLY listening to what others have to say.



We are **adaptable**.

We can be flexible in situations to allow for the best outcome, alter our approach to work best with different personalities, and are open to hearing about different approaches and opinions.



We are **dependable**.

We do what we say we will, when we say we will.



We are **dedicated**.

To productivity, efficiency and providing the highest level of service to our clients and helping our colleagues develop alongside us.



# WHAT DO WE DO?

We specialise in supplying interim solutions within the Public Sector. Our client portfolio is predominantly Local Government, and we work throughout the UK.

We currently have 3 divisions;  
Town Planning, Housing & Environmental Health, and Property.

Each consultant works within a specific division, within a certain geographical area. This allows each consultant to deliver a first class service to their clients & candidates.

We pride ourselves on being in the know;  
it's important to us that we have an in-depth knowledge of both the markets we recruit for, and any obstacles our clients may face in their hiring process.

Our role is to provide options, and solutions.



# OUR DISCIPLINES

## TOWN PLANNING

- Development Management
- Enforcement
- Planning Policy
- Strategic Planning
- S106/CIL
- Conservation
- Urban Design
- Economic Development

## PROPERTY

- General Practice
- Asset Management
- Development and Regeneration

## HOUSING & ENVIRONMENTAL HEALTH

- Housing Options
- Homelessness
- Private Sector Housing
- Environmental Protection and Public Health
- Food Safety

# SUCCESS STORIES



Manisha joined Park Avenue in December 2018 to build a new division within Park Avenue; the Housing Options desk. With no prior recruitment experience, Manisha was thrown into the deep end with not only having to learn how to recruit, but all about a new sector from scratch.

Within a few weeks she had made her first placement but, as is the case with a new desk, the success didn't happen overnight; it wasn't until 9 months later she reached the commission threshold.

Manisha will be the first to tell you she didn't have it easy, and many a time wanted to give up! Luckily, she didn't...

She went from strength to strength from August 2019. In December 2020 she was promoted to Senior Consultant, then again to Team Leader in September 2021, and was made Managing Consultant in March 2022.

She holds the company record for a 194% year on year growth in billings, from 2019-2020 to 2020-2021, and her team are responsible for the highest number of interviews and starters month on month.



Ben joined Park Avenue in August 2018 to run the Building Control desk. This was a known market to the Directors at Park Avenue, and Ben quickly picked it up and got to the commission threshold within 6 months.

Despite his quick success with Building Control, Ben noticed another area that he thought was worth exploring. It was at this time he decided to step away from what he had learnt already to start a new desk, General Practice, in February 2019.

Similar to other new desks, the first 12 months were tough; developing new client/candidate relationships, learning a new sector, no one would have blamed Ben for wanting to give up!

Of course, he didn't - through his own motivation and determination to succeed, he was promoted to Senior Consultant in July 2020 and again to Team Leader in September 2021.

He is now responsible for managing the entire Property division, and is eyeing up his next division to build!

# SUCCESS STORIES



Tash joined Park Avenue on the 4th October 2021, to work with Amy on the Town Planning team.

She had some previous sales experience, having worked in telesales for little under a year, but this is her first recruitment role.

Starting a new role can be overwhelming at the best of times, but not only did Tash need to learn how to recruit and what we recruit, she needed to do it fast; the team had never been busier. There really wasn't enough hours in the day!

Ever the optimist, Tash took on the challenge and didn't let the pressure get to her.

Within 6 weeks she had arranged her 1st interview.

Within 8 weeks she had made her 1st placement.

Within 3 months, she had 7 contractors in placement, and had entered the bracket to earn commission.



Shivani joined Park Avenue on the 26th July 2021, to work alongside Manisha on the Housing Options team. Having only recently graduated from University, Shivani moved down to London in early July - only a few weeks before starting!

Despite having no prior sales or recruitment experience, she arrived with a determination to learn all things Housing Options, understand how recruitment works, and has given 100% every day since!

By the 1st Week of September, she had arranged her 1st interview and her 1st placement.

By December 2021, she had her first commission payslip.

12 months in, Shivani has over 20 contractors in placement & is on her way to becoming a Senior Consultant.

# PARK AVENUE TIMELINE



**January 2017**  
Park Avenue Recruitment is born!

**February 2017**  
1st Park Avenue placement

**June 2017**  
Started working in a shared office space in London

**October 2017**  
Held our 1st graduate hiring day

**November 2017**  
Moved into our 1st 4 man office

**March 2018**  
Moved to WeWork, Chancery Lane

**May 2018**  
1st investment into external training programmes

**June 2018**  
Amy joined

**July 2018**  
60 contractors in placement

**April 2022**  
Moved to 11 Cursitor St

**April 2022**  
Manisha promoted to Managing Consultant

**February 2022**  
Amy promoted to Team Leader

**February 2022**  
1st Park Avenue Academy

**February 2022**  
195 contractors in placement

**September 2021**  
Ben & Manisha promoted to Team Leader

**July 2021**  
Amy promoted to Senior Consultant

**December 2020**  
Manisha promoted to Senior Consultant

**July 2020**  
Ben promoted to Senior Consultant

**February 2020**  
Team holiday to Barcelona

**January 2019**  
Became a team of 10

**August 2018**  
Ben joined

**December 2018**  
Manisha joined

**June 2022**  
Shortlisted for 'Recruitment Company of the Year'

**July 2022**  
2nd Park Avenue Academy

**September 2022**  
Team holiday to Rome

**March 2019**  
Appointed Toni Coccozza

**April 2019**  
100 contractors in placement



# THE FUTURE OF PARK AVENUE

Park Avenue have been in business for just over 5 years. In that time we have gone from 2 consultants on the Planning team, to a team of 15 covering 3 separate divisions.

The current Team Leaders all started at Park Avenue as Recruitment Consultants in 2018.

They have each worked hard to build their brand within the business, and to become the 'go to' recruiters in their markets.

We now need the next generation of Park Avenue consultants, and the future Team Leaders.

We are looking for new talent to join our company;  
To help grow our current divisions, and if you want to, to become the management team of the future.



## WHY CHOOSE TO WORK WITH US?

- Whether you are a recruiter at the beginning of your career or a seasoned professional, you will benefit from hands on coaching and mentoring from your first day with us. We will provide you with all of the training and advice you need to become an expert recruiter within your desk.
- You will benefit from our extensive 60 years' of combined experience in the industry.
- We offer a market-leading commission structure on top of a basic salary, to ensure that our staff are fully rewarded for their hard work.
- You will become part of a friendly and sociable team and work towards targets and weekly, monthly and quarterly social incentives (dinners, drinks events, team days out)
- Easily accessible and brand new offices in Central London location
- Based just off Chancery Lane; a 3 minute walk from Chancery Lane underground station, 10 minutes from Temple underground and 10 minutes from Farringdon Station. It's a great location with ample restaurants and pubs, within easy reach of both the West End and the City.
- A fantastic career path and opportunity to grow and develop within the environment of a small business.

# WHERE YOU WILL START

As a Recruitment Consultant at Park Avenue, your position will involve:

- Building trusting and long-lasting relationships with candidates in the market, both already with Park Avenue and yet to speak with us.
- Generating business with clients to give our candidates the best possible breadth of choice in their next career move.
- Arranging interviews and guiding candidates through the process; from the first interview to placement.
- Providing an aftercare service to all placements.
- Writing job adverts.
- Headhunting and vetting new candidates for relevant positions.
- Identifying new areas of business growth.



# WHERE YOU CAN GO

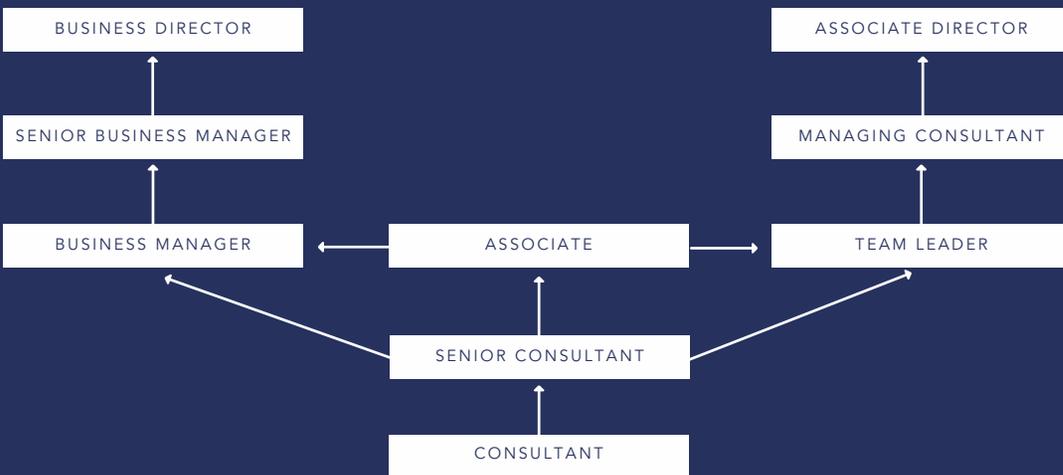
Our career path is designed to offer a multitude of ways to be promoted within the business; to recognise skillsets across business development, strategy and training, and management.

Whether you want to manage a team, focus on business development or account management, any option is available to you.

Below is an outline of the possible career paths, and the positions we anticipate to have at Park Avenue in the next 5-10 years.



## CAREER PATH & STRUCTURE



# WHAT WE OFFER

We offer a variety of benefits outside of the basic salary and commission structure, to suit all of our staff.

Our incentives are broken down into Weekly, Monthly & Quarterly goals. Should you perform well, your Team Leader and/or Director will work with you to find a reward which best suits you.

## Monthly Social Incentive

On the last Friday of each month, the 'top performers' & the person voted 'employee of the month' go out for the afternoon



Lunch at Park Row, Soho



Lunch at Ivy Asia, St Pauls



Puttshack, Bank



Afternoon at the Spa, Montcalm Hotel

## Team Days & Events

Throughout the year, we have several company wide celebrations, as well as separate teams & divisions incentives



Afternoon Tea, Corinthia Hotel



Crystal Maze Experience, Piccadilly Circus



Flight Club, Fitzrovia



Gravity, Wandsworth

# WHAT WE OFFER

Outside of social events, we offer help with your personal development. This can be anything outside of your working day that you may want help with.

We provide 121 Performance Coaching with both the Learning & Development Manager and external consultants.

Our staff's mental health & wellbeing is our priority; Anything we can do to support our team to be happy, healthy and as productive as they can, we will.

## Mental Health First Aider

Meet Daisy, Park Avenue's Mental Health First Aider.

She qualified in June 2022 and is our go-to person when we need any support and guidance for our wellbeing, inside or outside of work. Even if we just need someone to talk to, Daisy is there for us.



## Wellness Wednesday

On the last Wednesday of each month, we dedicate a morning to doing something as a team, to benefit our mental wellbeing.



Yoga Class,  
Farringdon



Chocolate Making Class,  
Homerton



Painting Class,  
Holborn



Landmark Walk,  
Central London



Team Lunch,  
Chancery Lane



Biscuit Making Class,  
Central London

# WHAT THE TEAM SAY...

“ Park Avenue have always been a little family to me, we're a social bunch who enjoy a bit of office banter – never a dull moment.

As a Planning Team we work closely and help each other out but it's great that we always get the opportunity to mix with the other teams at PA with all the social incentives we have in place.

The job in itself is fast paced and demanding so it's great to have supportive directors who always listen and have brought in external support/training for when we've needed or asked for it.

”



Amy Holt  
Team Leader - Town Planning  
Joined June 2018

“ Working for Park Avenue for me has been both extremely challenging but also extremely rewarding. It is a very supportive environment, in which you are encouraged to build your own career path.

From the moment I walked in the door, I felt welcomed and part of the family. The people that work here are not just my colleagues but they are also my friends.

Recruitment is like a rollercoaster, but the harder you work the better the ride!

As you progress through your career in recruitment, it never gets easier, but you do get better paid for it.

”



Ben Brown  
Team Leader - Property  
Joined August 2018

“ I joined Park Avenue as the first support role to help set up a back office for the company as it grew.

I have felt like an integral part of the business since the beginning and have enjoyed seeing my changes implemented, which has really made me feel like I'm making a difference; not something I've had before working at larger companies!

I've pushed myself to build on this role, which is easy to do with the support from Richard and Ella, and now we have an Operations team of 4 people with lots in the pipeline to help grow the company! All in all an exciting time to be working at Park Avenue.

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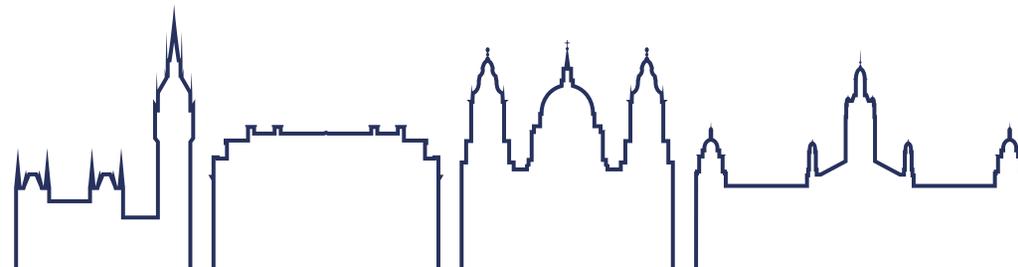
Kerri Patel  
Executive Administrator  
Joined September 2019

“ Working at Park Avenue has given me the independence and drive that I've always desired. I started as a young woman with no experience within recruitment and now pride myself in being an expert within the sector I recruit into. Not only has this position given me an abundance of skills but has a fantastic social element which really reinforces a family feel to the company.

”



Manisha Josan  
Managing Consultant - Housing  
Joined December 2018



“ When I joined Park Avenue I was a nervous wreck... but after only a day or two I realised I had nothing to worry about.

Everyone was so welcoming and I was given all the support both professionally and personally. I never felt that there was anyone I couldn't speak to or ask questions because of things like hierarchy – everybody is literally there to help each other succeed which I think makes this company different compared to other recruitment agencies.

I can truly say I've made friends for life at Park Avenue, we are all so likeminded and support each other in the office as well as having such a fun time on nights out and team socials.



Natasha Marriott  
Recruitment Consultant - Town Planning  
Joined October 2021

”

“ Since joining Park Avenue I have thoroughly enjoyed everything the company has to offer. The team is so supportive, everyone gets along really well and the atmosphere is always uplifting and motivating.

I have already been able to get involved with so many different projects and gained more confidence in myself and my skills. Also, I know that my development is important to the managerial team and I am thoroughly excited to see what my future at Park Avenue holds.



Daisy White  
Compliance & Marketing Officer  
Joined November 2021

”

“ I came to Park Avenue as a fresh graduate whose priority was to work around driven, unrelenting people and learn to be a specialist in a completely new market.

Having now been here nearly 8 months, I can truly say that this is exactly what it delivers to everyone who walks through its doors.

If you're receptive to feedback, open to new ideas and motivated to grow as a professional, I'd highly recommend working here!



Shivani Sahaya  
Recruitment Consultant - Housing  
Joined July 2021

”

“ Starting a full-time career after the pandemic was daunting to say the least, but Park Avenue welcomed me with open arms, and made me feel so welcome. I've felt supported by not only my manager, but by colleagues on other teams too!

Our team incentives are always great fun, with a variety of activities being used to motivate us to achieve our best. The team events make our friendships even stronger, making for a fantastic office.



Alicia Gristwood  
Recruitment Consultant - Property  
Joined August 2021

”



# WOULD YOU BE INTERESTED IN A CAREER WITH US?

Please get in touch if you would like any further information, or to arrange a phone call.

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