

Joe Morrison CV

joe.morrison@live.co.uk | 07912367171 | [Linkedin](#) | cheeratwork.com

A **Positive, Personable** and **Reliable** data-Driven Recruitment Specialist, with Employee Engagement and EVP expertise, seeking a Director/Head of Talent position to further my career.

EMPLOYMENT

Head of People, EMJ

Mar 2023 – Present

First Head of People for the business, responsible for 90+ staff across 7 departments, UK/London based. Line manager to 2 x Recruiters + 1 x HR Assistant, responsible for Recruitment, Retention, and Training.

- Created our **Talent Strategy** and **defined a scalable company architecture**.
- Revamped our **recruitment process**, sourcing a new ATS (TeamTailor) and careers site.
- Implemented new **KPI structure** for department, reducing time to hire to 22 days (from 42).
- **Improved engagement** (75% to 92%) through implementing our EVP, employer branding strategy, and focus on improving our Benefits offering (with £0 spend)
- Created our **Careers Newsletter** [here](#) with over 2,000 subscribers from 1st edition alone.
- We successfully became a **'Sunday Times Best Place to Work'** following the work done here.

Recruitment Lead, Reorg

Feb 19 to Jan 23

Sole recruiter for a Finance Data/News company, hiring in London, New York, and APAC, across Editorial, Tech, and Sales, including Senior/C-Suite hires. Three promotions in 3 years.

- Grew from 150 headcount valued at \$400m to a **450+ organisation that sold for \$1.2bn**.
- Reduced time to hire from average **96 days to 26 days**.
- Yr 1: 17 hires (Mar – Dec) | Yr 2: 34 | **Yr 3: 96** | **Yr 4: 91 hires** (inc. 4 months parental leave).
- **Generated £4 million in savings** (reducing agency spend)
- Managed our **Employer Branding strategy**, responsible for 20% of our hires.
- **Designed and lead manager interview training** and hosted **external** thought leader groups.
- Developed organisation's **"EVP"** to support employer engagement and recruitment efforts.

Internal Recruiter, EMJ

Sep 17 to Jan 19

First and sole recruiter for a medical journal publisher, growing from 15 to 40 with no budget and no ATS.

- **Developed their first recruitment process**, including job advert redesign, interview framework, and adhering to the preferred 'Topgrading' methodology.
- Developed a comprehensive **Employer Branding strategy**
- Line manager (HR Admin), and Mentor (Client Services Exec)
- Awarded company **Employee of the Year** in 2018 (within 6 months' service)

Jan 14 – Sep 17, Senior Recruiter, Reed Marketing & Creative

Jun 12 to Dec 13, Recruiter (Office/Support), Reed

360 agency recruiter, covering local office-based support roles (to Dec '13), then largely Charity Sector Marketing in Central London (to Jun 16) and West London and Surrey (Jun 16 – Sep 17)

- Consistently hit both KPI and revenue targets, creating a Charity LinkedIn [Group](#) (2,000+ subscribers) to support growth of candidate/client base.

Living Social: Feb 12 to May 12, Sales Executive, Living Social

Archant: Jan 11 to Feb 12, Classified Sales Manager

- Promoted from Team Leader to Manager within 2 months, overseeing Archant's 10 luxury lifestyle publications in London. Managed a team of 7 (6 sales, 1 admin), grew revenue by 31%,

Senior Sales Executive, IPC Media

May 07 to Dec 11

- Promoted to Senior Sales in Nov 2009, I was an online and print Sales Executive for luxury pubs "The Field" and "Horse & Hound" magazine. B2B and B2C. Won 2 x PPA team awards.

Homebase: May 04 to May 07, Customer Service

RECRUITMENT EXPERTISE

- Employer branding specialist, featured in and have written a number of recruitment and engagement related articles, podcasts, and a 'Top Voice' for Employee Engagement on LinkedIn.
- EVP Specialist: Designed and implemented my unique tool to define EVP
- 23,000+ followers, and over 100 recommendations on [LinkedIn](#)
- Visit my personal website: www.cheeratwork.com

EDUCATION

- Wimbledon College, to 2004 – 3 A2's + 1 AS | 9 B's, 1 C and 1 D at GCSE

OTHER / INTERESTS

- Avid music fan and reluctant gym member.
- I have performed a stand-up routine, appeared on a TV dating show, learnt how to Hula and Skydived all in my 'goal a year' personal challenges – Level 1 Sommelier course for 2024!