

Advertising a Role Vs. Oakstone International

A case study exploring advertising a role vs. using
Oakstone International for **revenue-generating roles**.





Introduction

Talent acquisition plays a pivotal role in shaping organisational success. Traditional methods of advertising roles have long been the norm, offering broad exposure but often resulting in a flood of unqualified candidates.

Oakstone recently worked closely with a long-standing client and Chief People Officer to calculate the cost of advertising a role internally vs. using an executive search partner.

This whitepaper offers a breakdown of the findings.



Cost of advertising

Description	Time	Total
LinkedIn Advert	n/a	£300
Hiring Manager filtering through 300+ applications to decide who to interview	4.5	£324.54
Hiring Manager arranging and conducting 12 x 1st round interviews	18	£1298.16
Hiring Manager arranging and conducting 4 x 2nd interviews	6.5	£468.78
Hiring Manager arranging and conducting 2 final interviews	3	£216.36
Lost revenue based on an empty seat for 12 weeks	n/a	£150,000

£152,607

Average Salary: £100,000

Ramp up Quota: £600,000
*Based on 12 months

Average Hire Time Internally: 12 weeks

Key Metrics based on a 40-hour week (base salaries only)

Hiring Managers Salary: £150,000 (£72 per hour)

HR Manager Salary: £85,000 (£40 per hour)

Cost of Using Oakstone

Description	Time	Total
Conducting 6 x 1st interviews arranged by Oakstone	8	£577
Conducting 3 x 2nd interviews arranged by Oakstone	4	£288
Hiring Manager conducting 2 final interviews	3	£216
Lost revenue based on an empty seat for 6 weeks	n/a	£75,000
Oakstone fee (25% of base salary)	n/a	£25,000

£101,081

+ £51,526
Cost saving per hire when using Oakstone International

Average Salary: £100,000

Ramp up Quota: £600,000
*Based on 12 months

Oakstone Average Hire Time: 6 weeks

Key Metrics based on a 40-hour week (base salaries only)

Hiring Managers Salary: £150,000 (£72 per hour)

HR Manager Salary: £85,000 (£41 per hour)

Revenue Benefits

Our client experienced an uplift in the quality of candidates being hired through Oakstone. This was reflected in their expected revenue and overall revenue upside.

	Internal Hiring with Advert	Using Oakstone
Average Quota Attainment	74%	123%
Expected Revenue (£600,000 overall quota * average quota attainment)	£444,000	£738,000
Cost of Hire	£152,607	£101,081
Revenue upside (Expected Revenue - Cost of hire)	£291,392	£636,918
+ £345,526 Average revenue benefit per hire using Oakstone International		

ROI Over 2 Years

	Internal Hiring with Advert	Using Oakstone
Average Quota Attainment	74%	123%
Lost Revenue based on an empty seat	£150,000 (based on av. 12 week hiring time)	£75,000 (based on av. 6 week hiring time)
Expected Revenue Year 1 (£600,000 overall quota * average quota attainment)	£444,000	£738,000
Year 2 Quota Expectation (£1,000,000 quota * Average quota attainment)	£740,000	£1,230,000
Cost of Hire	£152,607	£101,081
ROI	675.84%	1846.95%

Results

Cost of Hiring

£152,607

Vs.

£101,081

Hiring with Advertising

Hiring with Oakstone

+ £51,526

Cost saving per hire when using Oakstone International

Revenue Benefits

£291,392

Vs.

£636,918

Hiring with Advertising

Hiring with Oakstone

+ £345,526

Average revenue benefit per hire when using Oakstone International

ROI (over 2 years)

676%

Vs.

1847%

Hiring with Advertising

Hiring with Oakstone

2.2 x

ROI using Oakstone International

Calculator Download

Interested to see how your company could benefit from using a search firm? Download our calculator today.

[DOWNLOAD NOW](#)