

# A force for good in rail recruitment

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*RBD Rail Recruiter is celebrating following a launch that brought on board major partners and attracted unprecedented levels of interest. Rail Business Daily talked to its managing director, Dean Bruce, about the business's impressive start.*

There's always a moment when a new business begins: an intake of breath when the doors open, a button is pressed, or the first client call is made. Thankfully, when **RBD Rail Recruiter** went live, the bated breath didn't last for long. What replaced it was a sense of momentum and excitement as the industry immediately took notice.

**RBD Rail Recruiter** is led by Dean Bruce, who has been with the Business Daily Group for two years, following a successful marketing career. He said: "We did our homework and laid careful foundations, but nevertheless, the reception **RBD Rail Recruiter** has received has exceeded expectations. Although we are only a few weeks old, we are already working with some of the industry's leading recruitment agencies and major employers.

"Clearly, working closely with the wider team at Rail Business Daily has been invaluable; the connections, marketing power and sector experience have given us a flying start, and we will continue to work closely with other businesses in the group to provide a comprehensive service to any organisation working in the

rail industry.

“Timing has played an important part too. There’s upcoming investment – including the Integrated Rail Plan – which brings huge opportunities for those working in rail and those wanting to start their career in the industry. We are also proud to be working with HS2 to bring their jobs to a wider audience.

“Rail Business Daily is a multi-media-powered partner for the rail industry – this philosophy carries through in how we work closely with our recruitment clients and ensure the site is easy to use for those seeking a new job. Before launching the jobs board, we reached out to some of the biggest names in rail recruitment to get their view and to run tests, and from there, we made some adaptations to the original concept. The platform will constantly improve and evolve, and we will always look to keep up with the times and innovate as we aim to become the number one destination for job seekers and organisations working in the rail sector.”

This approach has already ensured the platform is a fully rounded offering: “Recruiters can add and change jobs quickly, use advanced filters to find and connect with the talent they are looking for, and they can set up candidate alerts to ensure they are talking to the best candidates as soon as they become available.

“And we are uniquely positioned to speed up the recruitment process by giving vacancies an extra boost in the highly popular Rail Business Daily on- and offline publications.”

## A force for good

Business Daily Group CEO, David McLoughlin, talked about the spark that created RBD Rail Recruiter. He said: “Our ambition in creating railbusinessdaily.com in 2017 was to be a force for good for the railways, championing the great businesses and people who make such a positive difference in keeping passengers and freight on the move across Britain.

“RBD Rail Recruiter is the next chapter in our service to the railway, coming at a time when the jobs market is tough. The platform has been developed after discussion and input from recruiters and job-seekers, so it’s a jobs board developed in direct response to the needs of the modern world.”

The engine driving RBD Rail Recruiter is an experienced team that makes sure organisations and job-seekers are in the best position to succeed.

“There is a clear gap with insufficient provision existing within the rail sector, and current suppliers are out of touch.

“I am regularly hearing the right candidates aren’t being found quickly enough,” added David.

As an independent business, RBD Rail Recruiter will work with the other Rail Business Daily brands to reshape how recruitment works in the rail industry.

## A welcome new addition

Vannin Solutions Ltd is one of the businesses that has seen how useful the new platform is. Director Victoria Hesketh said: “RBD Rail Recruiter fills a gap that we have thought existed for some time. A new, fresh jobs board exclusively for rail is going to be a welcome new addition to assist Vannin Solutions in finding the best candidates for our jobs.

“The site looks great and is thoughtfully designed. Listing vacancies is not only simple but fast. The team at RBD Rail Recruiter could not be more helpful and work closely with us to help us get the best results from the platform.

“The fact that jobs can also be advertised via Rail Business Daily is also a great bonus. We are really looking forward to working with RBD Rail Recruiter on a long term basis.”

Visit the site at [www.rbdrailrecruiter.com](http://www.rbdrailrecruiter.com) or to talk to Dean about how RBD Rail Recruiter can help your business to find rail talent call 01924 665 960