



## CAPABILITIES STATEMENT



# ABOUT THE GOOD CROWD

## Bringing the right people together.

At The Good Crowd, we pride ourselves on being much more than just another recruitment agency. We understand that the key to a thriving business is having the right people in the right roles. That's why we dedicate ourselves to creating meaningful connections between talented professionals and forward-thinking organisations.

Our approach is personal, transparent, and built on trust. We take the time to understand not just job descriptions but also the deeper goals, cultures, and values of the businesses we work with. Similarly, for candidates, we seek to place them in roles where they will be valued, challenged, and given the opportunity to grow professionally. Whether you're looking to expand your team or searching for your next career move, we offer a straightforward, relationship-driven, and highly tailored recruitment experience that ensures success for all involved.

We specialise in a variety of industries, including creative, digital marketing, PR, technology, sales, project management, and beyond. Our expertise allows us to pinpoint and deliver exceptional talent that aligns seamlessly with your business objectives.



# MEET BEN AHARFI

Real connections. Real recruitment. With over seven years of extensive experience in recruitment, Ben Aharfi has worked across both multinational corporations and boutique agencies, gaining a well-rounded and deep understanding of the hiring landscape. He started his career in technology and IT recruitment, honing his expertise in a fast-moving and competitive sector before expanding into digital marketing, advertising, PR, communications, and creative industries. Additionally, his experience as a generalist recruiter has allowed him to successfully place professionals in a wide array of fields, including sales, project management, manufacturing, and real estate.

Ben is known for his genuine, relationship-first approach to recruitment. Unlike traditional transactional recruitment processes, Ben believes in true partnerships, fostering deep, long-term relationships with businesses and candidates alike. His method is simple: clear communication, thorough understanding, and a highly tailored recruitment strategy. He ensures that hiring is not just about filling a vacancy but about finding the right fit for both the employer and the professional. His goal is to eliminate the common frustrations associated with hiring and job searching, making the process as seamless, stress-free, and effective as possible.

Outside of the recruitment world, Ben enjoys playing tennis, DJing, and immersing himself in Melbourne's vibrant cultural scene. Though originally from Paris, France, he now proudly calls Melbourne home.



# OUR SERVICES

We offer a comprehensive suite of recruitment solutions designed to meet the evolving needs of businesses and job seekers alike. Our approach is customised, flexible, and focused on long-term success.

**Permanent Recruitment** – We specialise in finding top-tier talent for permanent positions, ensuring the right long-term fit for both candidates and businesses.

**Contract & Freelance Placements** – We connect businesses with high-quality temporary professionals, allowing for agility and expertise when and where it's needed most.

**Executive Search** – Our team excels in identifying and securing senior-level professionals who align with an organisation's vision, culture, and leadership needs.

**Talent Pipelining** – We proactively build and maintain a network of pre-vetted candidates, ensuring that businesses can fill key roles quickly and efficiently.

**Consulting & Advisory** – We provide expert insights into talent strategy, workforce planning, employer branding, and industry trends, helping businesses stay competitive in the ever-changing job market.

Every service we offer is carefully designed to streamline the hiring process, reduce uncertainty, and improve long-term retention rates.



# OUR SPECIALISATION

We are committed to placing top-tier talent in a diverse range of industries, ensuring businesses receive only the most qualified and suitable candidates. Our specialisations include:

- **Marketing & PR** – Recruiting digital marketers, SEO specialists, social media strategists, PR consultants, and brand managers who drive engagement and growth.

- **Creative & Digital** – Connecting businesses with expert UX/UI designers, content creators, creative directors, and branding specialists who can bring ideas to life.

- **Technology & IT** – Sourcing high-demand professionals such as software engineers, data analysts, IT project managers, cybersecurity specialists, and network engineers.

- **Sales & Business Development** – Finding exceptional sales executives, account managers, and customer success professionals to help companies thrive in competitive markets.

- **Project Management & Operations** – Identifying skilled project managers, business analysts, and operations leaders who enhance efficiency and drive organisational success.

We don't believe in one-size-fits-all recruitment. Our strategies are always tailored to the unique needs and goals of each business we partner with.



# OUR PROCESS

We follow a structured yet flexible approach to recruitment, ensuring efficiency, clarity, and transparency at every stage of the hiring journey.

- **Discovery Call** – We take the time to understand your business, company culture, and hiring needs, ensuring alignment from the outset.
- **Talent Mapping** – Using our extensive network, cutting-edge tools, and deep industry insights, we source and vet top-tier candidates who match your criteria.
- **Candidate Matching** – We don't just send resumes; we carefully handpick professionals who align with your business's culture, goals, and expectations.
- **Interview & Selection** – We coordinate interviews, provide feedback, and assist with every aspect of the selection process.
- **Offer & Onboarding Support** – We help manage negotiations and ensure a smooth transition for both employers and new hires.
- **Ongoing Support** – Even after placement, we stay connected to ensure long-term success and satisfaction for both parties.

We understand that every business is different, so we customise our recruitment process to fit your specific needs.



## CONTACT US

Looking to find the perfect addition to your team or your next great career opportunity? Let's talk!


Follow us on [LinkedIn](#) to stay updated with the latest industry trends and job opportunities.

### **Ben Aharfi**

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THANK YOU

