



Joining the Pure Retirement Team

Hints and tips to help you in our recruitment process



Providing solutions for your future



Introduction

Applying for a new job can be a daunting process, so we've created a guide to help you and to make the journey as smooth as we can. With hints and tips from our hiring managers we hope to give you an insight into what we're looking for in new members of our team.

We'll share with you the different interview processes and the kind of task-based activities involved in the recruitment process, as well as top tips for interviews, making you as prepared as you can be for taking that next step. We're a friendly and dynamic, gold-level Investor in People company, and if you would like to be part of our award-winning culture we would love to hear from you.

Above all, we hope this guide will be of help to you, letting you know what to expect and supporting you along the way in your successful career journey.

Here to
support you,
as always



Pure
Retirement
Providing solutions for
your future

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Good luck!

What we're looking for

The ideal candidate for the intermediary sales team would be a highly outgoing and organised individual who is able to offer first class sales and relationship skills in a target driven environment. Someone who can operate independently and be part of a team with the ability to build meaningful relationships with everyone they come across. The right candidate would have a proactive approach to their daily tasks and would be engaging and enthusiastic in their manner.

Within the sales team we have three roles

1. Business Development Managers – looking after the day to day help for financial advisers and firms. In a snap shot their main responsibilities are meeting advisers in person, presenting at webinars and exhibitions, providing expertise and product guidance.
2. Telephone Business Development Managers – – they are office based on the telephone at our head office and therefore are more accessible for advisers that want advice quickly or an urgent request.
3. Relationship Managers – They are responsible for our key accounts and offer support with any queries. They offer a fast and efficient service, available as a point of contact to maintain a strong relationship.

The Interview Process

- Telephone interview to understand more about the candidate and relevant experience.
- A telephone roleplay based around a realistic scenario.
- A competency-based face to face interview.



Marketing

What we're looking for

The marketing department require individuals that take an active part in their own learning and development, are always looking for new ideas and are adaptable to changing technologies. They demonstrate good customer centric experience with the understanding that customers are Pure's first priority.

The department requires a good communicator who is positive, enthusiastic and outgoing, but able to work within procedures with a focus on facts, standards and quality. Flexibility, pace and an accommodating, helpful approach are a must.

Ideally candidates will be organised, have excellent attention to detail and an eye for design, be able to communicate with stakeholders at all levels and have an inquisitive mind.

The Pure marketing department is forever evolving, testing and trialling new ideas to reach our target market, and through analysis we adapt and change our style to what works best.

We're committed to professional development and encourage the team to seek out opportunities and make time each week to learn in a professional yet friendly environment.

The marketing department vision is

To communicate our products and services through clear and simple messaging with a foundation of honesty and integrity, ensuring a customer centric approach.

Pure marketing has a passion for its people, helping them to learn and grow in a high performing, collaborative environment.

**"Everyone is
welcome to bring
in their own ideas."**

**Rachel Pease
Head of Marketing**

The Interview Process

- We screen your CV and cover letters – ideally keep your CV to 2 sides and a cover letter specific to the role.
- A preliminary telephone discussion to get to know you – bring your relevant experience and personality along.
- Followed by a competency-based interview, asking for examples of things you've done – we like the STAR methodology (Situation, Task, Action, Result).
- Assessment - level dependent either a presentation or a role specific task such as writing or design.
- Onboarding – we ensure you feel part of the team from day 1. We have a great onboarding programme consisting of learning activities and meetings with the Senior Leadership Team. We are a big believer in having clear objectives, regular catch ups and structured 1 to 1s and appraisals.



Operations (Applications Support)

What we're looking for

A Mortgage Processor's role is a combination of admin work and calls. Multi-tasking is a key requirement of the role as you have to change between the different processes often. You will need strong communication skills as a Mortgage Processor as you work closely with other teams in the business and our customers.

We don't need you to have a financial background or experience, but we do ask for extensive office and telephone experience. This is where you can see your experience and skills transferable to the Mortgage Processor role.

At the start it will involve you learning; each one of the processes, the products, the criteria for each funder, taking calls in line with the company guidance and being able to navigate the different systems that we use.

The Interview Process

There are 2 stages to the interview:

1. A telephone interview where you get to share your work experiences which are relevant to the role.
2. You will be required to complete a short role play to assess your communication skills and then a face to face interview will be conducted (video calls in the current climate). The interview is competency based with a set of questions relevant to the role.

Operations (Underwriting)

What we're looking for

As a Property Underwriter, you'll need to be organised, methodical and able to make decisions and look at the bigger picture as you review all aspects of a case. Your day will involve assessing properties against a variety of criteria to make sure they are appropriate for an Equity Release lifetime mortgage to our customers. You will also be dealing with specialist financial advisers from across the country by telephone and email, looking at whether properties are suitable and appropriate. You will need strong communication skills as an Underwriter as you work closely with other teams in the business and our customers who are primarily financial advisers.

Whilst we don't need you to have a financial background (as full training will be provided), this would be advantageous as would office and telephone experience. At the start it will involve you learning; each one of the processes, the products and the criteria for each funder, and how a property will meet those criteria as well as taking calls in line with the company guidance and being able to navigate the different systems that we use.

The Interview Process

There are 3 stages to the interview:

1. A telephone interview where you get to share your work experiences which are relevant to the role.
2. The second part is completing short tests for data inputting, accuracy and numeracy. Once you have passed the tests, we proceed to the last stage.
3. Face to face interview (video calls in the current climate). The interview is competency based with a set of questions relevant to the role.



If this sounds like you and you would be interested in joining the team, we look forward to your application.

Customer Account Servicing

What we're looking for

When deciding on the right candidate to take through to an initial Telephone Interview we are looking for someone with at least 6 months experience in an Admin/Financial background. That could include working in a solicitors or a Debt Management company, which would mean the candidate had transferrable skills. We look for someone with customer service experience and who is used to dealing with customers over the telephone. We also look for someone who is used to doing a variety of tasks on a daily basis and not just one or two structured tasks.

At telephone interview stage we are looking for someone with good communication and listening skills, someone who you can easily build rapport with and who displays empathy and can be sympathetic. We are also looking for someone who we think would make customers feel at ease on the telephone, be confident and firm where required but also friendly - be able to chat about the weather, holidays etc. and come across as genuinely interested.

In addition to the above we are looking for someone who demonstrates they are able to deal with change on a regular basis, someone who is confident, passionate, enthusiastic and wants to learn new skills. The main thing we look for is an excellent team player who will fit in well with the team, due to the nature of work we do. This is an absolute must, the person must be able to pitch in and help out wherever required whether it is their job or not. We need to determine the person has good attention to detail & good numeracy skills.

The Interview Process

- Telephone Interview.
- Role Play at face to face Interview – to assess communication skills, empathy, rapport etc.
- Numeracy and Accuracy test at face to face Interview – To assess attention to detail and numeracy skills.
- Competency based face to face Interview.



Technical Services

What we're looking for

Overall, the department values the following during the recruitment process.

- Being able to demonstrate a proactive attitude to self-development and learning.
- Be inquisitive about the role you are applying for.
- Be aware of our values and be prepared to demonstrate that these values are important to you (in life and your career).
- Some roles require the candidate to demonstrate certain technical skills that are mandatory for the position. This takes the form of a test and more often than not it is the explanation of the thought processes that is important rather than the test result itself.

The Interview Process

- Telephone interviews - giving the hiring managers the opportunity to discuss the candidates' past experiences and relevant previous/current roles as noted on their CV and the candidates to gain a little more understanding of Pure and the role.
- Face to Face (whether in person or on Zoom) interviews consist of the candidate's opportunity to highlight anything in their CV that is most pertinent to the role they are applying for now that they have had the opportunity to learn more about Pure and the role.
- For some roles a Technical skills test may be required (either prior to the face to face interview or during it) and this is usually followed by a series of competency-based questions that focus on Pure's values...



Honesty



Simplicity



Responsibility



Technical Services Management Information and Reporting Team

What we're looking for

We are looking for pro-active learners who are happy to self-study and develop, and so anyone who has conducted CPD (this can be soft and hard skills) above and beyond company provided training always stands out. We will spend a lot of time together as a team if the candidate is successful so we look to the candidate's personality and try to see if they are someone who will fit well with the team and bring more than their skills.

We want to know about the person and some details of the CPD work they do above and beyond doing the job itself, what keeps them relevant and progressive and what it is about the role that excites them. In terms of CV we like it short and to the point, 2 sides of A4, summarising previous roles and listing key skills within each. We look for role specific buzz words that are present in the job description and how much experience the person has overall.

The interview Process

- Looking at the S.T.A.R. model (Situation, Task, Action, Result), or similar, to answer the questions and if someone brings notes with them then extra points for organisation and planning.
- We conduct tests, fairly basic tests that look at some of the core hard skills required for the role, so a general SQL/ Db knowledge test and a practical SQL test using SSMS and the non-data warehouse version of the Adventure works database 2017.
- We also make sure to ask the candidate if they have any questions for us and the people we have generally employed are those who have a few questions, again this just shows a real interest in the role and the company.



Technical Services Software Development Team

What we're looking for

We are looking for candidates that take an interest in their own career as demonstrated by self-learning, keeping their technical skill-set modern and being enthusiastic about the technology they are working with. Engagement with both the online and local software development community is also a positive. We value a can-do, positive and proactive attitude.

The interview Process

- The interview covers a range of technical and core competency questions. With the technical questions we are looking to have a conversation around a subject with the intent of learning what the candidate knows, not what they don't know.
- There is often a simple coding test as part of the interview to give the candidate an opportunity to demonstrate their coding style and best practice in how they work.



Technical Services Product Owner/Business Analysis

What we're looking for

We like a covering letter with a CV that is tailored to the role you are applying for. It's good to see the candidate demonstrate that they have done some research into the company as well as understanding the requirements for the role.

We look for some key words in the CV relevant to the role, for example;

- Creating User Stories,
- Impact Mapping,
- Collaboration across business and development teams.

Exposure to different delivery methodologies is also advantageous. We're looking for candidates who will challenge the status quo but not just for the sake of it; an individual who thrives on delivering product change for the benefit of customers (Internal and External) whilst helping to drive the technology roadmap. It's also good to see someone who refreshes and adds to their skills and qualifications whether that is formally through independent study or through communities of practice in the area/online.

The Interview Process

- Telephone chat to get the feel of the person – do they have the right attitude, will they fit in with the team, have they got the right skill set to meet the needs of the role.
- If successful we then progress to the F2F Interview where we explore their CV in more depth, asking them to explain how their previous experience is relevant to the role and what they think they have to offer. We elaborate on some of the key words to ensure they didn't just add them to the CV without having the experience to back it up.
- Some core competency-based questions and conversation. The conversation is key here – as a PO candidate they need to demonstrate how they handle specific situations (e.g. conflict, resistance to change, varying project priorities & demands). Ability to listen, understand a question and answer it fully. Not afraid to say they don't know but will say they'll go and find out. A can-do attitude.
- We don't have any technical tests in the interview at present but it is something we may introduce in the future.



What we're looking for

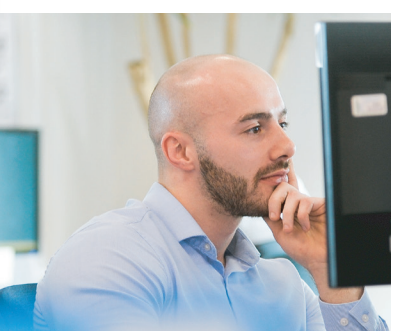
The right candidate would show a strong analytical and methodical approach to their workload. We aim to incorporate our values of honesty, simplicity and responsibility in the way we work, so we would like to see examples of this being put in to practice. The individuals will need to be able to work independently but be flexible enough to incorporate team goals and objectives.

We are looking for a candidate who takes pride in their work and values quality and accuracy in their role. They would also need to be an effective communicator who is able to deliver constructive feedback in a concise manner. The right candidate would show a strong analytical and methodical approach to their workload.

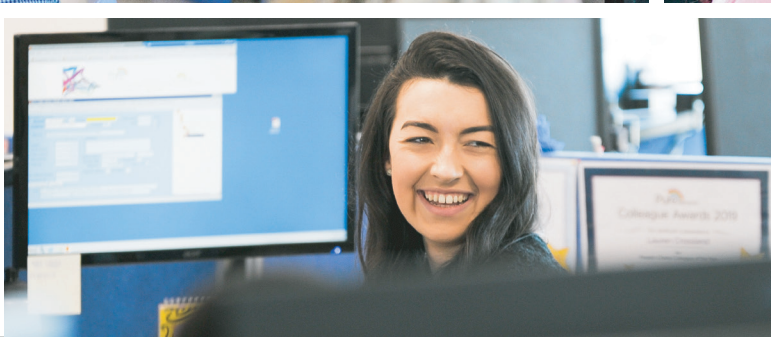
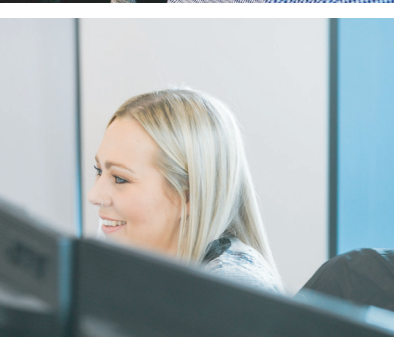
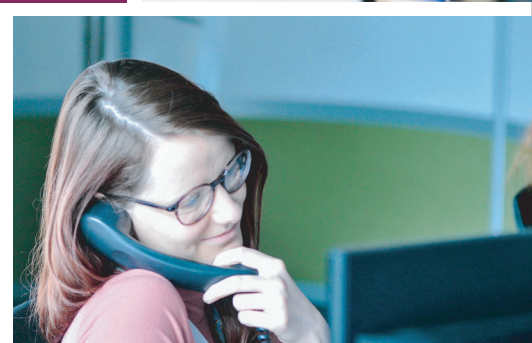
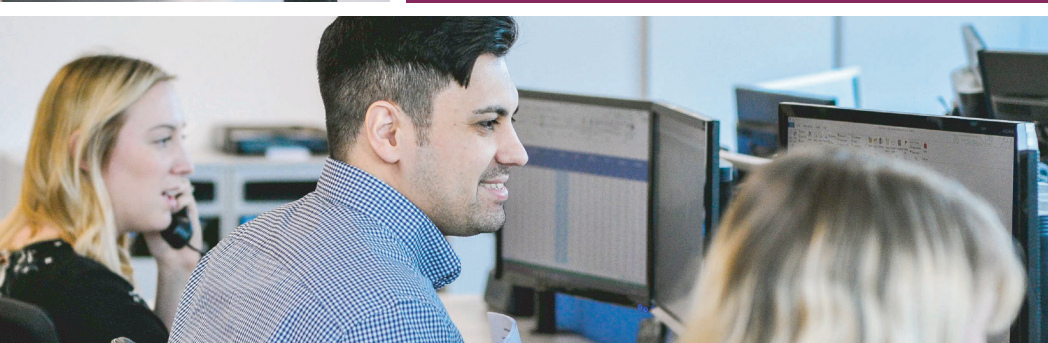
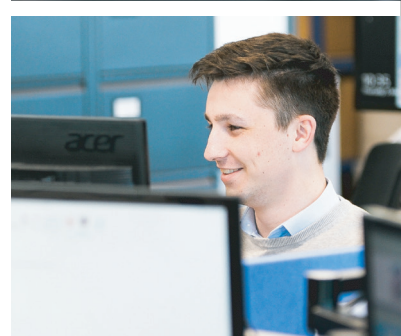
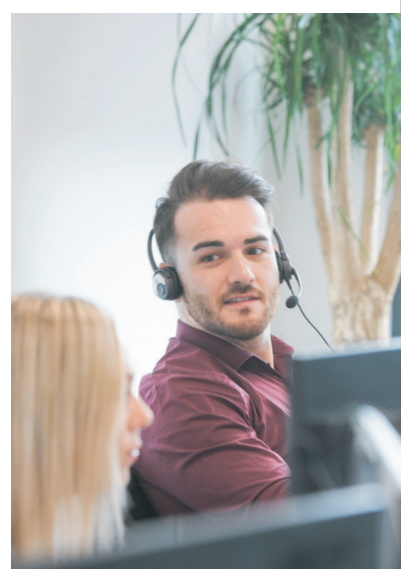
The Interview Process

- A telephone interview to understand more about the candidate and relevant experience;
- A competency based face to face Zoom interview; and
- A skills exercise to understand the individual's approach to working.





Our teams are committed to providing market-leading service in a professional, friendly and dynamic environment.





Top tips for interviewing at Pure

1. Tailor your CV

Ensure you tailor your CV and covering letter to the role you are applying for. The employer will initially read quickly through CV's looking for the key attributes of the role. Your CV should be detailed with all your relevant work experience and qualifications, but not too long – the ideal length for a CV is no more than 2 sides of A4. Your cover letter should be more specific and include why you think you would be a good fit for the role.

2. Prepare

Prepare for a competency based interview – as the company as a whole uses them. Practise answering competency questions using the STAR technique (situation, task, action and result).

3. Get your questions ready

Ensure you have questions lined up for the interviewer, this shows you are interested in the role and the company. Don't be afraid to ask anything you want to know about the role, team or company – you have to make sure we are the right fit for you too..



4. Be polite

Good manners and a positive attitude will shine through. This goes without saying but make sure you are polite, enthusiastic and arrive on time! These things all leave a lasting impression on the person conducting the interview.

5. Bring your CV

Have a copy of your CV to hand for the telephone and competency interview, you may be asked questions about specific times in your career or education.

6. Be Organised

A common theme throughout Pure is organisation – so ensure you have an example of this and be organised for the interview, this includes arriving in plenty of time, researching the role & company beforehand and practising your interview.

7. Tests

Depending on the department you have applied for, there is likely to be a skills-based test, so ensure you understand what the test will be and practise at home in advance where possible.

8. Research

Research the company – be prepared to answer questions on what you know of the business

9. Practise

Practise, practise, practise!

10. Be Yourself

Bring your personality to the interview – we are looking at your skills but also how your personality will fit in with the team, the business and most importantly our culture.



Good luck with the next
step in your career!



Providing solutions for your future

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