

# On The Spot

Finding · Placing · Training



## INTERNSHIP JOB POSTINGS

*It's simple and it's **FREE!***

At MSN, our goal is to help bring new, qualified talent into the media and advertising industry. To help achieve this goal, we offer companies free internship web postings on our website and promote it heavily...we also want people to see all of our cool tools.

Visit

[www.mediastaffingnetwork.com](http://www.mediastaffingnetwork.com) and click on "Need to Hire?" for directions!

## Does your group need to hire qualified sellers?

- Are your managers having a hard time finding and hiring quality talent?
- Are your managers spread thin?
- If you had help finding talented sellers could you overachieve budget?

If you answered "yes" to any of the above, you should inquire about our "Local Sales Plan". For companies with multiple markets needing sales talent, it is a cost effective solution!

## Reach Qualified Job Seekers!

Post **ALL** of your job openings at [www.mediastaffingnetwork.com](http://www.mediastaffingnetwork.com)

## LOTS OF NEW STUFF GOING ON!

**New Hires/New Titles here at MSN:**

- **Tracey Heleniak** joins us as Director of Administration, Marketing & Execution
- **Aaron Spooner** joins us as a Multi-Tasker - part recruiter, part seller.
- **Sharon Moloney** joins us as New Business Associate.
- **Laurie's** new title is Top-Multi-Tasker - a little bit of this, a lot of that, etc.

*Creative job titles can work great as conversation breakers when meeting new people. Do you have one? Please share with us!*

## Interesting Facts about the state of hiring:

1. Major labor shortage expected to last until 2030 in most areas which will create job openings = more need for recruitment strategies
2. Less qualified workers coming into the workforce will create hiring competition – those candidates with better skills will have more to choose from in the way of offers!
3. Gen X & Gen Y have less loyalty to jobs which will create more turnover, more jobs open more often
4. Companies will need to move beyond their traditional recruitment process – often needing to attract workers outside of their industry or market – need to reach women coming back to the work force, seniors not ready to retire, military, etc. in addition to potential hires open to relocation
5. Companies will need to offer more flexible work solutions to keep key workers – not just women
6. Younger population, not knowing what they want to do, will be looking to make moves more often
7. With all of the new advertising opportunities, a seller **MUST** learn how to sell more than one platform (i.e. not just ads, but programs that include on-air and on-site) to stay on top of their game.

## Additional tips to finding the right seller:

- Don't just interview in the office, go out for a meal and see how they conduct themselves – can they handle taking out your clients?
- Ask them to write you what their observation of what the job entails – this will show you that they have listened in your previous talks; they understand the position and if their writing skills are up to par.

## Some of the new job trends we are seeing:

Lots of "new media" positions. Think about in 1996 - we were just getting websites for each company, personal emails and smaller cell phones. We didn't have iPods, text messaging, camera phones, and monitors in elevators, on buses and at check out stands. We didn't have an option to get discounts or free items for watching commercials; there weren't interactive displays to play or learn with that included advertising; movie theatres hadn't started running ads again; hospital maternity wards didn't have channels dedicated to new moms with info and advertising; coffee-to-go came in little Greek cups with no cardboard warmers; busses and trains weren't wrapped....

Many of the new job opportunities we see (and we do hear about a lot of start-ups) are in Out of Home, Out of Home/Digital, and of course, the Internet. More solid models are springing up not like in 1999 when companies were hiring when no product was ready.

The best thing anyone in media sales can do is learn about the different platforms and how what you are selling may be better by teaming up with others. To be more attractive to future hiring managers, get up to speed and sell all the products that your company has to offer, build a set of well-rounded skills.

### **Survey: Middle managers in right place (From The Chicago Tribune)**

One-third of companies reported that their middle managers were unqualified for promotions for high-level positions, according to a recent survey from ClearRock.

Two-thirds rated their middle managers as qualified, while only 6 percent said they were very qualified.

"At best, most companies rate their middle managers as being in the middle of the pack and sorely in need of the strategic thinking and leadership skills that will help raise them to the next level," said Greg Gostanian, a ClearRock managing partner.

Strategic thinking and leadership skills ranked as the top one and two skills companies believe that middle managers need to develop. Communication, developing direct reports and motivating people followed. However, only one-quarter of companies are providing more coaching and management development than two years ago, while another quarter are giving less management preparation. Instead, companies are spending more time developing employees who are in the early stages of their careers, according to Stevens.

ClearRock, an executive coaching and outplacement firm, polled 100 organizations.

### **Younger Workers Want More Connection**

A recent study by Hudson finds that 81% of Gen Y's want direct access to senior managers, vs. 69% for Traditionalists; 76% for BB and 77% for Gen X's. Both Gen Y and Gen X workers request feedback each week!

### **In Memoriam:**

Steve Sampson (Cookie Man) passed away suddenly on 12/27. Steve was a member of the MSN team from 2002 to 2006 before starting *Uncle Steve's Pretty Good Cookies*. Steve was responsible for creating many of our marketing materials, assisting in the development of our sister company, ALL ABOUT CAREERS, and operations. We hope that soon, his outstanding cookies will again be on sale. Stay tuned for details.