



Employer Q and A

What Can MAPS Do For Our Company That Others – Or I – Can't?

Advertising placement is what we do. In our 19+ years of experience in working within the advertising profession we have cemented relationships that put us in contact with candidates that you could otherwise miss. Our reputation brings us candidates that may not actively be looking for a new position but if the right opening comes along they want to be notified. Acting as your cheerleader, we have the opportunity to promote your company to these and other experienced qualified candidates.

We are able to match the best candidates with the position you need to fill because we invest time in understanding your company philosophy, culture, and needs. Key hiring factors, including experience, skills and personality traits desired, are identified and a search assignment developed. Then, we conduct a thorough search to identify, recruit, interview and recommend qualified high-caliber candidates... individuals you may feel you cannot approach... or who may be unaware of the opportunity you offer... or who, for confidentiality reasons, are reluctant to contact you directly. Before recommending any candidate, we conduct a comprehensive interview and pre-screen based on several factors including the candidate's criteria for considering a potentially stronger position. Before you meet a candidate, he/she will be well informed and well prepared to discuss his/her relevant experience, technical and personal strengths and interest in your position and company. We never waste your time with marginal or uninterested candidates.

How Quickly (And Confidentially) Does MAPS' Process Work?

Although the job market, your schedule, and our assignment load vary, we fill most clients' needs within 30 days, often less. Through consultation, a game plan and time frame are determined and agreed upon before a search begins. Due to our niche in the advertising world, our confidential search efforts are ongoing. It's not unusual for us to have immediate access to candidates qualified for your opening. In short, we save you time and expand your hiring options, letting you concentrate on what you do best... running your business.

What Kind of Feedback Will We Receive from MAPS?

We maintain frequent contact and act as a conduit of information throughout the interview process. Feedback is provided from the candidate, including additional questions or concerns that surface after each conversation or meeting. Additionally, feedback from you, after each candidate meeting is critical in raising the comfort level and interest of a recruited candidate. We counsel on preparing a comprehensive offer and establish a candidate's willingness to accept an offer within your salary parameters. Both parties are coached on handling potential counter-offers.

What Types of Searches Does MAPS Conduct?

We recruit and place advertising professionals from 2 years of experience up through top executive management levels. We work with advertising, marketing, PR, and media firms or within any organization that has an in-house advertising agency or department.

Typically our searches are done as a contingency search, where you owe nothing until we have a successful offer and acceptance from the candidate of your choice.

Some clients prefer a retainer agreement to insure priority, confidentiality and expedient results.

