

About Us

WHY theWORKSQUAD?

What sets us apart from other Agencies? Why choose us?

theWorksquad was born out of the pure desire to assist candidates with their careers, we didn't want to just place candidates, we wanted to be an integral part of their career choice. We saw a real need for candidates to be able to discuss their careers. We offered them the platform to come and have a cup of coffee in a relaxed environment where we discussed how they went about marketing themselves, where do they actually start, what positions could they actually apply for?

We soon realized how many candidates didn't actually have a clue as to how they go about it.

We started the Career Coaching Division where we did one on one Career Chats with our candidates and used the Marketing Principle which showed them that they were the Product, their CV was the package and we devised a plan on how they went about marketing themselves (see detail on page 4).

- *We are a professional recruitment agency who will go out of their way to assist you with your recruitment needs. We strive to be Brand Ambassadors for your company through every step of the recruitment process.*
- *Although we come from a strong Advertising, Marketing, Communications/PR and sales background, we have evolved and like to offer those clients we have built a relationship with a full service offering. We will always be upfront on accepting the brief if we feel we can assist or not.*
- *We have access to our own unique database which we have built up over the last 17 years which is diverse due to our unique career coaching service.*
- *We are comfortable headhunting and using our networks to ensure we find the right candidate every time.*
- *We are a consistent team which guarantees you will only deal with one or two consultants whom you will be able to build a relationship with and who will go out of their way to understand your business and your needs.*
- *A professional team of consultants who come from the industry and have over 40 years' recruitment experience between them.*
- *We offer fast and efficient service with quick turnaround times.*
- *Professional, honest advice every step of the way.*

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- *We offer all the necessary criminal, credit checks as requested by client, as well as fingerprinting and reference checks.*
- *We can also assist with Outplacing where we will consult with both client and candidate for a smooth closure.*
- *Retrenchment or restructuring, we can assist those retrenched with guidance, coaching, planning, strategizing and re-engineering their careers.*
- *If you have a sensitive recruitment issue, we can be the go-between to handle these matters confidentially and professionally.*
- *We like to see ourselves as unique to our competitors as we started the company based on Career Coaching and still see that as an integral part of our business (see below the modus operandi)*

Lynn Finger has broad industry experience, having developed her career in the corporate world in a Marketing role for many years and then moving across the desk into advertising where she found her passion.

She has complimented her experience with the relevant tertiary and feeling strongly about human capital investment she then launched theWorksquad in 2004

What theWorksquad does for you

- *We professionally act as your recruitment assistant. On receipt of your official job spec, to provide candidates, we immediately:*
 - *search our database, and/or*
 - *headhunt, and/or*
 - *advertise*
- *From there, we*
 - *contact existing candidates*
 - *sell / negotiate the job opportunity*
 - *draw a shortlist*
 - *approach headhunted candidates*
 - *negotiate*
 - *sell the job opportunity*
 - *assess all responses to adverts*
 - *sift*
 - *draw a shortlist*
 - *contact to discuss and sell the job with respondee/s*
 - *set up to interview*
 - *interview*
- *Finalise a final shortlist from the various sources for presentation to client*
- *Present shortlist to client*
- *Upon receipt of feedback:*
 - *set up 1st interviews for accepted CVs*
 - *obtain days, dates and times from client*
 - *discuss/confirm mutually suitable time with candidate*
 - *confirm with client*
 - *confirm with candidate, together will all relevant info, i.e. job spec, address/contact details,*
 - *homework/preparation*
 - *source further CVs if necessary*
 - *follow up with client to get feedback*
 - *feedback to candidate*
 - *set up 2nd interview*
 - *roll out references – two references per candidate and more if necessary*
 - *Conduct credit/criminal/tertiary checks if requested by clientt*
 - *Present final offer to candidate and assist in the negotiation process to close*
 - *Keep in touch with candidate until start date*

CAREER COACHING

Is it time to engineer your career? Whether it be a mid term career re-evaluation or your first job? Not sure who to talk to? Or who to turn to? Need advice?

Have we not all been at that crossroad somewhere in our lives when we need to make a career decision?

We were confronted by many similar questions, and repeatedly so, whilst in the recruitment field and soon came to realise that there was a strong need to provide a personal one-on-one environment, where people can come and have an in-depth, yet informal chat about their careers. Together the candidate and theWorksquad will brainstorm creative career strategies.

The approach is one of a 21st century nature, in that it has not been done in this way before. The approach to each individual is unique, personal and professional. The strategy is based on an initial 3-P marketing approach: we assist by defining the product (the candidate), the package (the CV) and the plan (how to launch or relaunch yourself).

Once this is formulated, the 5-P marketing stage kicks in, i.e. promotion and pricing the product - BY the product, the candidate, to ensure the individual's control of their career and its plan. This ensures the results are multi party satisfactory, in that the product (the candidate) is polished and focused, providing the prospective employer with added assurance of a committed staff member.

Value added assistance and advice is given through other vital career enhancing tools – psychometric testing, interview grooming, tertiary information, CV compilation, industry facts, to mention a few.

Individual Portfolios

Lynn Finger

All Creative – for both Advertising Agencies and in-house studio's (graphic designers, web designers, art directors, copywriters, creative directors, studio managers, DTP)

All client service (Account Executives, Account Managers, Account Directors, BUD, CSD)

Traffic and Production

Web Developers

Editors and related

PR and Communications

All sales – conventional/media

New business development

Marketing (Product/Brand Managers, Marketing Directors etc)

Human Resources (at any level)

All PA, secretarial/ admin/ support

All media related -implementation/strategists/etc

Financial positions

IT Specialist

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We can offer placements in Johannesburg, Cape Town or Durban



Contact Us

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We are a proud member of Apso since 2004.

“The Federation of African Professional Staffing Organisations”

