



**MEDIA  
RECRUITMENT**  
FREELANCE CONTRACT PERMANENT

# CLIENTS

## WHY WORK WITH MEDIA RECRUITMENT?

### SOURCING CANDIDATES

#### **SKILLS SHORTAGES? STAFF TRAINING? NO TIME? MEDIA MENTORING AND MOTIVATION IS THE ANSWER**

In a busy office environment there is never enough time to do everything and recruitment is not always an option. Investing in your team could be the way forward.

It's a Catch 22. Staff, especially Juniors and Executives, need on-the-job training, but sometimes there are just not enough hours in the day for Managers and Directors to provide what's required. Mistakes get made, people slip up.

Media Mentoring and Motivation is the new, cost-effective and tailor-made method of providing direct, on-the-job training for staff when other commitments take priority. More cost effective and less time intensive than conventional training, Media Mentoring fits in exclusively with your agency's needs and includes:

- How to write a Contact Report
- Media Relations What Makes a News Story
- Etiquette of PR
- Art of Negotiating
- Creativity
- Time and Workload Management
- Client Handling/Relations

Here are just a few of the benefits of Media Mentoring:

- Motivating, energizing, results-based
- Staff are on-site, less time spent out of the office
- Training relates directly to job descriptions
- Objectives created with you
- Adds value to your agency and staff performance
- Helps staff to become more efficient

Sessions can last for a half or a full day, as often or as infrequently as you like. Our Media Mentors are qualified training professionals who have worked in PR and journalism.

To find out more about our consultants and a full costing contact [tanya@mediarecruitment.co.uk](mailto:tanya@mediarecruitment.co.uk) or call 0207 267 0555.