

Launch of AFRI RECRUIT - new division of Joanne Pollard Associates

Issued by [Joanne Pollard Associates](#)

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Renowned recruitment specialist Joanne Pollard who has been recruiting for the ad and communications industry for the past 20 years and is an acknowledged expert, has seen the need for a specialist sub-Saharan recruitment division and has now launched AFRI RECRUIT, to service Sub Saharan Africa and South West Africa initially.



Plans for the future include extending the reach of AFRI RECRUIT to the francophone countries and Mozambique.

This operation is in addition to the existing recruitment service for South Africa - Joanne Pollard Associates Specialist Recruitment - which has been operating for 20 years.

Joanne says:

"We will be dealing with clients from all the major international advertising networks such as WPP, Omnicom, Publicis, and others, plus our own existing clients in this area.

"We provide top candidates in the fields of advertising, marketing, design and digital communications.

"Salary packages are excellent with good benefits such as accommodation, cars, free medical and fully subsidised comms, and we negotiate the best packages for our job candidates.

"We have approached all suitable candidates already in our database to see if they are interested in working on a contract basis in Africa and find that many are keen to gain varied experience and make a contribution of their skill, expertise and experience and be exposed to a different type of consumer market.

"We will also be drawing on the suitable candidates we already have throughout Africa.

"Should a critical unemployment situation arises in South Africa at any stage, top candidates would be able to contract in Africa rather than be unemployed or out of their field of expertise for long periods.

"The demand at the moment is for very experienced, reasonably mature candidates with the necessary experience and skills in:

"Agency management, marketing, senior client service, senior creative, C.D., associate C.D., art director and senior writers.

"The demand for experienced media and strategic planners is something we anticipate and we will be able to provide them with up to date stats on the media types consumed in Sub Saharan Africa.

"As the demand for digital proficiency/expertise increases we will be placing people in this area as well as In Design.

"Considerable research has been done into demand and knowledge required to be effective and contribute to this market.

"All prospective candidates are thoroughly interviewed, portfolios reviewed and references checked and assessed prior to placing them.

"Candidates not resident in South Africa are thoroughly interviewed by video.

"A fact sheet will be supplied to candidates on the country in which they will be working and in some cases there will be face-to-face acclimatisation by a selected Africa expert with experience in this particular marketplace.

"A detailed brief is taken from clients and matched as closely as possible to ensure an effective and professional offering.

"To date the marketplace is very interested in the service AFRI RECRUIT can offer and we anticipate a major uptake of this important and much needed service."

For further information:

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