

ABOUTSTAFFING®

Your Alberta Employment Experts

Calgary 403.508.1000
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www.aboutstaffing.com



"Real success is finding your lifework in the work that you love" - David McCullough

Easy to keep busy

**About Staffing**

We are coming into the last quarter of 2012.

Oil and gas starts to heat up right about now, which means every other business in Alberta should be following suit.

I know we are dam busy with staffing orders from our clients, as is usual at this time of year for us.

I am often asked why we are so busy in the fall, and it is for a number of reasons.

Oil prices are high, and the unemployment rate is low, so staffing agencies are busy.

But besides the common sense market conditions being a great reason to be busy in the staffing world, we also know the differences between and benefits to marketing, business development and sales.

Those are three different job descriptions, different skill sets, and although they are often combined into one job in many companies, they really are different functions, with a different purpose.

Marketing consists of development, co-ordination and execution of marketing programs. A marketing person will coordinate, and possibly create, the communication of marketing and promotional materials, while tracking trends and results of programs. Marketing directs customers to the brand.

Business development people manage key performance indicators for their territory, business unit, or area of expertise.

Business Development reps build and manage relationships, and usually maintain a client relationship program and database.

They co-ordinate and leverage business opportunities for their employer, and are usually responsible for prospecting and maintaining growth potential.

Business development people

are best at finding new business and building relationships with customers.

Sales people do just that, they sell! Sales people do some lead generation, sell a service or product and close deals.

Sales people need to follow some type of process and clearly communicate expectations to customers.

They usually need to track results and service accounts either through follow-up or paperwork.

Sales people are responsible for some type of revenue to the company and often have standards and direction to adhere to.

There are often problems that arise in companies that believe all these roles are just one person.

In a small company, it could be possible if the person is extremely organized.

All roles are needed if a com-

pany wants to grow effectively, set and achieve goals, and have little staff turnover. It's the last quarter, time to close some deals, hire some staff and enjoy the fantastic market Alberta has to offer!

Sharlene Massie is the CEO of About Staffing Ltd., a dynamic personnel

agency specializing in direct-hire and temporary placements. Questions for Sharlene? Visit the About Staffing website at www.aboutstaffing.com, and click on the link under the Sun logo. This article may be reproduced or transmitted if done so in its entirety, including this copyright line: Copyright 2012, by About Staffing Ltd., all rights reserved.

Site Superintendent

Jager Homes, has an excellent opportunity for a Site Superintendent. The ideal candidate would possess 3-5 years field construction experience in residential construction.

Reporting to the Construction Manager, the Site Superintendent is responsible for overseeing single family home building projects for the company through to completion. This role will deal extensively with Trade Partners and Suppliers to ensure the quality of the projects meet Jager Homes High expectations, and that construction budgets and timelines are met.

Jager Homes offers a competitive compensation package, excellent work environment & benefits. Please send your resume in confidence to:

Jager Homes Inc.
4005 - 11th Street SE
Calgary, AB T2H 2Z3
info@jagerhomes.com



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VOLKER STEVIN CONTRACTING LTD.

A leader in the heavy construction industry, we are looking for experienced Bridge Construction and Maintenance Bridgeworkers to work out of our Aldersyde location.

As our successful candidate you will have the following qualifications:

- Minimum of 2 years bridges experience
- Valid class 3 drivers' license with less than 6 demerit points and no major infractions
- Ability to perform strenuous work in an outdoor construction setting
- Ability to work at considerable heights
- Knowledge of accepted bridge construction practices
- Ability to work out of town for extended periods of time

The above positions are available with competitive wages and benefits. Applicants must be willing to submit to substance abuse testing as these positions are safety sensitive.

Please submit applications/resumes quoting competition #12651 to:

Volker Stevin Contracting Ltd.
Box 5850 Station A
Calgary, Alberta T2H 1Y3
In person: 7175 - 12 Street SE, Calgary
Web: www.volkerstevin.ca or Email: Careers@volkerstevin.ca

PROOF IT PAYS TO READ THE SUN.

The Calgary Sun IS NOW ACCEPTING APPLICATIONS FOR: SALES & MARKETING COORDINATOR

The Calgary Sun is seeking a dynamic individual to excel at a newly created position within our Reader Sales & Service department.

The position will involve working closely with the Sun's Marketing team and the Reader Sales & Service sales team to generate increased circulation of our product both in print and digital. In addition, this position will steward our newly developed Club Red loyalty rewards program and manage our mass email marketing campaigns.

Key responsibilities include:

- Developing and marketing our Club Red reader rewards program
- Growing merchant participation in the Club Red program and managing communication of offers and promotions to our growing database via mass email marketing
- Execution and administration of bulk newspaper deals and promotions with local business and merchants
- Sales, administration and coordination of business to business group newspaper subscription sales
- Coordination of our Kiosk sales and promotions at various events and locations year-round
- Participate in development and execution of special promotional offers to increase circulation sales
- Work as a direct liaison between the Reader Sales & Service department and the Sun's Marketing department.

Qualifications:

A successful candidate will possess a skill set that features creativity, organization, business to business communication and has above average general computer skills and is adaptable to using different software applications. Newspaper industry or specifically newspaper circulation knowledge is not required but can be an asset. A candidate with a strong marketing background, or recent marketing education graduate will be good candidate for this position.

Interested applicants should send their resumes no later than September 20, 2012 to the attention of:

Ryan Popowich
Director, Reader Sales & Service
2615 12 Street NE, Calgary, Alberta, T2E 7W9
or email: ryan.popowich@sunmedia.ca
Reference: Sales & Marketing Coordinator

NO TELEPHONE CALLS ACCEPTED We thank all applicants for their interest however only those selected for interviews will be contacted.

The Calgary Sun is one of Canada's leading daily newspapers, an equal opportunity employer and division of Sun Media Corporation, the largest newspaper publisher in Canada.

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