



MARKETING CREATIVE COMMUNICATIONS

## Candidate FAQ

### **1. What's your registration process?**

Before you invest time filling out our online application, please make sure you meet the following requirements:

- You have a minimum of two years professional experience in a marketing or creative discipline.
- You have worked in this field during the last year.
- You are available to work right now for freelance positions, or can give reasonable notice to your employer if you are looking for direct-hire opportunities.
- You can make yourself available to meet for Paladin or client interviews.

If you can say 'absolutely' to all of the above, then:

Submit your resume for review.

### **2. When will I hear from you with job opportunities?**

We review applications daily. After registering online, you will receive a confirmation that we have all the information we need to consider you for opportunities with our clients. Our business is client driven, so we cannot guarantee that we will have a position for you now or in the future. It is not a comment on you or your background if we do not offer you opportunities immediately. We might have opportunities for you within days, months, or possibly not at all. Much is based on the economy and current demand.

### **3. How do I know I'm in good hands?**

Paladin was founded in Chicago in 1990. We now have additional offices in Atlanta, Dallas, Los Angeles, New York, San Francisco, and Houston. Our commitment and focus has always been on staffing top-notch marketing and creative talent for professional industries—whether it's for direct-hire or freelance positions. We strive to form strong relationships with our associates to better assist you in advancing your career.

As a Paladin associate, you're in very good company—the individuals we place have extensive experience and excel at what they do. We are extremely selective in our qualification process and only accept applicants who have at least two years of relevant work experience—which translates to registering less than 30% of people who apply to Paladin. Our average associate has over five years of professional experience in his or her field.

Paladin Account Managers have backgrounds in the same disciplines we recruit and staff, and are qualified to assess your relevant skills. You benefit from working with people who understand you and your business.

Paladin has built deep relationships within Fortune 1000 corporations and the most successful advertising, communications, creative and professional services organizations. We have an outstanding repeat business rate with our clients because we attract and retain the best talent the industry has to offer. Paladin offers competitive wages and the opportunity to work in great positions at top companies.

#### **4. What's the difference between what Paladin does and what headhunters or reps do?**

What Paladin does:

- We deal with thousands of job orders that range from temporary to project-based to direct-hire.
- We register mid to senior-level candidates who are either freelance professionals or who are looking for full-time, straight-to-staff work.
- We have an exacting qualification process and data system to record candidates' credentials, which allows us to make precise matches to our clients' job specifications.
- We act as the employer of record, which means:
  - i. We pay Paladin associates as employees.
  - ii. We make the employer contributions of withholding taxes for FICA, Medicare and for state and federal unemployment--valued at almost 10% of earnings.
  - iii. We carry general liability and workers' compensation insurance, which covers our freelance associates while they are on Paladin assignments.
  - iv. We're 100% responsible for a candidate's performance while on assignment.
  - v. We make certain benefits available to our talent base:
  - vi. Medical, dental, and vision insurance options
  - vii. Paid time off plan
  - viii. 401(k) plan and other valuable perks.

We do not charge our talent for services.

We recruit our own staff from marketing and creative disciplines, so we fully understand the positions that we place—and we can clearly explain them to you.

What headhunters or recruiters do:

- They deal primarily with direct-hire placements and receive a retainer or fee from the client when they find the right candidate.
- They typically do not provide project-based or freelance opportunities, and do not function as the employer of record.

What reps or agents do:

- They work primarily with creative professionals who must sell their work to art buyers, creative directors, design managers and other purchasers of commercial creative work.
- They do not function as the employer of record.
- They make money by taking a percentage of the sale when the talent they represent sells work.

#### **5. Where does your revenue come from if you're not charging me a fee?**

Our revenue comes from our clients. Most Paladin assignments pay on an hourly rate basis. The rate is a figure mutually agreed to by our candidate and Paladin, and will vary from job to job, based on client specifications. Paladin makes money on the difference between what we pay you for your time and what we bill the client for that same time.

#### **6. I'm a successful, self-employed independent professional. Why should I apply to Paladin?**

As a staffing partner, Paladin can help increase your networking base. Paladin acts as a back-up source of work when you are not busy, and can help you expand your exposure to other companies and clients.

In addition, we hope to provide you with choices. When we present a job to you, it is your decision whether or not you would like to be considered for it. If you are busy with your own projects, we will continue to call you for assignments provided that our clients' needs match your skill set. It doesn't take a lot of time to register, and it costs nothing.

#### **7. Can Paladin help me find a full-time job?**

Yes. Paladin staffs a significant number of direct-hire positions, again based on our clients' needs and the economy. Please review our open jobs section from time to time to see if there is a match in your city that fits your skill base.

#### **8. I can only work from my home office. Will Paladin have jobs for me?**

That depends directly on the client. Most clients prefer to have associates work on-site, but some assignments can be handled off-site, as long as you are available to meet the client at his or her location for an interview before you land the job, and are flexible enough to attend project meetings as required.

**9. Can you pay me as in independent contractor and report my Paladin earnings on a 1099?**

No. Paladin assignments are work situations that fall within the IRS guidelines establishing an employee/employer relationship. We are the employer of record for tax related purposes.

This arrangement has benefits for our associates. For example, your pay is never at risk as it could be if you were an independent contractor. Even if Paladin's client doesn't pay us for your time, we pay you the agreed-upon rate on our regular payroll schedule, pending your approved timesheet. Additionally, as the employer of record, Paladin is able to provide benefits such as health insurance and 401K plans to qualifying associates.

We have many consultants who work as independent contractors for their own clients and also work as Paladin employees on Paladin assignments. These consultants report income from their own clients on a 1099 and Paladin assignment income on a W-2. The government accepts both 1099s and W-2s in a single tax year. Please consult your accountant or attorney on tax and legal matters.

**10. As a Paladin associate, can I work through other service firms or staffing companies, or have my own clients?**

Absolutely. Very rarely will Paladin keep you busy full time. You should think of us as an additional staffing partner—not as a guarantee for placements. We encourage you to continue marketing yourself as you always have and to register with as many agencies as you choose.

**11. As a Paladin associate, how busy can I expect to be with Paladin jobs?**

Paladin's business is client-driven, meaning that our clients' needs determine how many opportunities we have to present to you. Additionally, many factors—like skill set demand and availability—make it difficult to know precisely how often a person will be placed.

In order to maximize your potential for opportunities with Paladin's clients, it is extremely important to keep us updated with your current resume and latest

projects, and to notify us of any address, phone or e-mail changes, so we know how to reach you for assignments.

**12. What if I don't like the jobs you call me about?**

When our search identifies you as a candidate for a job, we call or e-mail you to discuss the job in detail. You are free to decide if you're interested or not. If you are, we present you at an agreed-upon rate or salary. If you are not interested in a particular opportunity, we will still call you for future openings that fit your qualifications.

**13. How is my hourly rate determined?**

The job market, your current and previous salary history, and our clients' budget will determine the hourly rate or salary. For general information on what's reasonable in your field, please use our Salary Look-up Tool.

**14. What if I'm considering a career change within my industry? Will Paladin be able to help me find opportunities?**

It depends. If you are a marketing communications manager who wants to focus more on copywriting, Paladin may be able to help you, provided you have samples, solid experience and a portfolio. If you do not have any prior experience in the communications industry, we may not be your best option.

Our clients expect Paladin associates to be able to step into a job and perform with little to no lag time or learning curve. In most cases you'll need to have current, relevant experience to produce quality work quickly and efficiently.

**15. What if I'm moving to a new city where Paladin has an office?**

As long as you meet the criteria in [FAQ number one](#), you can follow the same application process, being sure to specify that you are applying for the branch in your new city. Contact Paladin after you have arrived in the new city at 888.Paladin (725-2346).