

# GR MARKETING MATCH

## Frequently Asked Questions

### **What is GR Marketing Match?**

GR Marketing Match is a free tool that aims to help connect marketing professionals in West Michigan. The intention is to help local marcom talent find available marcom jobs. It's a free email service that sends resumes of job seekers to employers. The goal is to help enlighten job seekers to available positions that perhaps they didn't know about, and expose an employer to a candidate that they might not have otherwise known about.

### **Is GR Marketing Match competing with job search agencies?**

GR Marketing Match is not trying to replace other job seeking tools that people are using. It's simply meant to be another tool in the toolkit to help out my friends and colleagues who are going through some difficult times in their careers. I just felt compelled to do something that could be of value. I encourage all my marketing and PR colleagues in West Michigan to do something to help the cause.

### **What was the inspiration behind this service?**

The lights really went off to create this service after attending a client's job fair late last year. There were nearly a thousand people who attended this event to apply for 120 jobs. At times there were hundreds of people in line to drop off resumes, fill out applications and have initial interviews.

I was shadowing reporters who were covering the event. They were talking to several people asking why they were waiting in line when it was such a long shot for a job.

Many said they just wanted to physically hand their resume to a person and not just send it to a generic email account. They wanted to start a relationship with someone at the employer, and just be assured that they've made a connection.

That really struck a nerve with me as I've experienced the pains of downsizing in my career. So, I thought I had to do something to help the cause.

I decided that my influence is in the west Michigan marketing arena, so I decided I would focus on helping out my colleagues.

I had already been forwarding resumes for friends and tipping off colleagues about a job opening I had heard about, so I thought why not formalize that process a little and automate it.

### **Why an email service?**

I maintain another service called GR Media Match ([www.grmediamatch.com](http://www.grmediamatch.com)) that essentially connects reporters looking for story sources to area PR professionals who might be able to help the reporter with the story.

It's essentially a matchmaking service. What I was looking to do with marketing match was essentially the same thing, only this time the audiences are job seekers and employers.

Additionally, having an automated program is easy for my team to maintain, and allows job seekers to get their information in the queue without having to spend any time going somewhere or trying to contact anyone. They simply fill out a form and they're done.

### **How does it work?**

GR Marketing Match is a very easy service and everything is explained at the site. If you're looking for jobs, then click on the JOB SEEKER button. If you're an employer or someone who often hears of marketing jobs in our region, then click on the EMPLOYER button.

### **Who owns and operates the service?**

GR MARKETING MATCH is owned and operated by Clark Communications. In no way are we trying to profit or glean competitive information with this service. This is not a revenue generator, simply a goodwill generator.

### **How is it going so far?**

The site just recently launched, but we've already had a lot of job seekers sign up and we've had over 50 employers sign up - some great (big) ones, too! So, I'm hopeful that the process will be going full-steam soon.

I continue to recruit employers to sign on, which really just means they're agreeing to review the resumes and send on to their colleagues who may know of opportunities for the candidate.

###