

"Your One-Stop Hub for Marketing & Talent."

BINTU'S ART AND EVERYTHING

HIRING & MANAGEMENT PROCESS



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INTRODUCTION

We specialize in connecting talented digital and creative professionals with forward-thinking businesses. Our goal is not just to place you in a role, but to equip you with the right structure, training, and ongoing support so you can excel and grow in your career.

This document explains how our hiring and talent-management system works, what is expected from you as a candidate or team member, and the support and growth opportunities you will receive to ensure long-term success in your role.



MISSION:

To help businesses grow online and internally by providing practical, creative, and people-driven solutions that drive long-term success.

VISION:

To become Nigeria's most trusted name in digital marketing and HR consulting, known for building brands and teams that shape the growth of start-ups, SMEs and big firms.

CORE VALUES:

Creativity, Growth, Integrity and Talent.



OUR SERVICES

1. DIGITAL MARKETING SERVICES

- Social Media Account Management
- Search Engine Optimization (SEO)
- Google & Social Media Advertising
- Brand Identity Design
- Website Design & Management
- Blog and Copywriting Services
- Email Marketing Campaigns



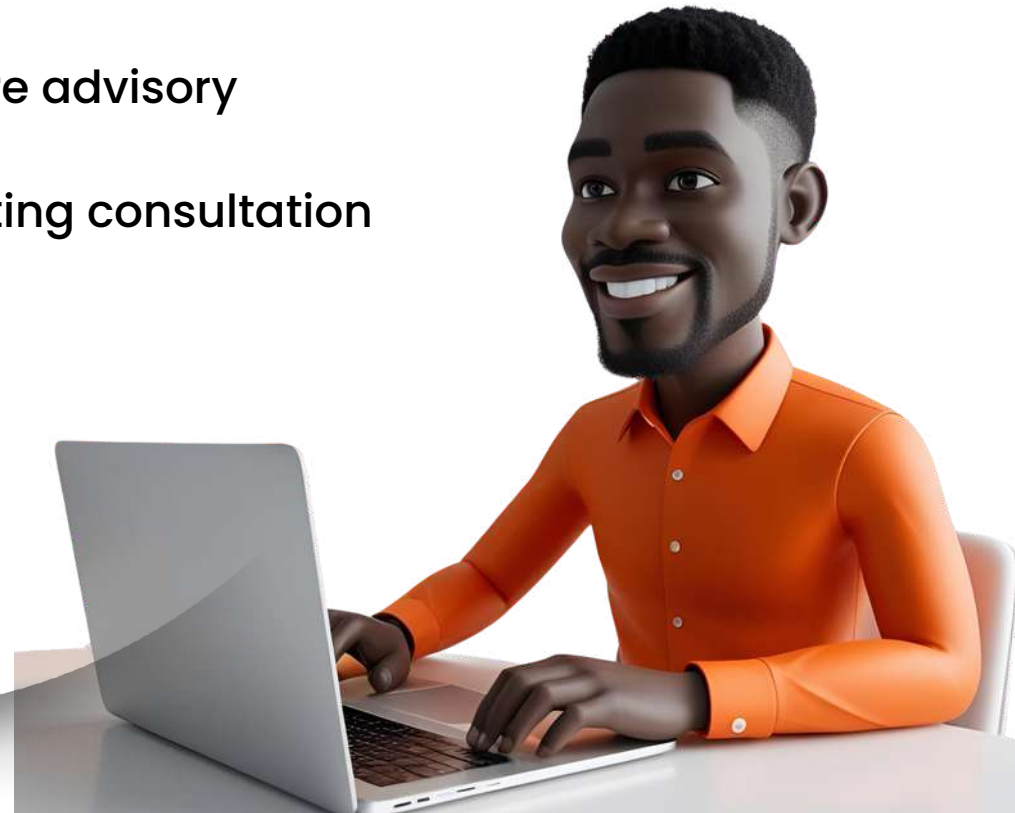
2. HUMAN RESOURCE SERVICES

- Creative Talent Recruitment
- Employee Onboarding & Documentation
- Payroll and Compliance Management
- Staff Training and Development
- Performance Review Systems
- HR Policy Setup and Consulting



3. BUSINESS DEVELOPMENT & CONSULTING

- Business & brand strategy development
- Market research and competitive analysis
- Go-to-market and growth planning
- Process optimization and workflow consulting
- Talent sourcing and team structure advisory
- Digital transformation and marketing consultation



WHY CHOOSE US?

Industry Expertise: 11+ years of experience in marketing, business operations, and creative solutions.

3-Step Vetting: Internal interview, role-specific skills test & a final joint interview.

Research: Before anything, we study your goals, audience, culture and role needs.

Continuous Support: Onboarding, performance tracking and long-term goals alignment.

Confidentiality: Every hire signs a strict NDA, protecting your data, processes and IP from day one.

OUR PROCESS

BUSINESS NEEDS ASSESSMENT

Before assigning a candidate to your business, we take the time to understand your unique needs. This includes:

- Conducting a consultation to learn about your business mission, vision and long-term goals.
- Identifying key responsibilities required from candidate.
- Determining whether you need a hybrid/remote or full-time, onsite candidate.
- Outlining your expectations for output, engagement, and performance tracking.
- Signing a service agreement that details our working terms and conditions.



CANDIDATE SELECTION & ONBOARDING

Once we have a clear understanding of your business requirements, we proceed with the selection process. Our stages includes:

- **Shortlisting:** We identify suitable candidates from our talent pool.
- **Internal Vetting:** We assess candidates to ensure they meet your needs.
- **Assessment:**
 - 1.Reviews the business as a whole.
 - 2.Researches competitors and trends.
 - 3.Proposes a strategy to improve online presence.
- **Final Selection:** You interview the top candidates and make the final choice based on fit and strategy.



OUR MANAGEMENT STRUCTURE

If you choose our management service, we take an active role in overseeing and guiding your assigned candidate to ensure they consistently perform at their best and meet your business objectives. Our management process includes:

STRUCTURED COMMUNICATION & ACCOUNTABILITY

To keep all candidate accountable and ensure transparency, we implement the following communication and reporting procedures:

a. WhatsApp Community Management

To ensure transparency and engagement, you will be added to a WhatsApp group:

- **Private Business Group:** This is where you communicate directly with the candidate and our management team.



b. Approval & Execution

- All tasks must go through review and receive approval before submission.
- Every output must align with the business's goals and brand guidelines.
- The candidate is required to consistently meet agreed deadlines.

c. Daily & Weekly Reporting

- At the end of each business day, the candidate must provide a brief summary of tasks completed.
- A detailed weekly report is submitted covering:
 1. Any challenges encountered.
 2. Adjustments to strategy based on performance insights.
 3. Recommendations for improvement.



d. Monthly Performance Review

A performance review session is conducted every month to:

- Analyse key performance indicators (KPIs) such as sales and engagement rates, follower growth, and content reach.
- Address areas of improvement and implement necessary training.
- Ensure that the business goals and marketing objectives are being met.

ONGOING TRAINING & DEVELOPMENT

- If the assigned candidate lacks certain skills, we provide targeted training to enhance their capabilities or consider reassignment.



WORKING CONDITIONS & PAYMENT STRUCTURE

WORK SCHEDULES

- **Hybrid/Remote Roles:** Onsite two days a week and remotely for the remaining three days
- **Onsite Full-Time Roles:** Five days a week at your business location.
- Work hours is based on your business requirements.

Our recruitment fee is ₦50,000 per candidate.

This covers the full hiring process — including sourcing, screening, and shortlisting qualified professionals tailored to your business needs.

Our standard recruitment timeline is between **2 weeks to 1 month**, depending on the role and requirements. However, we are flexible and can work with any timeline provided by your organisation.



PAYMENT STRUCTURE

Your payment arrangement will depend on the type of engagement you choose.

- If we recruit a candidate to work directly under your company, their salary will be structured and paid by you, based on the agreed role, experience level, and terms.
- If you prefer that the talent works under Bintu's Art & Everything's internal management or on a retainer where we supervise and manage performance, then we will handle and process their salary directly.
- In both scenarios, all compensation details will be clearly outlined and agreed upon with you upfront before onboarding — ensuring complete transparency.



PARTNERSHIP GUIDELINES & SERVICE STANDARDS

BUSINESS OWNERS ARE REQUIRED TO:

- Provide access to relevant brand materials, tools and social media accounts if necessary.
- Give timely approvals on task assigned.
- Offer feedback and insights to improve performance.
- Make timely payments to ensure uninterrupted service.

CONFIDENTIALITY & COMPLIANCE

- All candidate sign a Non-Disclosure Agreement (NDA) to protect your business information.
- We ensure that all marketing strategies and business data remain confidential.



QUALITY ASSURANCE & CONTINUOUS IMPROVEMENT

- We consistently monitor the performance of managers assigned to ensure they meet quality standards.
- Our team reviews client feedback and updates processes to enhance service delivery.



IMPORTANT NOTICE:

ONE-TIME REPLACEMENT GUARANTEE

If the recruited candidate does not meet the Client's expectations within the first 30 days, Bintu's Art and Everything will provide one replacement candidate at no additional cost.

Please note:

- This complimentary replacement is offered once only within the initial 30-day period.
- If the replacement candidate also does not meet expectations, any further recruitment efforts will be the Client's responsibility and cost.



PAST & CURRENT BRANDS



**LET'S WORK
TOGETHER**

CONTACT INFORMATION

Are you ready to elevate your brand and unlock new growth opportunities? Bintu's Art and Everything is here to help.

✉ Email: contact@bintusartandeverything.com

☎ Phone: +2348122869386

🌐 Website: www.bintusartandeverything.com

🔗 Socials Handle: @bintus_art_everything

📍 Location: Nigeria



CONCLUSION

At Bintu's Art and Everything, we don't just place talent — we manage their success. We provide ongoing support, training, and performance oversight to ensure that every professional we assign delivers at the highest standard. Our structured management system is designed to help them excel in their role while consistently driving measurable value for your business.



**THANK
YOU**