

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

BINTU'S ART AND EVERYTHING

RECRUITMENT & 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



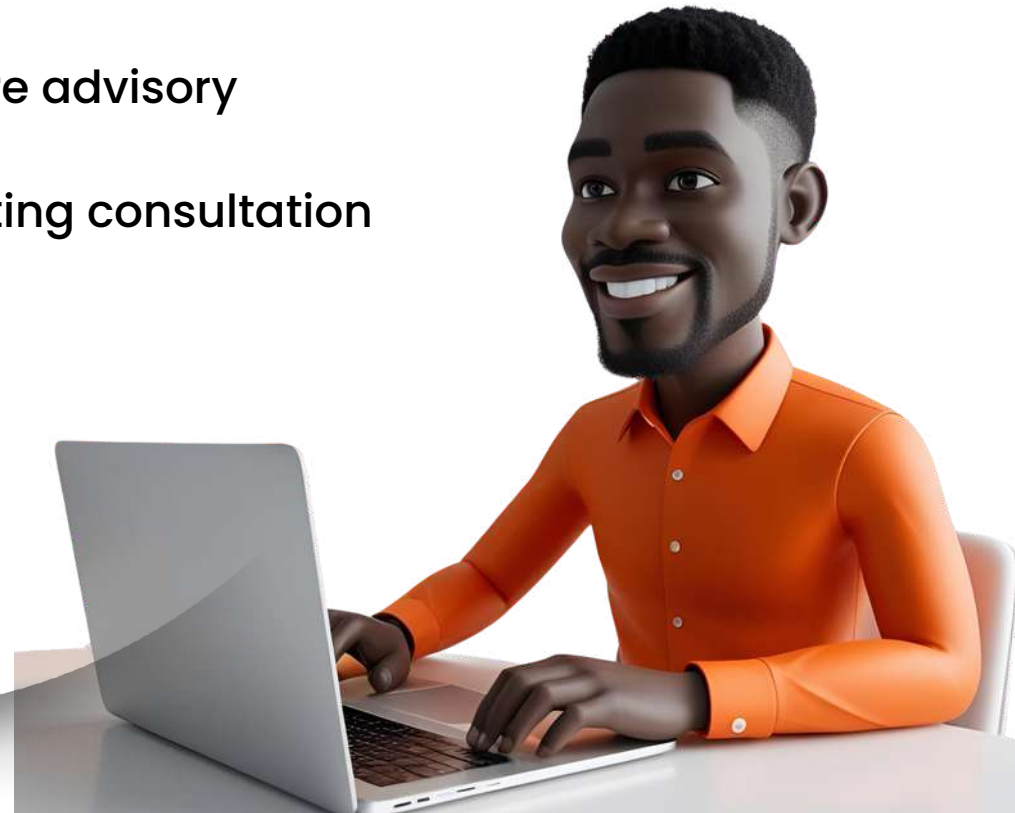
2. HUMAN RESOURCE SERVICES

- 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



OUR PROCESS

INTERVIEW & SELECTION PROCESS

The hiring process begins with a structured interview and assessment to determine your suitability for the role. The steps include:

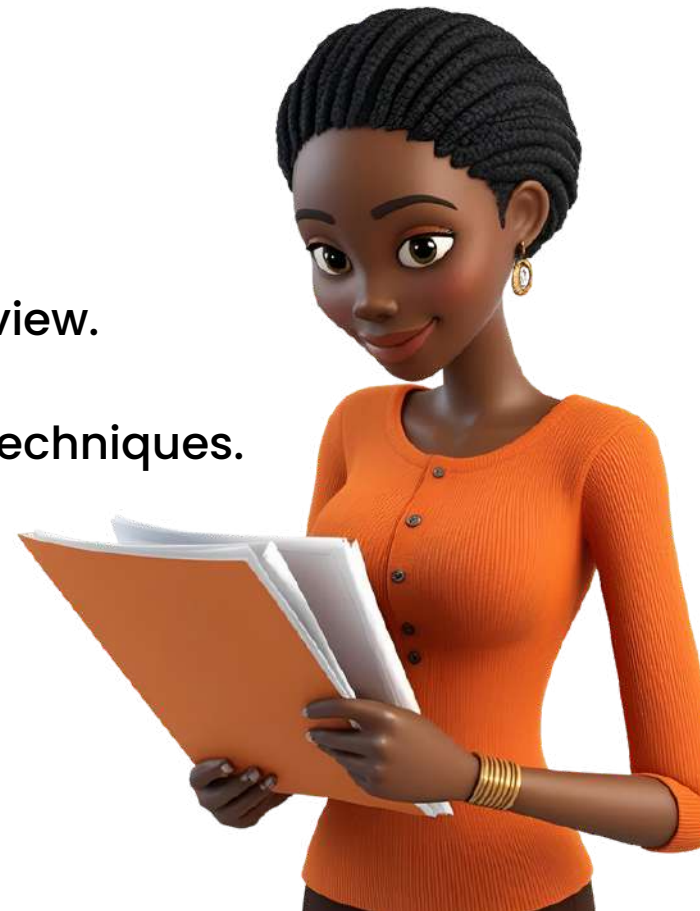
Step 1: Application & Screening

- You submit your application, including your resume, portfolio, and past work experience.
- We review your skills, experience, and knowledge of the position you are applying for.

Step 2: Virtual Interview

Selected candidates will be invited for a virtual interview.

- To discuss your experience.
- Content strategy, engagement & management techniques.
- Your familiarity with tools like Meta Business Suite, Canva, Google Workspace, and scheduling tools.



Step 3: Practical Assessment

Shortlisted candidates must complete a practical test, which may include:

- Conduct a brief analysis of a business's social media presence.
- Take part in any assessments required by the hiring brand, if applicable.

Step 4: Second Interview with the Business Owner

In this stage, shortlisted candidates will have a one-on-one interview with the business owner. This conversation is focused on deeper alignment — assessing your long-term vision, cultural fit, communication style, and how you would contribute to the company's growth.

Step 5: Onboarding & Business Assignment

You will receive a full onboarding session, including:

- A briefing on the business you will manage.
- Access to necessary accounts and tools.
- A review of reporting expectations and communication guidelines.



MANAGEMENT & SUPPORT STRUCTURE

Our management system ensures that you are not left alone in your role. We provide guidance, training, and performance monitoring to help you succeed.

ONGOING TRAINING & DEVELOPMENT

If you need improvement in any area, we offer training to enhance your skills. We conduct regular workshops for candidate.

Additionally, all candidates under our management receive free access to Canva Pro and CapCut Pro to enhance their content creation capabilities. These tools help you produce high-quality graphics and video content without additional costs.



EXPECTATIONS & RESPONSIBILITIES

Pre-Employment Analysis & Strategy Development

Before starting active work, you must:

- Go through a business overview with business owner.
- Conduct competitor research to understand the industry landscape.
- Develop a strategy tailored to the business's brand, audience, and goals.

Daily & Weekly Responsibilities

Once strategy has been thoroughly reviewed, you must:

- Execute tasks based on the business's current needs and priorities.
- Provide daily and weekly reports on activities, results, and recommendations.



Communication & Reporting Structure

1. WhatsApp Group Participation

To ensure transparency and engagement, you will be added to two WhatsApp groups:

- General Group: If you work on social media platforms, you must share post links here for engagement and support from other team members.
- Private Business Group: This is where you communicate directly with the business owner and our management team.

2. 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.
- You are required to consistently meet agreed deadlines.



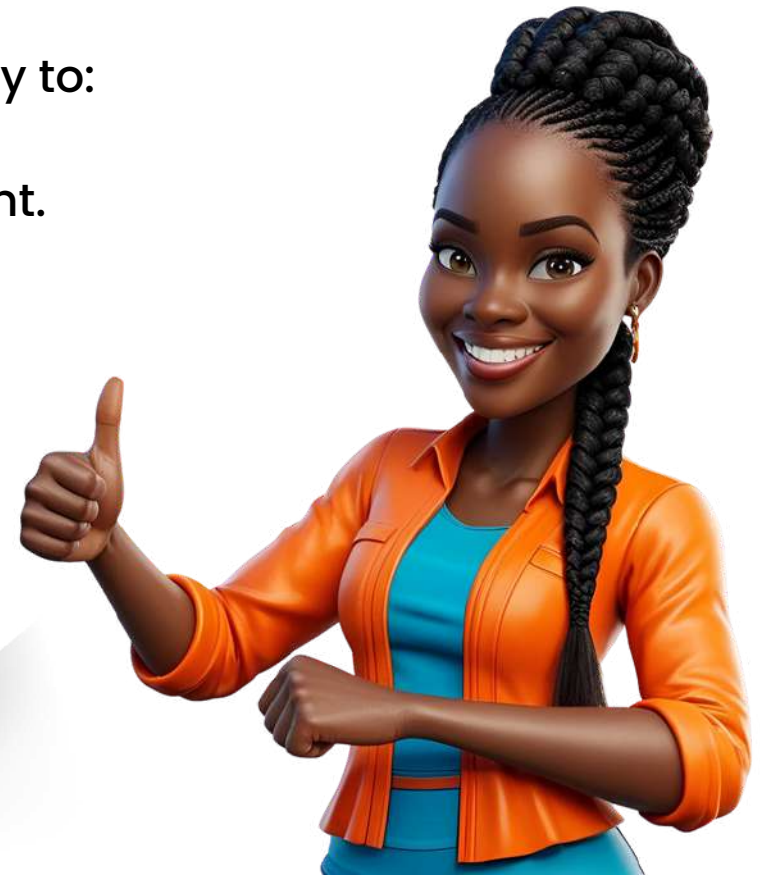
3. Daily & Weekly Reporting

- End-of-Day Report: At the close of every business day, you must provide a summary of tasks completed.
- Weekly Report: This includes:
 1. Sales & Engagement Analytics (if necessary).
 2. Adjustments to strategy based on analytics.
 3. Challenges encountered and solutions applied.

4. Monthly Performance Review

A performance evaluation is conducted monthly to:

- Review analytics and engagement levels.
- Identify strengths and areas for improvement.
- Make necessary adjustment as needed.



QUALITY ASSURANCE & CONTINUOUS IMPROVEMENT

- We actively track your progress and overall performance.
- Our team regularly reviews client feedback and works with you to improve outcomes.
- If performance is consistently below expectations, we provide additional support or consider reassignment.

Probationary Period Clause:

There shall be a probationary period of thirty (30) days commencing from the start date. During this period, the Employee's performance will be evaluated. Continuation of employment after this period shall be based on satisfactory performance.



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 the business location.
- Work hours is based on the business requirements.

Our standard recruitment timeline typically ranges from **2 weeks to 1 month**, depending on the role and the client's requirements.

However, we remain flexible and may adjust to faster timelines if requested by the hiring organisation.



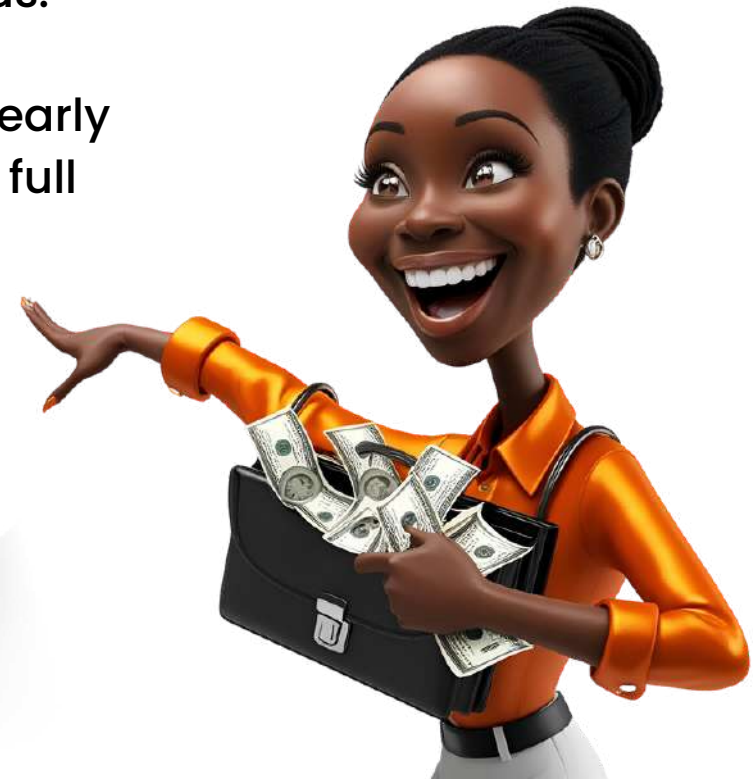
PAYMENT STRUCTURE

Salary structure will depend on your employment arrangement.

If you are placed directly with a company through our recruitment service, your salary will be determined and paid by that company based on your role, experience, and agreed terms.

However, if you are hired to work under Bintu's Art and Everything's internal management or on a retainer-based project we control, then your salary will be set and paid directly by us.

In both cases, all compensation details will be clearly discussed with you before onboarding to ensure full transparency.



CODE OF CONDUCT & COMPLIANCE

CONFIDENTIALITY & BUSINESS INTEGRITY

- You must not disclose any business-related information to third parties.
- You are required to sign a Non-Disclosure Agreement (NDA) to protect the company and clients.

PROFESSIONALISM & ACCOUNTABILITY

- All communication with clients must be professional and respectful.
- You must adhere to deadlines and complete tasks on time.
- If you encounter any challenges, report them immediately to our management team.

CONTRACT TERMINATION & PENALTIES

- Failure to meet performance expectations can lead to reassignment or termination.
- If you breach confidentiality, legal action will be taken.



**LET'S WORK
TOGETHER**

CONCLUSION

At Bintu's Art and Everything, we ensure that you are not only placed in businesses but are also supported, trained, and held to high professional standards. Our structured management system helps you succeed in your role while delivering value to the business you serve.



CONTACT INFORMATION

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**THANK
YOU**