

INTERIOR PLACEMENTS

incorporating

CYBERCOURIERS

Content

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Industry Partners



Advertising Rates

Interior Placements was established in 2000. We publish a weekly newsletter that goes out to over 6000 individuals and companies in the Interior Design Industry offering employment positions, premises and products available or wanted. My database stands at over 4000 email addresses. These email addresses belong to persons directly related to the Interior Design and Decorating Industry in South Africa and comprise of Architects, Interior Architects, Interior Designers, Interior Decorators and Suppliers. The list is broken down into regions but not into individual categories. The list fluctuates on a weekly basis due to persons subscribing or unsubscribing as well as emails that bounce for whatever reason. There are several options for advertising in the newsletter.

Placement Adverts

- A placement advert costs R1999.00 for **two weeks** or R2599.00 for **one month** (default) or R3199.00 for **two months** - thereafter the advert can be extended at a cost of R1299.00 for two weeks, R1599.00 (default) for one month or R1899.00 for two months.
- Showcase Position advert plus R899.00 – Lead advert for one week and on Newsletter cover.
- The description can be changed during this period providing the position remains the same – an administration fee of R849.00 will apply should you wish the amended advert to be reposted as a new advert
- You can advertise more than one position on an advert – each additional position is R899.00.
- 20% Discount applies to the second or more adverts placed on the same day.
- **IID, KSA and GifA Members** qualify for a 10% discount on the one and two month rates only
- VAT is not applicable

Requirements

- Your logo
- Website address
- A brief description of the position on offer - Salary and Start date are optional
- A product or room setting image – 800 pixels wide by maximum 630 pixels high – I will source one from your website if needed
- Your company logo – maximum 150 pixels high
- Email address and contact person's name to whom the covering email and CV must be sent
- The names of persons and email addresses within your organisation who are to be included on the newsletter mailing list

Showcase Product Advert – R1999.00 Featured on Newsletter Cover, Lead Advert on Website, Facebook, Twitter, Instagram and Linked in*.

Newsflash Advert of the Week – R1199.00 Featured on Website and listed on Newsletter, Facebook, Twitter, Instagram and LinkedIn*

Industry Courses, Competitions, Newsletters and Décor Diary Events – Free listing on Website and Newsletter – R449.00 per newsletter/event for a standalone post to Facebook, Twitter, LinkedIn and Instagram.

CyberCouriers was established in 2000 and offers an email marketing facility for companies that either do not have their own database or wish to reach a broader market. The database stands at over 1500 email addresses. These email addresses belong to persons directly related to the Interior Design and Decorating Industry in South Africa and comprise of Architects, Interior Architects, Interior Designers, Interior Decorators and Suppliers. The list is broken down into regions but not into individual categories. The list fluctuates on a weekly basis due to persons subscribing or unsubscribing as well as emails that bounce for whatever reason.

- **Mailshots** – R2599.00 (3000+ Recipients - 20% Discount on the second or more mailers if booked and paid for at the same time. Featured on Interior Placements website, Facebook, Twitter, Instagram and LinkedIn.) You can also feature your advert on the Interior Placements Newsletter and lead advert on the website for one week for an additional R899.00.

Please Whitelist info@interiorplacements.co.za

<https://www.campaignmonitor.com/resources/guides/whitelisting/>

Application Guidelines

The following is a guideline on how to submit your application by email when responding to an advert.

95% of all applications are rejected because of poor covering emails. This is your introduction to your potential employer and reflects your level of professionalism and drive. Companies will not employ people who are unable to communicate properly as this impacts negatively on them when dealing with clients and suppliers. It is also vitally important that the applicant be able to read a brief properly i.e.. if a one page CV is requested and you submit a two page CV your application will be rejected.

SUBJECT LINE

Do not change the subject line of the reply email as this is used as a reference for tracking applications.

COVERING EMAIL

Do not attach your covering letter it must form the body of your email. Companies receive many applications and if you have attached a covering letter it means the attachment has to be opened in order to read your application

- Your covering email reflects your level of professionalism and your attitude
- Never allow anyone to submit an application on your behalf
- Never send a blank email
- Always address your email formally; do not use the words Hi or Good Morning and use the person's name given - do not include their surname in the greeting; failing which - To whom it may concern (Do not use this if the persons name is specified)
- Make reference to the position you are applying for
- Do not enquire after a persons health; make comment about the weather; talk about the bad economy or any personal reference such as recently divorced, a sickly child or the fact you are bored with your current job
- Give a brief motivation for wanting the position. Do not rehash your CV rather use specific words as used in the advert - i.e. if the brief is for a young energetic person say that you are a young energetic person; if there are specific requirements such as an Interior Design Diploma or AutoCAD say that you have these
- Give your availability. If the position clearly states Position available immediately do not apply if you still have to work a notice period
- Always do a spell check and if possible get a friend or colleague to read your letter before sending
- Never send a generic covering email
- Make reference to your attached CV - Please see my attached CV
- Invite a response i.e. Looking forward to your favourable consideration or hearing from you
- Sign your email correctly: Your full name; Your contact number; Your address (You do not have to give your full address but indicate where you are based) and your email address (if your email is forwarded to another department it is very difficult to see your email address).

CURRICULUM VITAE



Companies are aware that many CV's are prepared by professional people on behalf of the applicant - that is why your covering email written by yourself is the most important part of your application. When submitting your CV keep the following points in mind:

- Try to keep your CV to two pages - Page 1 Your personal particulars and qualification and Page 2 Your employment history and contactable references
- It is a good idea to always include a portrait in the CV
- Do not attach a portfolio unless specifically asked for
- Never submit certificates
- Name your CV appropriately i.e.. CV-JasonBrown-2012
- If possible send it in a PDF format.

Was the above helpful? Any comments or feedback would be welcome!

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Example of Job Advert

	<ul style="list-style-type: none"> • Advert Banner 800 pixels by 800 pixels • Please provide your Logo and a Room/Product setting • Setting 800 pixels wide by 630 pixels high • Logo 150 pixels high – please specify position i.e. Left or centered.
<p>John Barry Interiors – Interior Designer – Cape Town</p>	<p>Company, Position and Area</p>
<p>John Barry Interiors was established in 1993 and specializes in domestic interiors.</p> <p>We are looking for a dynamic Interior Designer ...</p>	<p>Brief company resume and position being advertised</p>
<p>Qualifications and Requirements</p>	<p>List all basic requirements</p>
<p>Office Hours</p>	<p>Specify working hours</p>
<p>Availability</p>	<p>Specify when the position is available</p>
<p>Salary</p>	<p>You do not have to specify an amount – can be negotiable</p>
<p>Covering email, CV, Portfolio link, Photo to be sent to</p>	<p>Email Address</p>
	<p>Website or Facebook Link or both</p>
<p>Tuesday 03 May 2020 valid until Sunday 05 June 2020 Internal Reference 2017/01002</p>	<p>Advert validity and Invoice Number</p>

Example of a Covering Email

Dear John,

I wish to apply for the position of Interior Designer as advertised in Interior Placements.

I have the necessary qualifications and skillset required and am able to start immediately.
(Add motivation)

Attached hereto please find my CV which includes my portrait pic, links to my portfolio and contactable references.

Looking forward to your favourable consideration.

Kind regards,
Peter

Peter Askew – Interior Designer
Phone 021 434 9424 Mobile 082 356 2391
21 Waterfall Road, Blakeside, Cape Town
Email peteraskew@gmail.com

Job Interview Checklist

You've secured the interview, now it's time to ace it! Use the following checklist to ensure you're completely prepared to wow potential new employers.

Interview prep

- Critique your resume. If it's not had an overhaul for a while, consider getting a professional to give it the magic touch.
- Review the job description. Make a list of the attributes and skills the company is looking for.
- Determine how your particular skill set makes you the ideal candidate.
- Carry out company research. Check their website, employee reviews, and articles in industry-specific publications.
- Practice with a mock interview. Family and friends will be happy to help.
- Work out travel logistics. How long will it take you to get there? How will you travel?
- Consider your interview outfit. Make sure it's job specific.
- Prepare a list of references with contact details.
- Create an up-to-date portfolio of job skills and development.
- Prepare a list of company specific questions that show you're interested in and have researched the organization.

The day before

- Ensure your interview outfit is clean and pressed.
- Pack an emergency kit, including wipes, tissues, comb or brush, umbrella, lint brush, and breath mints.
- Double-check your route. Do a dry run if necessary.
- Get all your credentials together, including your portfolio, certifications, industry memberships, driver's license, social security card, and multiple copies of your resume.
- Get a good night's sleep.

The day of

- Leave home in plenty of time. Arrive at the interview location 10-15 minutes early.
- Turn off your cell phone ringer.
- Do not chew gum, eat, or drink during the interview.
- Be polite and friendly to reception staff or whoever meets you before the interview.
- Greet the interviewer by name, shake his or her hand, and introduce yourself.
- Listen and interact with your interviewers. Smile and be aware of your body language. Answer all questions honestly.
- Ask your prepared questions that are job and company specific.
- Avoid talking about salary, benefits, or vacations. This can be done after an offer has been made.
- Finish the interview by expressing your desire for the job, asking what the next steps will be, and when they plan to make a decision.
- Ask for business cards from the interviewers to ensure you have contact information.

Post interview

- Write down key points of the interview as soon as possible.
- Send a thank you note to each of the interviewers within 24 hours. This is your chance to show how interested you are and prove, once again, that you're the right candidate for the job.
- Follow up if you've not heard anything within the time frame discussed.

Online Interview Checklist

Before the interview – Prepare

- Learn about the company from its website, social media pages, and press releases. Search online for articles and reviews to read what others have to say.
- Use the product before you interview and form an opinion about its strengths and weaknesses.
- Make a list of the core requirements of the role and review common interview questions. Use the [STAR technique interview prep template](#) to structure your answers.
- Ask the recruiter for a list of people you'll meet, learn about them on LinkedIn, and prepare some questions that are specific to each interviewer.
- Print a copy of your resume to refer to if needed.

Before the interview – Create a conducive space

- Choose a quiet, well-lit spot without noise and distractions.
- Use a wired connection or locate as close to your router as possible.
- Make a test call to check your equipment.
- Keep your notes, resume, a glass of water, and pen and paper handy.

During the interview

- Silence your phone and close any computer programs not needed for the interview.
- Log in or call the conference number a few minutes early.
- Sit up straight and speak clearly with a positive tone.
- At the end, state your interest in the position and ask about next steps. Remember to thank the interviewer for his or her time.

After the interview

- Send a personalized thank you email or letter to the interviewer.
- Review your notes and prepare for the next round.

Was the above helpful? Any comments or feedback would be welcome!

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