



Abacus mission

Providing creative recruitment solutions that grow the profitability of our clients

Finding interesting and challenging jobs for large pools of people overlooked by employers

Working in partnership with our clients to find tomorrow's high achievers today

And last but not least...
Building a great team of inspired and talented people at Abacus

There are many areas where **SMARTS** could transform your business. To have **SMARTS** join your business or if you need more information, please contact Linda Balmer or the team at Abacus Recruitment on (02) 9231 8500 or email to smarts@abacusrecruit.com.au



creative . unique . innovative recruitment

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MANAGER

“We were trying to grow our business and tried recruiting ourselves and had a couple of false starts (Craig: in fact we ended up with duds!). We were intrigued by the SMARTS program but were a bit wary as the media had told us that Generation Y were ‘oh so scary’. But ours are really good (Craig: If I was as smart as these 2 at their age I would be ruling the world by now!).

We needed people who were full of energy, could communicate well and have a level of maturity. Specifically, we needed people who were fearless in picking up the phone and pitching a product that they might have only just gotten to know that morning. The ones we met were so good that we ended up hiring 2 as their skills were complementary - and we couldn't decide between Lauren and Virginia!

In terms of their responsibilities, a lot of the work in our firm is dealing with the media and telling our client's stories to them. So their work involves a lot of pitching, writing media releases, dealing with the media and building relationships. We threw them both in the deep end very quickly and they've performed very well. They have brought a fresh perspective to our business and a great deal of enthusiasm. We have a lot of fun together and get a lot of work done - our clients are really happy. So we are too! We can't recommend SMARTS highly enough.”

Holly Reynolds and Craig Russell,
Directors, Left Field Public Relations
Rushcutters Bay, Sydney

SMARTS

“I'm studying Media & Communications, majoring in PR and journalism. In my 3 months as a PR coordinator at Left Field I've done a variety of tasks - attended client meetings, written media releases, pitched stories to the media and attended weekly brainstorming sessions.

It is very hard to find a job in the PR industry - Abacus gave me the opportunity to get my foot in the door and learn everything the industry has to offer. The recruitment process was really comprehensive and instilled in me the importance of finding a position you love that has great scope for my future as well. I'm really enjoying the work I'm doing and love working with Craig and Holly - can't wait for what lies ahead.”

Virginia Kim

“I am also a PR coordinator at Left Field and studying Marketing and Public Relations. I wanted to get experience before I finished my degree. At Left Field I am writing media releases, liaise with the media and build relationships with them. Holly and Craig have shown me how to be a ‘shark in the business world’ and how to really involve myself in working in a small business. The SMARTS program has been fantastic.”

Lauren Houlihan

