

HELP WANTED: THE NET PROWLERDIRECT STAFF

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Psst.

Don't let your boss see you reading this.

Are you finding your fulfillment-company job unfulfilling? Is that list broker position leaving you listless? Do you have the call center blues?

Well, we've got the Web site for you: www.directmarketingcareers.com.

The site, which debuted last month, matches direct marketers looking for a new job and companies with openings. Employers post positions and job seekers list the kind of work they're looking for.

Directmarketingcareers is the brainchild of Bernhart Associates, an Owatonna, MN executive search firm specializing in DM. The site includes 27 industries, from "agriculture" to "utilities," and 33 specialized job categories, from "account management" to "telemarketing-voice/data technology."

"I don't know the last count- we've had 30, 40, 50 companies that've expressed an interest in posting jobs and we haven't even done any marketing yet," CEO Jerry Bernhart said in late January. "But we will be marketing very aggressively."

The service is free for wage slaves. There's a detailed rate card at the site for companies; for example, one listing for 90 days is \$295. Firms can also put up a company profile (\$590 for three months).

Future features include monthly interviews with famous direct marketers and a searchable database of resumes.

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