



NAKAMA

RECRUITING FOR LEADING
DIGITAL, MARKETING AND
CREATIVE SERVICES
BRANDS ACROSS
EUROPE AND
ASIA PACIFIC

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WHO WE ARE

Nakama is a digital, creative services and marketing consultancy that specialises in recruitment, production & overspill facilities, strategy & consultancy. Implementing preferred supplier and procurement processes, EMT and retained services. Our strength comes from the delivery of specialist services and from our ability to build and share our global network with people and organisations.

Our network consists of ex-industry professionals and a management team with a proven track record for delivering excellent results within digital, creative services and marketing. We place our emphasis on providing excellent levels of service and unparalleled industry knowledge delivering single or multiple solutions at the core of our clients' business.





WHAT WE DO

Nakama focuses on the digital, marketing and print & integrated industry, providing expert consultancy across the following areas:

- * Recruitment & staffing for contract & permanent staff streamlining recruitment processes
- * Production & overspill facilities covering digital, print & integrated & marketing solutions
- * Strategy & consultancy covering structure, growth, internal work-flow & best practice
- * Procurement
- * EMT: Emotional Intelligence Management Training
- * Retained services

Nakama strives to ensure that we have the industry's best people working for us, as well as with us. Speak to us about finding the right people for your organisation, finding the right job for you or any of our services on a local or global level.





仲間

OUR STORY

仲間 NA-KA-MA - The translation from Japanese centres around colleagues, circle of friends, partners, and associates. It can also refer to a network, family or a group who have been together through thick and thin, the good times and the bad, and stayed loyal and faithful to each other.

Everything we do at Nakama embraces this concept by centering around our core principle - [PARTNERSHIPS](#).

We believe that by building and strengthening partnerships across clients, individuals and our network, we can deliver the right service and solution based on quality, knowledge and trust.

The Nakama management team has over three decades experience and a proven track record of delivering excellent results within the digital, creative services and marketing industry.

**Our aim is simple –
to be the industry standard for quality
of service, network and results.**





RECRUITMENT

Nakama focuses on providing the best specialists in the industry for short and long term projects, freelance contracts, permanent and search assignments across the creative services and marketing industry. We have a track record of structuring and managing complex recruitment campaigns; streamlining recruitment processes and implementing preferred supplier agreements and procurement processes for digital, marketing, print & integrated industry.

ASSESSMENT PROCEDURES

All of Nakama's candidates are vetted and assessed to ensure that they have the appropriate skill sets to deliver on the work they are set. We also thoroughly reference check all of our candidates.





DIGITAL MARKETING PRINT & INTEGRATED

Nakama focuses on providing the best specialists in the industry for short and long term projects, freelance contracts, permanent and search assignments across the creative services and marketing industry.

At Nakama we provide analysis on internal marketing and creative systems and processes. Reporting recommendations and offering solutions to improve efficiency and reduce cost across creative and marketing services operations. This includes:

- ★ Fixed cost project work:
 - Digital, print & integrated and marketing solutions
 - Outsourcing

- ★ Strategy implementation covering:
 - Organizational structure
 - Growth of organization
 - Internal workflow & traffic functions

- ★ Consultancy:
 - Staffing functions
 - Retention strategies
 - Best practice guidelines
 - Assessment of your employee's skill sets





DIGITAL ROLES:

Digital Technical

HTML/CSS Developers
.NET Developers
PHP/LAMP Developers
MySQL
ROR/Drupal Developers
System Administrators
Technical Directors
Tech Leads / Managers
Server-side Developers
Client-side Developers
DBAs
Mobile Developers
Flash / Actionscripters
Flex Developers
AJAX Developers
Technical Project Managers /
Producers

Digital Creative Services

Production Managers
Producers
Project Managers
Traffic / Studio Managers

Digital Creatives

Designers (Junior to Director)
Art Directors
Creative Directors
Creative Teams
Copywriters
Web Designers
Flash Designers

Digital Ad Operations

Head of Delivery
Head of Ad Operations Traffic
Executives
Traffic Managers
Campaign Managers
Delivery Specialists

Digital Client Services

Account handling at all levels
New business at all levels
Planning at all levels

Video Specialists

AfterEffects Specialists
3D Max
Maya Specialists

Mobile

iPhone Developers
Custom Mobile Software
Development Specialists
J2ME
Symbian
Windows CE
Brew Specialists
Sharepoint & J2EE Developers

User Experience

Information Architects and User
Experience Specialists
UE Strategy and Planning
Specialists
GUI Developers and Designers
Proposition Analysis
Competitive Analysis Specialists





MARKETING ROLES:

Digital Marketing

SEO and PPC
CRM (acquisition and retention)
Affiliate / Partnership
Product Marketing (customer / user experience)
Mobile Marketing
Web 2.0 (blogging, social media, viral marketing and Widgets)

Digital Agency

Digital Agency Consultants
Account Management and Direction
Planning, QA and Research Specialists
Pitch and New Business Specialists

Event

PR
Sponsorship/Experiential
Technology / Consumer Technology
Internal Communications
Product Marketing
PR & Comms
Consumer & Lifestyle
Corporate Communications

Digital Sales

Sales Executives
Account Managers
Agency Sales Executives
Ad Managers
Group Heads
Sales Directors

Digital Search

SEO Consultants all levels
SEO Account Handlers at all levels
SEO Engineers
SEO Directors
PPC Account Handlers at all levels
PPC Consultants at all levels
PPC Analysts
PPC Directors
SEM Account Handlers at all levels
SEM Consultants at all levels
Link Builders
Head of Search





PRINT & INTEGRATED ROLES:

Creative Services

Project Managers
Online Producers - Traffic
Workflow / Resource Managers
Art Buyers
Production Managers
Creative Services Managers
Studio Managers

Production Specialists

Artworkers / Creative Artworkers
Re-touchers
PowerPoint Specialists
Visualisers (3D, Mac, Marker)

Creatives

Designers from Junior (we're on the board of several universities advising the talent of tomorrow) to Senior level Art Directors
Creative Directors
Creative Teams
Copywriters
Artworkers

Content and Editorial

Content Managers
Interactive Content
Producers Sub Editors
Managing Editors
Communities Producers
Intranet Managers
Internal Communications





PRODUCTION OVERSPILL DIGITAL, MARKETING, PRINT & INTEGRATED SOLUTIONS

OUTSOURCING

We offer a flexible solution based on your overflow of work, built around the delivery of digital products and services using a small base of existing contractors.

We guarantee the quality of the work. We hand pick the very best talent relevant to the needs of each individual project.

We can deliver production-based design and development work at a fixed cost whilst working on site with a client or using our offsite facilities.

After initial scoping with the client we would put an appropriate team of Nakama contractors together to deliver the contract at a fixed price within a set time.

For larger scale projects we have the ability to project manage the process for the client. The work revolves around our key strengths, production, design and development.

Clients use our model to reduce the costs of using traditional freelancers and to be able to have a fixed cost for the delivery of set pieces of work.

We engage with clients at the initial scoping, time lining and documentation stage, particularly focusing on the technical and build aspects.





STRATEGY & CONSULTANCY

ORGANISATIONAL STRUCTURE

Working with both small and large-scale organisations to help structure internal design, marketing and creative services divisions for pure play digital agencies, integrated and client side organisations. Facilitating their growth, employing the right people and identifying core skills.

ORGANISATIONAL STRUCTURE

- * Growth of organisation
- * Internal workflow & traffic functions
- * Digital efficiency for internal systems, processes and streamlining organisations reducing internal costs & improving profitability
- * Specialist teams of experts on site to work internally
- * Structure & governance
- * Staffing functions
- * Retention strategies
- * Best practice guidelines
- * Assessment of your employee's skill sets
- * Organisational structure and mapping to identify key hires
- * Recruitment strategy
- * Internal communications
- * Deliver efficiency through retained solutions

We have a track record of structuring and managing complex recruitment campaigns, streamlining recruitment processes and implementing preferred supplier agreements and procurement processes for the creative services and marketing industries.





PROCUREMENT

Our procurement offering combines recruitment and consultancy/strategy and is tailored to the individual needs of our clients.

We assess systems and processes and provide external suppliers to your organisation including; technology suppliers, off-shoring and outsourcing and examine how this affects cost versus profit for your organisation.


We recommend changes and introduce effective partnerships to increase the level of efficiency and profit in your business, thus reducing overall costs.

We will conduct a review of your recruitment suppliers, looking at their delivery specialisms and their value to your organisation.

EMT

Emotional Intelligence Management Training involves working with your organisation's management teams as individuals and training them to get the best out of your employees. We focus on the relation between managers' emotional intelligence and the organizational climate they create.

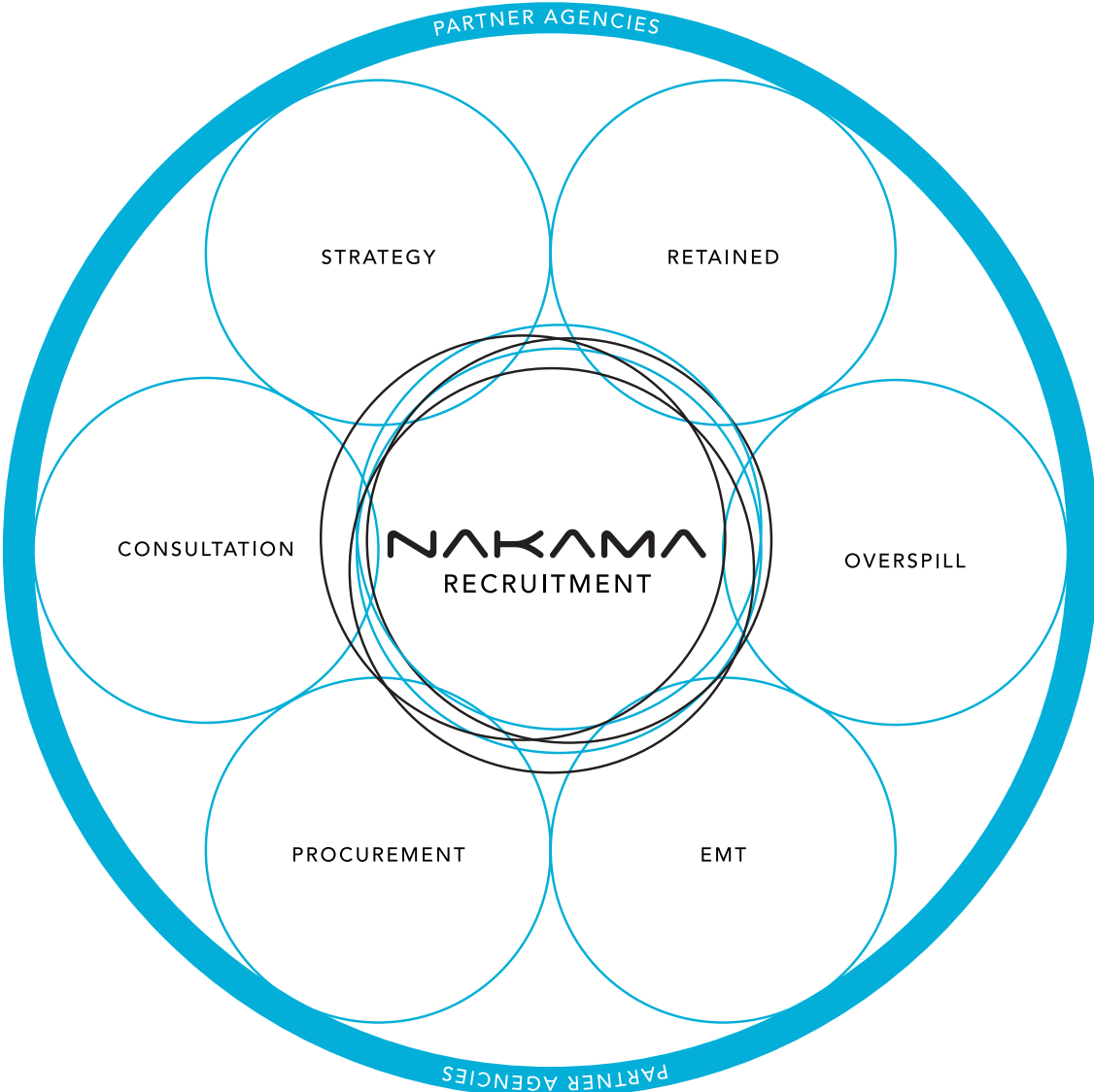
Emotional intelligence (EI) refers to understanding and recognition of oneself and others' abilities, perception and attitudes. This mental ability has an important influence on the other abilities of a manager, especially leadership. We work with management teams to improve the efficiency of an organization and decrease costs of turnover and problems with staff.





RETAINED SERVICES

A range of services specific to your needs that can be provided at a monthly cost, including search and selection for senior positions, delivery of production and overspill on a monthly basis or multiple job placements at a fixed cost.





OUR BRAND VALUES

Our brand values help to form the behavior and approach of our staff and the way Nakama delivers its service.

EXCELLENT SERVICE . EXCEED EXPECTATIONS . HONESTY . PARTNERSHIPS

Differentiation for Nakama is based on three principles:

DEPTH OF SPECIALISATION

OUR PEOPLE

We have teams of specialists helping individuals and companies make the right decisions. Our consultants have a wealth of industry experience that they can offer to our clients. All of our people want to make a difference. They understand the importance of understanding not just individuals but our clients and being able to tailor our range of services specifically to clients and individuals.

ACCESS TO BEST TALENT

GLOBAL SERVICE

We have access to a global network of digital, creative services, print & marketing specialists. Our service consists of ex industry professionals and experts within their chosen fields. With offices in the UK, France, Germany and Australia and further offices opening soon in other strategic global regions, we are perfectly positioned to respond to all our clients requirements.

QUALITY OF SERVICE

CONTINUOUS TRAINING, LEARNING & DEVELOPMENT

We have tailored training and development programmes on an individual and group basis to suit all levels of experience. This covers a comprehensive development plan including recruitment specific training, wider market knowledge and our staff's personal development. We understand that people have different career goals and that great people don't stick around if they are not developed and challenged.

“ You can look at what your competitors are doing and follow, however you will always be one step behind ”





OUR LOCATIONS

EUROPE

France Paris
Germany Munich
United Kingdom London - Global HQ

ASIA PACIFIC

Australia Sydney - Asia Pacific HQ
Australia Melbourne
China Hong Kong



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