

Super temps required for Asian publications

Sally Jackson: The Australian 16th July 2012



ARE you a media executive who has just been made redundant and fancies an overseas adventure?

As cutbacks in Australia release a flood of experienced executives on to the job market, the continuing expansion of both print and digital is creating high demand for their skills in countries such as Indonesia, Korea, Japan and China.

In a bid to bring the two sides together, Didier Guerin, formerly Conde Nast's Asia-Pacific president and one of the best-connected media executives in the region, is launching a specialist employment matchmaking agency that will parachute executives into Asian companies on temporary postings. Supertemp Media will offer executives, for periods of two weeks to nine months, to cover high-level functions in editorial, advertising, research, subscription and corporate management, in print and digital.

"There's a lot of people who are available," Guerin says.

"We have so many resumes it is amazing.

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"It works well because people may not want to move to a permanent position in Bangkok or Tokyo, but they're excited to go for a couple of months.

"In Asia, where the media industry is fairly new, you don't have a lot of talent available and they're looking for help all the time.

"As far as the companies are concerned, because it's for a limited time it doesn't create an overhead, it's a one-time expense only, and it avoids all the (internal) politics of bringing in someone new."

Supertemp Media is an offshoot division of Guerin's consultancy business Media Convergence Asia-Pacific, which he started in 2000. The consultancy now has offices in Sydney, Beijing and Jakarta.