

Earlier this month, the Satellite Broadcasting and Communications Association (SBCA) welcomed Thru-line Marketing as new members. Thru-line Marketing is a employment services company in Lenexa, KS, with the main goal of “connect[ing] directly with employers to help them establish a steady source of qualified and trained employee applicants for jobs they need to fill,” explains Charles Stiles, Thru-line Marketing content manager/copywriter. “We are working to partner with national level associations like SBCA to best support occupation areas where a significant job need exist. Our hope is these relationships will help ensure we have the right training and the proper prospect qualification process to meet industry needs.”

Thru-line Marketing is in a unique space as one of the few employment companies for the satellite industry, they believe that their customer service center is an important department within the company and sets them apart from the competition. “Our customer service center provides resources hundreds of internet job boards and speaks to approximately 17-20,000 motivated job seekers per day. These are full conversations where we determine the prospect's interest and needs. No one else in the employment services space has the daily scale of conversations with active job seekers looking for employment across a wide variety of industries and markets. “

Thru-line is a full-service organization that offers two levels of service based on employer training needs. The first is the Per Hire-Pre-training & Pre-screen process. During this process they screen applicants to ensure they meet all basic acceptance standards. Then have all pre-qualified applicants complete training based on employer recommendation or request. The second part of their process is Per Application-Prescreen process. If the employer has no external training need and can hire based on specific qualifications, staff members screen applicants to ensure they meet certain requirements. They also assist with background checks and other pre-qualification tests.

The mission of SBCA and Thru-line Marketing are similar as both organizations thrive to be a resource for its members and that is why they decided to join the Association. “Our job here at Thru-line is

to help the people we talk to find the right path to a brighter future and rewarding career. By connecting directly with SBCA member employers, we can help them establish a steady source of qualified applicants for all their entry-level positions.”

SBCA had members across the satellite industry: Retailers, Technicians, Industry, among others. Thru-line Marketing acts as member of the Association and for members of the Association. “We want to talk to you if you can’t find or retain enough people to meet the needs of your business. Even if your hiring solutions are meeting your needs let us show you how we can help reduce some of the current cost and burdens that come along with the traditional job posting and application screening process.”