

## ALL ABOUT DMINS

Shake off any old notions about administrative assistants.

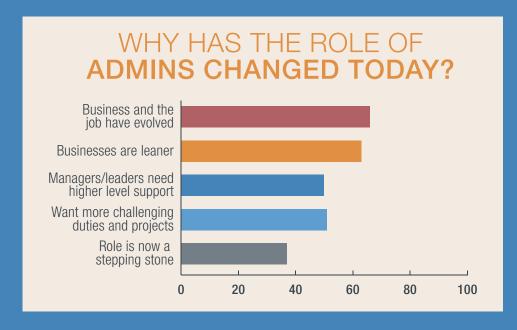
are integral team members with increasingly sophisticated skill sets. ADMINS THE ROLE OF YOUR ADMIN ASSISTANT Relative to Your Team AN INTEGRAL TEAM **SUPPORTS** MEMBER/LEADER THE TEAM

of respondents see the best admins differently than 5-10 years ago HOW ARE THEY **DIFFERENT?** MORE MORE STRATEGIC **BETTER** SEEN AS PART

**MULTI-TASKERS** 

## THE EXPANDED ROLE OF THE ADMIN ASSISTANT Now Their Role Includes: SOCIAL MEDIA POSTING/MONITORING **VENDOR MANAGEMENT** 25% 49% **PROJECT PRESENTATION MANAGEMENT ASSEMBLY** 35% **CLIENT** COMMUNICATION METRICS REVIEW/ ASSEMBLY/REPORTING TEAM 40% INDUSTRY/COMPETITOR **ENGAGEMENT** RESEARCH 20%

## A GOOD ADMIN IS HARD TO FIND How difficult would it be to find a good admin? CHALLENGING **SOMEWHAT DIFFICULT EASY**



& PROACTIVE

OF THE TEAM





**TECH SAVVY** 

Source for all knowledge

THE SPARKPLUG

Key source of energy and engagement for the team

THE WATCHMAKER Legendary organizational skills and attention to detail

Survey respondents n = 562.

The approximate size of responders company:

14% - Less than 50 employees 10% - 501-1,000 employees 16% - 50-100 employees 35% - More than 1,000 employees 25% - 101-500 employees

Manpower<sup>®</sup>