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DM Hiring to Taper Off During Summer Months: Survey

Jul 18, 2007 8:33 AM

Direct marketers will slow their hiring during the summer, compared with spring's levels, according to a new survey.

There was also a small uptick in the number of respondents anticipating cutbacks, according to Jerry Bernhart, president of Bernhart Associates Executive Search LLC, which conducts the survey.

The survey also found that 61% of respondents plan to add staff during the current third quarter, compared with 66% that did so during the second quarter. Another 28% forecast no change.

Just over one quarter of all respondents reported having difficulty finding qualified candidates.

According to Bernhart, customer service positions will be most in demand this summer, followed by direct marketing managers and sales support staff.

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