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DM Employment Gains Slow

Oct 10, 2007 8:28 AM

Six in ten direct marketing companies plan to add staff by the end of the year, virtually unchanged from the 61% indicating they would do so during the summer. But both of these figures are down from the 72% planning new hires, according to the latest DM employment survey from Bernhart Associates Executive Search LLC.

Additionally, 9% plan to reduce staff, up from 7% during the summer.

Those that are hiring aren't having an easy go of it. Eighty-five percent report having either a "very" or "somewhat" difficult time finding qualified applicants for open positions.

While hiring is not at the heated pace it was a couple of years ago, the supply of qualified applicants remains tight, and in some job categories it's apparently getting tighter," said Bernhart Associates president Jerry Bernhart in a statement.

Skill sets most in demand include analytics, a category that includes statisticians, database marketing analysts and circulation analysts, and account management, sales and creative functions.

Bernhart based its survey on 116 completed responses to a questionnaire mailed in early October.

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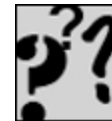
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