

DMers to Hire More by Year's End: Survey

Oct 12, 2006 7:30 AM

More than two-thirds of direct marketers plan to make new hires before the end of the year but staff cutbacks and hiring freezes are also on the rise, according to an employment survey from Bernhart Associates Executive Search.

"We're seeing some cross-currents in the labor market, but the new hire index remains strong and companies will be looking for a wide range of direct marketing skills," said president Jerry Bernhart in a statement.

According to the survey, 67% of respondents indicated they would be adding to staff during the next three months, up from 66% in July. That percentage has come down from 80% a year ago, a record high for the survey.

At the same time, the percentage of companies planning staff cutbacks increased to 10% compared with 2% during the summer, and 15% of the companies said they have imposed a hiring freeze, which is up from 6% last summer.

"There was very strong hiring activity during the first half of this year," said Bernhart. "It appears some companies are bringing down the help wanted signs until 2007."

Bernhart said the need is strong and growing for candidates with multi-channel marketing skills. "There used to be a time when traditional direct marketing skills were sufficient, but now companies want direct marketers who can integrate all of the critical customer touch-points. They will be in continued high demand for the foreseeable future."

Companies also said they anticipate openings for the rest of 2006 in account management, e-commerce, consulting, sales and marketing analysis.

The survey polled 143 direct marketers, agencies and suppliers during in the first week of October.

Sponsored Content

- **NEW WEBINAR--COMING OCTOBER 3**
How To Cope With The USPS Rate Case:
The path to understanding, preparedness and success
- **NEW WEBINAR--COMING SEPTEMBER 27**
The Future is Now:
Marketing changes you need to make today to ensure that you're still around tomorrow
- **ON DEMAND WEBINAR--Beg, Borrow, and Steal New Customers: 31 Strategies to Increase Acquisition Without Breaking the Bank**
- **ON DEMAND WEBINAR--Beyond the Click: 7 Things You Need to Know About Pay Per Call**
- **FREE WHITE PAPER - Direct Mail and the Internet**

BUYER'S GUIDE

Find any supplier you need - agencies, CRM, fulfillment, lists, e-commerce, paper, printers, telemarketing, and more.

Featured Categories

[Lists and Data](#)

[Telemarketing](#)

[Database Marketing](#)

[E-commerce](#)

[Web Marketing](#)

[Agency & Creative Services](#)

[Print, Production & Paper](#)

[Lists and Data Processing](#)

:: [view all categories](#)

Get free access to more than 50,000 list data cards - one of the most comprehensive databases in the industry.

[>> Search Now](#)

- [DIRECT Buzz Blog](#)
- [Webinars](#)
- [Buyer's Guide](#)
- [Calculators](#)
- [JobZone](#)
- [ListFinder](#)
- [Promo Calendar](#)
- [Research Store](#)
- [E-Newsletters](#)
- [Print Magazine](#)

ASK the experts

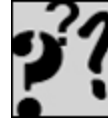


A panel of professionals answers your questions. [Submit your questions.](#)



[Luc Vezina](#)

[Email](#)
[Marketing](#)



[Become an Expert](#)

[More Info](#)

This Month in Direct Magazine



[DMers Losing Interest in AOL Addresses](#)

The banner ads AOL recently began inserting at the bottom of paid subscribers' e-mail have cut the viewing area by a third, making the addresses even less enticing to mailers than they already were.

[Best Practices at Best Buy](#)

Best Buy, frustrated with the speed at which its loyalty program was growing, decided on an overhaul 18 months ago.

[See Full July Issue](#)



Ken Magill

- For Everything Email
- Hot Button Issues
- Leave Ken Your Comments

[Click Here](#)

"...I believe in being a vocal advocate for my readers."

[Want to use this article? Click here for options!](#)

© 2006 Prism Business Media Inc.



[Back to Top](#)

[Browse Issues](#)



October 1, 2006

September 1, 2006

August 1, 2006

July 1, 2006

June 15, 2006

June 1, 2006

May 1, 2006

[Browse Back Issues](#)

Select an Issue

Browse E-Newsletters

DIRECTnewsline **DIRECT**listline **SearchLine** **DIRECT**Tips



[View Sample | Subscribe](#)

[View Sample | Subscribe](#)

[View Sample | Subscribe](#)

[View Sample | Subscribe](#)

[View Sample | Subscribe](#)