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DMA RELEASES NEW DIRECT MARKETING EMPLOYMENT OVERVIEW REPORT

February 24, 2009 — The [Direct Marketing Association](#) (DMA) today released the Direct Marketing Employment Overview Report.

This report builds upon a quarterly hiring practice study conducted by Bernhart Associates since 2001. The intent of the Direct Marketing Employment Overview Report is to not only complement this existing research, but to provide a broader look at hiring and compensation issues facing direct marketers in this turbulent economy. The report has two main objectives: to provide current benchmarks on direct marketing hiring and compensations issues, and to convey best practices.

"The survey results are a reflection of how the current economic times are affecting the direct marketing community," said Anne B. Frankel, DMA senior research manager. "The measurability and accountability of direct marketing will ensure its place in supporting the backbone of our economy, as advertisers and marketers look to account for every dollar they spend. Hiring is still taking place and the survey results will help guide hiring managers as they seek to attract the best and the brightest."

DMA partnered with Bernhart Associates Executive Search, LLC, a nationally recognized and leading direct marketing recruiting firm, on this project. Jerry Bernhart, principal, Bernhart Associates, provided extensive input on the survey document as well as commentary and insight based on his knowledge of the nuances regarding direct marketing employment patterns.

"DMA's findings, coupled with the insight provided by Jerry Bernhart, will help direct marketers from both a staff and management perspective navigate the year ahead," continued Frankel.

Additionally the report revealed:

- Half of the companies surveyed (48.5 percent) expect to make no changes in their hiring in Q1 2009.
- One in five (20.8 percent) companies plan to add staff in Q1 2009, which is comparable to the proportion that expects to reduce staff during that time period (20.1 percent).
- Many of those companies that plan to add to staff in the first months of 2009 report that these jobs will be new positions only (43.6 percent).
- Just under half (47.9 percent) of respondents report that their company has a hiring freeze in place.
- Two-thirds (66.2 percent) of those surveyed expect no change in their salaries for new direct marketing hires over the next 12 months.
- The large majority of companies surveyed fill a direct marketing job within four months.
- Of the direct marketers surveyed, 64.5 percent report that it is at least somewhat difficult to identify qualified candidates for their open direct marketing jobs.
- Companies report using a variety of hiring incentives to attract direct marketing talent; of the companies surveyed, three out of four (76 percent) offer flexible work schedules.

DMA's Direct Marketing Employment Overview Report expands upon a quarterly employment study that has been conducted by Bernhart Associates Search, LLC for the past eight years. The survey was conducted in January 2009 through an email invitation sent by DMA to a list of direct marketers, as well as an email invitation sent by Bernhart Associates to a separate group of marketers. When the survey was closed, 264 responses were received.

DMA's Direct Marketing Employment Overview Report is available for purchase through DMA's online bookstore. The cost is \$95 for DMA members and \$195 for non-members. To purchase, please [click here](#).

About Direct Marketing Association (DMA)

The Direct Marketing Association (www.the-dma.org) is the leading global trade association of businesses and nonprofit organizations using and supporting multichannel direct marketing tools and techniques. DMA advocates standards for responsible marketing, promotes relevance as the key to reaching consumers with desirable offers, and provides cutting-edge research, education, and networking opportunities to improve results throughout the end-to-end direct marketing process. Founded in 1917, DMA today represents more than 3,400 companies from dozens of vertical industries in the US and 48 other nations, including half of the Fortune 100 companies, as well as nonprofit organizations.

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