

Direct Marketing Hiring Plans Soften

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Owatonna, MN- Direct marketers expect fewer new hires this summer compared with spring, according to the latest employment survey by Bernhart Associates Executive Search, LLC.

"There was also a small increase in the percentage of companies planning staff cutbacks," said Jerry Bernhart, President of Bernhart Associates. "Overall, the numbers show a slight softening in the employment outlook for direct marketers this quarter."

Bernhart said 61% of the respondents said they will be adding to staff during the current third quarter compared with 66% last quarter, while 28% are forecasting no change. Bernhart said 7% plan to reduce headcount, up from 3% last quarter.

The remainder said they were unsure about their hiring plans.

"We also asked about the ease or difficulty companies are having finding qualified candidates," said Bernhart. "Survey results showed 26% are having a 'very difficult' time, unchanged from the second quarter." Bernhart added that the supply-demand pendulum has shifted decisively to the candidate's side of the fence. "Nearly all of the respondents said they are having some degree of difficulty finding qualified candidates."

Bernhart said customer service was listed as the position that will be in strongest demand this summer, followed closely by direct marketing managers and sales support.

Past survey results can be found in the DMA's Statistical Fact Book.

A total of 112 companies responded to the survey, which was emailed to a random sample the week of July 8th.

Companies interested in being added to the Bernhart Associates quarterly direct marketing employment survey should send an email to survey@bernhart.com with "Opt-In" in the subject line.

About Bernhart Associates:

Bernhart Associates Executive Search, LLC, is a leading and nationally recognized direct marketing search firm, owned and managed by Jerry Bernhart. The Bernhart Associates Direct Marketing Employment Survey, conducted quarterly, has become the most widely followed and quoted employment report in the direct marketing industry and is published annually in the Direct Marketing Association's Statistical Fact Book, the most comprehensive publication of facts and trends in the direct marketing industry. Bernhart is a frequent speaker at DMA conferences and has written dozens of articles for leading direct marketing publications. He is a Charter Board Member of Data University and is also owner of the internet job posting site directmarketingcareers.com.

Bernhart Associates Executive Search LLC, since 1989 concentrating exclusively in Direct Marketing, CRM/Database Marketing, Quantitative Analysis and Sales/Business Development. Find us on the internet at <http://www.bernhart.com>.

Home of <http://www.directmarketingcareers.com>, the internet's most complete job posting website for the direct marketing industry.

Bernhart Associates Executive Search, LLC. 2068 Greenwood Drive Owatonna, MN 55060

Email: <mailto:bgb@Bernhart.com> Office Phone: 507-451-4270 Website: www.bernhart.com