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## As DM Hiring Slows, E-Commerce Pros Still Wanted: Survey

Jul 22, 2008 3:09 PM , By Ken Magill



Though direct marketing hiring overall has slowed, e-commerce professionals are still in demand, according to a recent survey.

Of 132 direct marketing service providers, agencies and companies that took the survey, 47% said they plan to add staff this quarter, according to Bernhart Associates Executive Search LLC.

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This represents a decline of 7% from last quarter and the first time the figure has dipped below 50% since 2002, according to the executive search firm.

When asked which types of positions they planned to fill, e-commerce staffing was the third-highest category respondents cited, just behind sales and analytics, according to Bernhart Associates.

"They're in demand," said company principal Jerry Bernhart. "They're not on fire, but they're in demand."

Bernhart said there is no way to know how many of the positions were specific to e-mail because the survey didn't ask for that information.

Bernhart added planned layoffs and hiring freezes at direct marketing firms remained unchanged from last quarter, with 12% of respondents saying they plan cutbacks, and 40% saying they plan to hold their headcount steady for the summer.

"This represents the sixth quarter in a row that employers have told us they plan to fill fewer jobs," said Bernhart. "However, we're not seeing the widespread layoffs like we did during the last downturn and employers are still filling critical positions while letting other roles that have become vacant stay vacant."

Of the 47% that plan to hire, most indicated the positions will be mid- to low-level jobs, said Barnhart. Many firms also said they're having a tough time finding qualified candidates, he added.

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