

# DIRECT

Enter Keywords

GO

advanced search

Advertising | Contact Us | Multichannel Merchant Magazine | DM Buyer's Guide | E-Newsletters | Subscribe

**DIRECT** **JOBzone** FIND JOBS IN YOUR MARKET

Search Now! ::

## Sponsored Links

[Targeted Business Lists](#)

No subscriptions required. Order Online or Call 800-395-7707.  
[www.usadata.com](http://www.usadata.com)

[Lead Generation](#)

Superior Quality and High Volume. 100% Opt-In Leads.  
[www.CoregMedia.com](http://www.CoregMedia.com)

[Need Mortgage Lists ?](#)

12 Years of Mortgage Data Experience for Direct Marketing  
[www.IdealDataSource.com](http://www.IdealDataSource.com)

[Mailing Lists Online](#)

Consumer, Business, New Homeowners. Run Counts & Download, Great Prices  
[www.mmdirect.com](http://www.mmdirect.com)

[Case Histories / Q&As](#)[Exclusive Content](#)[Legal/Regulatory](#)[DM Disciplines](#)[Opinions/Columnists](#)[Resource Center](#)[Events](#)
[SAVE THIS](#) [EMAIL THIS](#) [PRINT THIS](#) [MOST POPULAR](#)

## 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.

### Sponsored Content

- [WEBINAR: ELECTION 2008: E-mail Tips from a Political Insider](#)
- [WEBINAR: Becoming the Illusionist: The Magic of Using "Brand" to Drive Response without Results Disappearing in the Process](#)
- [WEBINAR: Score and Win Through Cooperation](#)
- [TOOLS OF THE TRADE: Holiday's are prime-time for email marketing - maximize your ROI by getting to the inbox](#)
- [ON DEMAND WEBINAR--MASTER CLASS: High Performance Online and Off-line Strategies for Large Scale Customer Acquisition](#)
- [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](#)

The National Center for Database Marketing

# NCDM 2007

**REGISTER BY  
OCTOBER 12 AND  
SAVE UP TO \$100**

**December 10-12, 2007  
Mandalay Bay Resort  
Las Vegas, NV**

## RESOURCE CENTER

### ListFinder™

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](#)

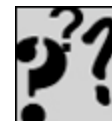


A panel of professionals answers your questions. [Submit your questions.](#)



**Luc Veza**

[Email Marketing](#)



[Become an Expert](#)

[More Info](#)

### This Month in Direct Magazine



#### **DIRECT** [Back to the Start](#)

LEAD GENERATION HAS long been the name of the game in business-to-business. The lengthy, complex decision cycles that precede most B-to-B purchases and the relatively high cost of many products have led marketers to believe...

#### [Creative Differences](#)

Business-to-business and business-to-consumer e-mail campaigns require vastly different creative tactics to drive the highest response, according to a report by e-mail service provider Silverpop.

[See Full Nov. 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."

[Back to Top](#)

### Browse Issues



October 1, 2007

September 1, 2007

August 1, 2007

July 1, 2007

June 1, 2007

May 1, 2007

April 1, 2007

Browse Back Issues

### Browse E-Newsletters

**DIRECT**newsline **DIRECT**listline **SearchLine** **DIRECT**Tips



[Subscribe](#)

[View Sample | Subscribe](#)

[View Sample | Subscribe](#)

[View Sample | Subscribe](#)

[View Sample | Subscribe](#)