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## BERNHART ASSOCIATES' Q4 EMPLOYMENT SURVEY RELEASED: HIRING INDICATORS HOLDING STEADY

**October 7, 2010** — If you're a digital or direct marketer looking for employment don't expect much of a change during the rest of 2010, according to Bernhart Associates' latest Quarterly Digital and Direct Marketing Employment Report.

"The index we watch most closely, the one that measures new hiring plans, is crawling back up, so we are definitely moving in the right direction," said Jerry Bernhart, Principal of Bernhart Associates Executive Search, LLC, a leading digital and direct marketing recruiting firm. "At the same time, though, many digital and direct marketers continue to face strong economic headwinds, and some are being forced to consider more layoffs and hiring freezes to get headcount to where it needs to be for 2011."

The following are key findings from Bernhart Associates' Quarter 4 (Q4) survey:

- Forty-one percent (41%) of companies responding to the survey said they plan to add to staff in Q4, up from 39% last quarter.
- Thirty-five percent (35%) of respondents currently have a hiring freeze, up from 23% in Q3.
- The percentage of companies planning layoffs in Q4 rose to 8%, compared with 6% last quarter.
- Most of the new hiring is coming from business-to-business (B-to-B) service providers, with nearly one-half of those respondents reporting plans to add to staff during Q4.

"This will be the third straight quarter in which planned B-to-B hiring has outpaced B-to-C," Bernhart said.

Bernhart also noted that since results are not seasonally adjusted, it's not unusual to see a spike in hiring freezes as the year draws to a close. "A lot of companies have completed their hiring for 2010, and will re-assess their needs come the new year."

Among those companies planning to add to staff, marketing-related positions will be in greatest demand for the remainder of 2010, followed by I.T. "In fact, the marketing and technical job categories far outnumbered positions in analytics, account management, and sales, which in recent years have consistently been at or near the top of this list," Bernhart pointed out.

Bernhart added that the importance of data reveals itself in the titles of two soon-to-be-filled positions, each of them called simply "Data Expert."

Now in its tenth year, the Bernhart Associates' hiring survey was emailed to more than 10,000 senior executives, hiring managers, human resource officials, and other key participants in online and offline direct marketing. A total of 369 organizations responded to the widely followed quarterly employment-trends survey between September 23 and October 4, 2010.

According to the Direct Marketing Association (DMA), in 2009, direct marketing advertising expenditures as a portion of total U.S. advertising expenditures grew to 54.3%, and generated 8.3% of US gross domestic product. Also in 2009, there were 1.4 million direct marketing employees in the US. Their collective sales efforts directly supported 8.4 million other jobs, accounting for a total of 9.9 million US jobs.

Results of past surveys can be found in the Direct Marketing Association's annual Statistical Fact Book and on Bernhart Associates Executive Search, LLC's website.

Companies interested in participating in the Bernhart Associates' Quarterly Digital and Direct Marketing Employment Report should send an email to [survey@bernhart.com](mailto:survey@bernhart.com) with "Opt-In" in the subject line, or they can sign up directly on the Bernhart Associates' website.

### About Bernhart Associates Executive Search, LLC

Bernhart Associates Executive Search, LLC, is owned by Jerry Bernhart, a leading and nationally recognized digital and direct marketing recruiter, writer, and speaker. Founded in 1991, Bernhart Associates today recruits for positions at all levels in Multichannel Direct Marketing, CRM, E-Commerce, Database Marketing, Business Development, and Marketing Analytics.

Respected as a leading authority on issues related to digital and direct marketing recruiting, Jerry Bernhart is a frequent speaker at national marketing conferences and is often quoted by the industry news media. Jerry has written dozens of articles for the leading online and offline direct marketing publications.

The Bernhart Associates' quarterly Digital and Direct Marketing Employment Survey, now in its tenth year, has become the most widely followed employment report in digital and direct marketing and measures employers' hiring plans for the coming quarter. It is the only forward-looking employment survey of its kind in digital and direct marketing and unparalleled in size and scope.

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