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## CONFIDENCE RETURNING TO JOB MARKET FOR DIGITAL AND DIRECT MARKETERS, BERNHART SURVEY FINDS

**April 7, 2010** — Digital and direct marketing job seekers can expect a Spring thaw in layoffs and hiring freezes, according to the latest quarterly employment report by [Bernhart Associates Executive Search, LLC](#).

"Employers are still being cautious when it comes to making hiring decisions, with half expecting no change in hiring plans for the coming quarter. However, we're seeing more job stability, and employers continue to lift their hiring freezes," said Jerry Bernhart, principal of Bernhart Associates Executive Search, LLC, a nationally leading digital and direct marketing recruiting firm which has been conducting quarterly hiring surveys in since 2001.

A total of 454 organizations responded to the employment-trends survey between March 23 and April 7.

Here are the key findings from the second-quarter (Q2) survey:

- 43 percent of survey respondents said they will add to staff during the second quarter of 2010, down three points from 46 percent in Q1.
- 20 percent of respondents currently have a hiring freeze. This represents a dramatic decline from 45 percent just six months ago.
- The percentage of companies planning layoffs in Q2 fell to 3 percent, the lowest level in three years.
- When asked if they plan to consider using online social networks for hiring, 41 percent of Q2 respondents said they plan to employ them in "moderate amounts" during 2010. Only 14 percent said they won't be using social media at all for hiring purposes.

"Just a year ago, I was seeing reports indicating that hardly any companies were thinking about using social media in their recruiting," said Bernhart. "Our second-quarter survey results show that interest in these online networks among digital and direct marketers has grown quickly and considerably, especially among agencies."

Bernhart said that job growth in the overall digital and direct marketing industry is keeping pace with progress in overall US employment. However, he pointed out that marketers are lagging behind their agency and supplier counterparts in terms of job growth.

"Agencies have all but eliminated their hiring freezes, and only one agency responding to our most recent survey said they're expecting layoffs during the next three months," Bernhart said. "Hiring on the services side also remains strong with about half of respondents telling us they plan to hire during the current quarter. By comparison, 38 percent of marketers said they intend to add to staff."

Meanwhile, the business-to-consumer (B-to-C) segment continues its upswing with major hiring indexes showing more positive trends compared with their business-to-business (B-to-B) counterparts.

According to the survey, Bernhart said sales positions would be in the greatest demand during the second quarter. "This comes as no surprise to me given the strong demand I've been seeing for sales reps on the recruiting side of the business," he said. "We've been getting steady calls for sales-position searches since the beginning of the year."

Bernhart added that analytics remained high on the employment list, along with online and multichannel marketing positions.

Bernhart also said that demand for executive search services has been steadily growing since the beginning of the year. "Inquiries are coming in on a fairly regular basis. A year ago, it was little more than a trickle."

Bernhart Associates' second-quarter survey was emailed to more than 9,700 senior executives and hiring managers, human resource officials, and other key participants in online and offline direct marketing.

According to the Direct Marketing Association (DMA), in 2009, direct marketing advertising expenditures as a portion of total US advertising expenditures grew to 54.3 percent, and generated 8.3 percent 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 focusing on senior-level Multichannel Direct Marketing, E-Marketing/E-Commerce, CRM, Database Marketing, Business Development and Quantitative Analysis positions. Jerry has been among the nation's leading digital and direct marketing recruiters since 1991.

Viewed as a leading authority on issues related to digital and direct marketing recruiting and talent management, Jerry is a frequent speaker at national digital and direct marketing conferences and is often quoted in the marketing industry news media. Jerry has written dozens of articles for all leading online and offline direct marketing publications, and conducts a widely followed employment survey for EM+C covering internet marketing and e-commerce.

The Bernhart Associates Employment Survey, now in its tenth year, is unparalleled in size and scope and has become the most widely followed employment report in digital and direct marketing. In February 2009, Bernhart Associates partnered with the Direct Marketing Association (DMA) in providing exclusive analysis for the DMA's 2009 Employment Outlook Report, a comprehensive study of trends in hiring and employee retention in direct marketing, available for sale at the DMA Bookstore. DATACo, LLC, based in Arlington Heights, IL, contributes research and analysis for the Bernhart Associates Quarterly Digital and Direct Marketing Employment Report and Job Search Survey.

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