

# RECRUITMENT FOCUS

SALES, MARKETING & COMMUNICATION

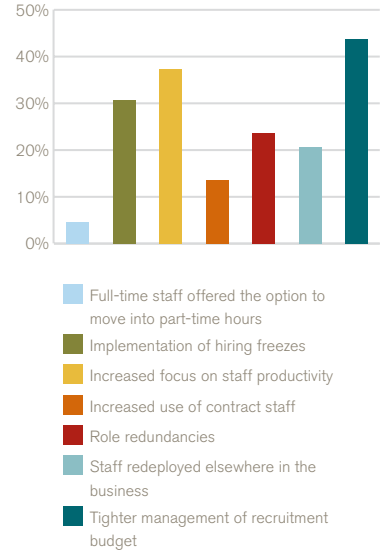


## IS THE CURRENT ECONOMIC CLIMATE FORCING YOU TO RETHINK YOUR APPROACH TO RECRUITMENT?

IF IT IS, RELAX YOU'RE NOT ALONE, IN FACT YOU MIGHT EVEN BE AHEAD OF THE GAME.

A recent Hudson survey of sales, marketing and communications employers has revealed one in four believe their ability to attract and retain quality people is being impacted negatively by the current economic climate.

As a result, many employers are rethinking their talent management strategies, with 44% focusing on tighter management of their recruitment budget and 37% choosing to focus on improving productivity among their existing staff.



*Based on nationwide research, Recruitment Focus provides hiring managers with specialised information relating to their team.*

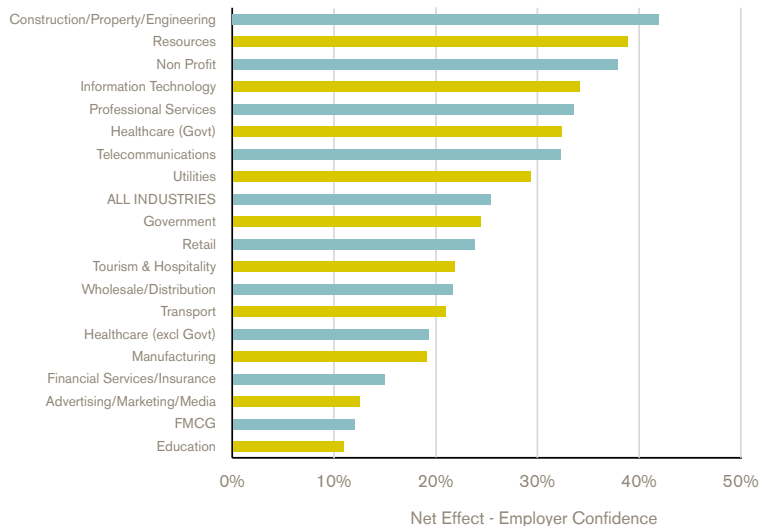
*Results included in the current issue of Recruitment Focus are based on survey responses from 834 employers, who were personally surveyed by Hudson Sales, Marketing & Communication recruitment professionals.*

*This issue of Recruitment Focus looks at how marketing and communication hiring managers are being impacted by the current economic climate, what steps they are taking to minimise the impact, and what skill sets are most difficult to find in today's uncertain market.*

## EMPLOYMENT LANDSCAPE

The findings are in keeping with Hudson's most recent *Hudson Report: Employment Expectations*<sup>1</sup> figures, released in early October, which show a 14 percentage point decline in the number of employers looking to hire new staff during this quarter, compared to the start of this year.

Broken down by sector, employer confidence\* varies:



The sheer saturation of news on the global economy is testament to the concern with which Australians and New Zealanders view the present economic climate. As business and consumer confidence dips employers become cautious in their hiring. Taking a measured approach is definitely the right thing to do.

<sup>1</sup> Hudson Report Employment Expectations Australia, Oct – Dec 2008

\* The net effect employer confidence figure is calculated by subtracting the percentage of employers that expect to decrease permanent staff levels during a given quarter from the percentage of employers that expect to increase permanent staff levels during the same quarter.

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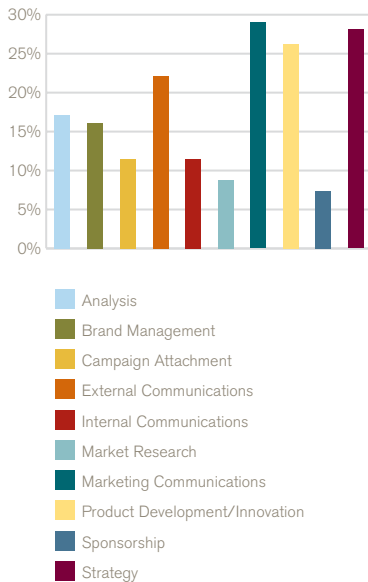


## TALENT SHORTAGE STILL BITING

The Recruitment Focus research revealed 42% of marketing and communication employers are still finding it difficult to source candidates with the appropriate skills - so it's fair to say the talent shortage is still biting.

Hardest to find skills include:

- Marketing communications
- Strategy
- Product development and innovation



## RECRUITING IN UNCERTAIN TIMES

In tougher times, smart employers are making sure they get the most out of their recruitment budget. When you do recruit it's vital you get the fundamentals right:

### *Attracting the best candidates:*

Make sure your job advertisements attract the best people:

- Clearly articulate relevant details about the role including salary range, location and the name of the company in your job ads.<sup>2</sup>
- Outline what your company is like to work for - use current employees as champions during the interview process.
- And most importantly... highlight why the people you want to attract, should want to work for you.

<sup>2</sup> Hudson 20:20 Series: Candidate Buying Behaviour, March 2008

### *Selecting the right candidates:*

The cost of losing an employee is estimated to sit between 70 - 150% of the individual's salary, so it's important from a financial perspective that you get it right:

- Utilise a combination of assessment methodologies, such as interviews, psych assessments, aptitude testing and work simulation testing to ensure you get all the information you need to make a decision.
- Introduce the candidate to the team so you can gauge if they will fit culturally.

## TIPS FOR SUCCESSFUL RECRUITING

*Know your audience:* Take the time to understand the motivators that drive marketing and communication professionals and tailor the recruitment process to suit the individual.

*Communication is key:* Honesty, transparency, consistency and flexibility are aspects of the recruitment and employment process that are highly sought after. Employers who deliver in these areas will differentiate themselves from their competitors.

*Talk to the experts:* Talk to a recruitment expert who understands your market. A good recruitment consultant will help you gain insight into what other similar sized organisations are doing and help you assess and benchmark your recruitment process against your competitors.

## ABOUT US

Hudson Sales, Marketing & Communication delivers specialised services for attracting and selecting the most talented sales, marketing and communication professionals available. Our consultants work in dedicated teams of discipline and industry specialists which effectively operate as individual boutiques, giving us the depth of expertise to truly understand the needs of our clients.

Hudson Sales, Marketing & Communication consultants have industry experience and/or tertiary qualifications in a related field. We recruit for permanent and contract positions within each of the sales, marketing and communication job disciplines.

Placing 1,400 sales, marketing and communication professionals each year across Australia and New Zealand, our people are proven performers, many of whom are represented or profiled with relevant industry bodies and institutions.

To find out more about Hudson, visit us online at [www.hudson.com](http://www.hudson.com)

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