

ROBERT WALTERS

HIRING INTENTIONS SURVEY 2015

MARKETING

ROBERT WALTERS

We asked over 650 hiring managers across Australia for their hiring forecasts over the next six months, including their plans to take on new staff, at which level, and the prospect of salary increases.

Overall, 35% are likely to increase headcount over the next six months, up from 22% in 2014.

16% are looking to downsize, while half expect the size of their workforce to remain stable.



“The Australian economy has encountered some challenging headwinds in recent times, leaving businesses facing difficult questions about whether to expand headcount and at what level. Compared to last year, however, the survey tells us that confidence is starting to return to the recruitment market, with a significant rise in the number of organisations looking to onboard more staff. Yet as more employers invest in new hires – especially for permanent roles – the more difficult the challenge of sourcing the right professionals in sufficient numbers becomes.”

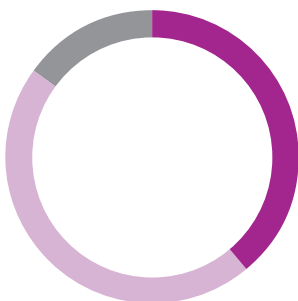
James Nicholson, Managing Director – ANZ

Six in ten hiring managers are focusing on permanent hires in 2015, 10% more than in 2014. Nearly nine in ten (87%) organisations looking to hire will be recruiting at the mid-level, 12% higher than in 2014.

39% of hiring managers anticipate rewarding their workforce with a salary increase this year.

THE NEXT SIX MONTHS IN MARKETING HIRING INTENTIONS

Marketing Headcount Expectations



- 39% are expecting to increase headcount
- 46% are expecting headcount to remain stable
- 15% are expecting to downsize

Four in ten (39%) marketing hiring managers are set to boost headcount in 2015, significantly more than the number looking to recruit a year ago (26%).

While 15% are looking to downsize, this still represents an improvement on the first six months of 2015, when 34% of marketing hiring managers reported that headcount had decreased.

46% of marketing hiring managers are expecting headcount to remain stable this year.



“The value of effective marketing is intrinsic to a successful business; where it positions itself, how it communicates with its audiences and the ways in which key brand values are reflected in its product or service offering. Climbing marketing headcount indicates that organisations are anticipating a positive economic environment, investing in new skill sets to help sell an effective message to customers.”

Oliver Smith, Manager, Melbourne





46% of New South Wales employers are set to increase headcount over the next six months, more than any other state and higher than the 39% rate reported nationally.



“New South Wales remains a vibrant hub for organisations with an impressive variety of sectors, from FMCG to manufacturing to financial services, all of which are up-scaling recruitment of specialist marketing professionals. Individuals with highly sought-after skills, particularly those who can prove their value to the bottom line, will be the subject of intense competition. As a result, we advise employers to view the interview as a two-way process, selling in the advantages of working for the business and promoting opportunities for career development alongside an attractive salary package.”

Morgane Martinez, Manager, Sydney

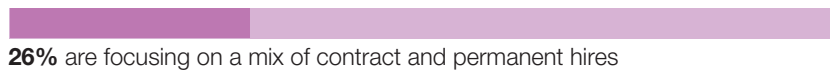
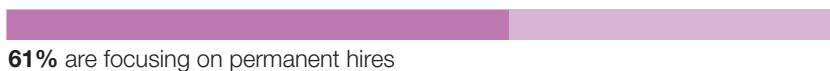
39%

of marketing employers expect to increase headcount over the next six months



PERMANENT VS CONTRACT HIRING

Will a majority of your marketing hires be permanent, contract or a mix of both?



A majority of marketing hiring managers are focused on permanent hires, a similar level as in 2014 (58%).

The number opting for mainly contract hires, or a mix of contract and permanent hiring, is also on par with last year.



“Marketing hires can be cyclical, with some businesses unwilling to over-invest in permanent teams if the prevailing economic forecast is uncertain. In light of this, it’s encouraging that permanent hiring is projected to improve, indicating that employers are looking to strengthen marketing teams to help promote both new and existing services. Permanent staff are more likely to look beyond the headline salary of any job offer, however, so consider carefully the strength of your employer value proposition.”

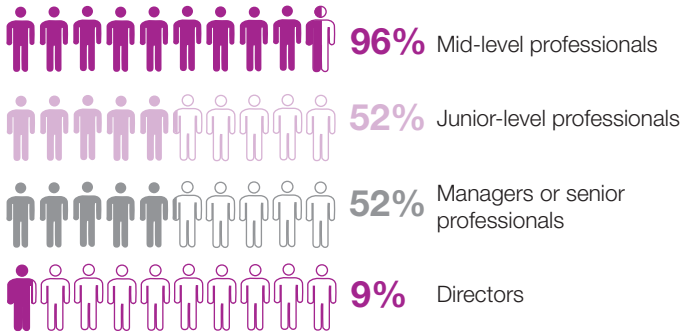
Michelle Christie, Associate Director, Adelaide

EXPERIENCE LEVEL REQUIREMENTS

An overwhelming number (96%) of organisations looking to hire marketing professionals will be recruiting at the mid-level, an 18% rise since 2014.

Demand for senior professionals is set to nearly double – from 28% to 52% – while hiring of junior professionals is also expected to climb 7% on a year ago.

Marketing Experience Level Requirements



“Marketing has become integral to the overall success of business strategy, adding a serious premium to the insights that senior professionals deliver in expertise and extracting maximum value from emerging tools such as social media. Yet many hiring managers also recognise the value of mid-tier hires; those who offer experience and can be developed as future leaders and brand champions. As growing demand spurs more mid-level professionals to consider a job move, even small changes, such as reducing the time from interview to hire, can make a big difference to recruitment success.”

Oliver Molinari, Manager, Brisbane

96%

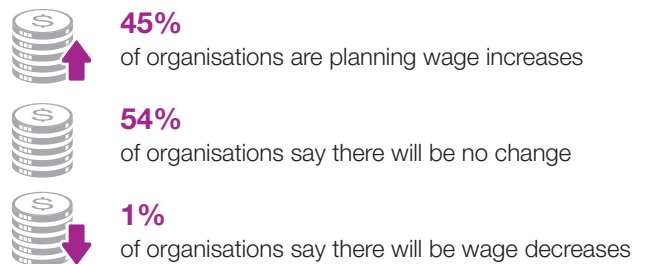
of marketing hires will be mid-level professionals

REMUNERATION

More than four in ten (45%) marketing hiring managers anticipate rewarding their workforces with a salary increase this year, 10% more than in 2014. Over half are planning no change, while very few expect to cut wages.



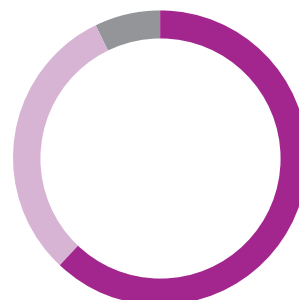
Marketing Remuneration Expectations



“An increase in the number of employers prepared to offer pay rises speaks volumes about the current need for marketing professionals - especially in digital - across both contract and permanent roles. Therefore, flexibility around remuneration may be needed to keep up with your competitors. However, to really stand out, it may be helpful to offer candidates incentives such as career progression, remote working opportunities or training.”

Charles Linton, Manager, Perth

What effect will wage pressures have on your organisation's ability to hire marketing professionals over the next six months?















58% of organisations say marketing hiring will not be affected by wage pressures in 2015, a small improvement on the previous year (56%).













■ 58% say wage pressures will not affect ability to hire
 ■ 35% say wage pressures will mean taking on fewer new employees
 ■ 7% say wage pressures will lead to redundancies

SECTORS AT A GLANCE

Organisations that are likely to hire in the next six months:

Banking & Financial Services		37%
FMCG		34%
Leisure/Travel/Hospitality		21%
Manufacturing/Construction		32%
Media		39%
Natural Resources		24%
Pharmaceuticals		33%
Professional Services		48%
Property		50%
Public Sector		18%
Retail		43%
Telco		35%

Organisations that are planning wage increases in the next six months:

Banking & Financial Services		39%
FMCG		56%
Leisure/Travel/Hospitality		43%
Manufacturing/Construction		23%
Media		28%
Natural Resources		22%
Pharmaceuticals		42%
Professional Services		36%
Property		47%
Public Sector		38%
Retail		43%
Telco		39%

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