



market update

Market Overview - The Dust Appears To Have Settled

The last twelve months have been turbulent for the recruitment marketplace without a doubt. Right up until summer last year there was little to indicate that there was a downturn looming, but it all became very apparent in the last Quarter of 2008, which resulted in some high profile casualties and bailouts in the recruitment sector. Since then, the recruitment marketplace has been quieter, but by no means silent. Activity at Junior to Mid-levels has remained strong throughout the year, largely due to replacement hiring, and also because this level still had some 'slack' as demand in previous years was ahead of supply. The Senior end of the market has seen the biggest dip in vacancies over the last year as many employers have been reluctant to make 'speculative' hires or have put on hold senior replacement appointments, and this effect was observed across all sectors and specialisations. Interestingly, however, the sectors which have shown little if no change in demand over the last year have been Healthcare and Qualitative, where there has been a consistent need for talent.

Since around August this year there has certainly been more cautious optimism in the market and in the last few weeks there has definitely been a sense in the market that 'the worst is over' as many employers appear to be putting in place long awaited recruitment plans. The apparent sense of a 'normalised' recruitment market is supported by a number indicators, such as an increase since in Operations and Technical/Analytical

vacancies, more senior level vacancies and many companies indicating that they are very likely to be hiring staff in the New Year. Employers are also being more discerning and considered in how they recruit, with the result that recruitment consultants are expected to carefully screen and select applicants and be involved throughout the recruitment process - no bad thing in our view as previous 'boomtime' years did see some variation between recruiters in terms of service quality and practice.

“Since around August this year there has certainly been more cautious optimism in the market”

To conclude, the market appears to have settled and found a new level. There may be fewer vacancies than in the first half of 2008, but there are still plenty of opportunities out there and talented Researchers are still in acute demand at junior to mid levels and in certain specialisations. Employers and applicants may be more discerning but there does appear to be cautious optimism for 2010.



Looking for a move?

Some practical tips from Resources Group to help you navigate through the job market

Resources Group is seeing some cautious optimism in the marketplace. In the last three months we have received a steady increase in vacancies while companies are also starting to sound more confident about 2010. The market is still quieter than last year, and there is more competition without a doubt, which means applicants need to give as good a presentation of themselves as possible to stand out. Below are a few tips which Resources Group has compiled from the thousands of interviews we have managed over the years and we hope this is of some practical help for those looking for a career move now or in the future:

Your CV

First things first! Keep the presentation simple, clean and easy-to-read. Avoid 'fussy' fonts and graphics and make good use of punctuation, paragraphs, bolding, bullet points and indents to maximise impact and to highlight anything particularly good or relevant. Also, try to present your CV in a Word document if possible as PDFs aren't always easy to open.

Get to the point - name, address, education and current employer on the first page. Don't go into too much detail on the education unless it's relevant for the job you're after. Just the University/College/School and grades. Anything else can go into the additional information at the back.

Next, state your current role, and work backwards. Clearly outline your responsibilities and any detail that's relevant - products, clients, packages, methodologies. For junior to mid-level applicants, we suggest you spell-out your responsibilities in detail, e.g. from project design to presentation, while more senior applicants should mention particular clients, product portfolios, team sizes and budgets/P+L.

Avoid long, 'flowery' personal summaries - employers tend to go straight to the 'meaty bits' anyway. Keep the CV concise but don't squeeze it in - it's a myth that CVs should be on one or two pages. It's like a book: if it's an interesting read, it doesn't matter. But the emphasis is on the 'interesting' so don't go into too much detail if it's not necessary, and remember that the recipient may be reading your CV amongst many others, so think about how it sounds and reads.

Finally, check your grammar and spelling! It's amazing to see how many CVs have the silliest mistakes.

The application

Research your market. Who are the key players? Who is the right contact? Why should they consider you? Keep the covering note short and sweet and address it personally - 'round robins' can appear impersonal and something personally addressed encourages the reader to look further.

Using recruitment consultancies

If you are making a general application to a recruitment consultancy, clearly state what you are looking for and why, along with anything else that may be relevant such as location, salary etc. Many recruitment agencies have high workloads and are managing a large number of applications, so when applying avoid sending multiple applications to the same firm. If you see three jobs, mention them in one covering note, rather than applying three times. You will still be considered for all the suitable jobs an agency has, whether it's one or ten!

Keep an open mind. Sometimes the ideal role is out there, sometime it might be harder to find, so be open to sensible suggestions. A good recruitment consultant should be able to give you guidance and a proper insight into the market and what roles are available for your experience.

iPod draw winner is...

iPod Prize Draw

We are pleased to announce the winner of the Resources Group Purple iPod prize draw, **Neil Grantham, Managing Director** at WDG Research. Congratulations Neil and we hope you enjoy it!



appointments & promotions



Leanne Fry, Consultant, (top) joins the Research Team as a consultant.



Richard Harris (middle) joins Resources Group as a Recruitment Coordinator, responsible for the day-to-day management and co-ordination of recruitment in the Research Team.

James Rosenthal, Consultant, (below) joins the Professional Services Team as a consultant.

resources group



A Brief History

Resources Group started recruiting in Market Research in 1988. We were then known as Personnel Resources and have since grown to become the largest and leading Market Research specialist in Europe, recruiting at all levels from Research Exec to Chief Exec, and across all Market Research specialisations including Agency, Clientside, Quantitative, Qualitative, Planning, DP, Analytics, Field/Ops and Information/Market Intelligence.

In addition to being the leading specialist in our domestic market, Resources Group has also recruited at international/global levels since 1991 with assignments managed in over 40 countries worldwide. In 2006, we set up our Melbourne office to service the growing needs of our Asian and Australian markets and clients. In 2007 the company rebranded as Resources Group, reflecting the different businesses and specialisations within the Group, including the Professional Services Marketing team which is a leading specialist in business services marketing. Resources Group remains independently owned by its directors.

To find out more about our services, please visit our website www.resourcesgroup.com, email us at info@resourcesgroup.com or contact one of our team of specialists on 020 7242 6321.