



## 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 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 these levels still had some 'slack' as demand in previous years was ahead of supply. The Senior end of the market has probably 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 Professional Services sectors and locations.

Since around August this year there has certainly been more cautious optimism in the marketplace. This does not mean that recruitment activity will return to how it was a couple of years ago, but there is definitely a sense that 'the worst is over' and many employers appear to be putting in place long-awaited recruitment plans. The main demand at present is for good Bid and Business Development specialists as firms seek to shift their marketing towards a more 'proactive' approach, though vacancies in other specialisations such as PR/Comms and research are also showing encouraging signs.

There is, however, a notable shift in attitude amongst employers with an emphasis on interviewing only those applicants who closely match the brief and who have relevant experience in a Partnership or other Professional Services organisations. Recruitment Consultants have also changed their approach as application volumes have ballooned with an even greater emphasis on screening and response management and those consultancies who have fared well in the last year have done so through focusing on client needs and getting the match right. Employers, rightly we feel, now expect recruiters to screen and select applicants more fastidiously than ever before and be involved throughout the recruitment process - no bad thing in our view as previous 'boomtime' years did see some variation in terms of recruitment service quality and practice.

*"Since around August this year there has certainly been more cautious optimism in the marketplace"*

To conclude, the market appears to have settled and found a new level. There may be fewer vacancies than in 2008, but there are still plenty of opportunities out there and talented Marketers with strong professional services backgrounds are still in demand. Employers and applicants are being more considered but there does appear to be cautious optimism for 2010.

# win a purple iPod Nano!

## Prize Draw

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Resources Group is running another draw to win an iPod Nano. The draw is open to UK applicants and clients until 31st January; to enter, please visit our website [www.resourcesgroup.com](http://www.resourcesgroup.com)



# appointments & promotions



**Victoria Capsey**, Heads the Professional Services team (top). Colette Norfolk is on maternity leave until spring 2010.

**James Rosenthal**, Consultant, (below) joins the professional services team as a consultant.

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# resources group



## A Brief History

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Founded on the principles of quality service and in-depth market knowledge in marketing recruitment, Resources Group was established in 1988. At that time we were known as Personnel Resources and specialised in niche Marketing and Research appointments. In 1995 we were one of the first to establish a dedicated Professional Services Marketing specialisation, recognising the growing need for a focused and dedicated recruitment service to meet the particular needs of this sector. In 1996 we rebranded as Marketing Resources and became known as marketing leading recruitment specialists in the Professional Services Marketing and one of the few recruitment specialists that works across the entire Professional Services sector from Legal, Accountancy and Property firms to Management Consultancies and Professional Membership organisations.

In 2007, we became Resources Group with the establishment of the group of companies which included our Australian office and the diversification of our other specialist teams. Resources Group continues to be the leading light for specialist recruitment expertise in Professional Services Marketing and for further information about our services, please contact one of the team on 020 7242 6321 or visit [www.resourcesgroup.com](http://www.resourcesgroup.com).