

market update



The recruitment marketplace has changed in the last 3-6 months without a doubt. But a close inspection of trends, employer attitudes and activity reveals that it is by no means "doom and gloom," but more of a shift of emphasis within the marketplace.

The biggest change that Resources Group has observed is an absence of "speculative" interviews. In recent years, many employers would recruit in anticipation of future business volumes, or would often embark on exploratory discussions, particularly at the more senior levels for ventures such as the development of a new market sector or setting up a new department. This has all but stopped and employers are currently only interviewing staff if they really need to fill a vacancy, either as a replacement or where the business proposition is strong, well thought through and budgeted.

This is good news for the individual as it means that those vacancies that are currently available are based on sound consideration and are perhaps far less "risky" than in a more speculative marketplace.

There is a "wait and see" attitude in Professional Services Marketing. From past experience, hesitation in one quarter usually increases recruitment activity in succeeding months as decisions subsequently go "live" and many employers are appearing cautiously optimistic about the 2nd and 3rd quarters for 2009.

In other sectors, the main demand is at BD Executive to BD Manager levels, with some firms still looking for good, talented BD and Client Relationship Managers. At the more senior echelons, the BD market has admittedly become much more focussed on very specific and occasionally replacement positions.

As for applicants, the same effects can be seen on this side of the recruitment equation where many people are either moving because they need to, or because they definitely want to. People are not "dipping their toe" or "window shopping" as may have been the case a couple of years ago, but are moving for specific reasons, be it personal or otherwise.

There is therefore a benefit on both sides of the fence for both employers and applicants: although the number of interviews may be lower than this time last year, employers are interviewing individuals who are definitely looking to move and are unlikely to waste their time, while for individuals the vacancies they are considering are well thought through, budgeted and "sound".

As for being a Recruitment Consultant, our focus is on quality service, market knowledge and demonstrable recruitment expertise, and those recruiters who can fulfil these requirements are faring well. We are becoming far more involved in the negotiation process, while employers are also looking to us for effective screening as application numbers increase.

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Prize Draw

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Established in 1988, Resources Group is the leading specialist recruitment consultancy in the fields of professional services marketing. Our teams in London and Melbourne recruit at national and international levels across all specialisations, from Business Development, Bid Management and CRM to Communications, PR and Events.

Over the years Resources Group has helped literally thousands of individuals, from Marketing Assistant to BD Director, and hundreds of employers. To find out more about our services, please visit our website www.resourcesgroup.com or call one of the team in our London or Melbourne offices.

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