

STANFORD BUSINESS SCHOOL Event Jan 27, 2012 by Richard Kirby

Description:

You know the headline unemployment numbers, but also know friends who have recently landed their "dream" jobs. How did they do it? And more importantly, how can you do it? Whether you're actively searching for a new job, exploring your options, or just considering a career move in 2012, this is the one event you don't want to miss!

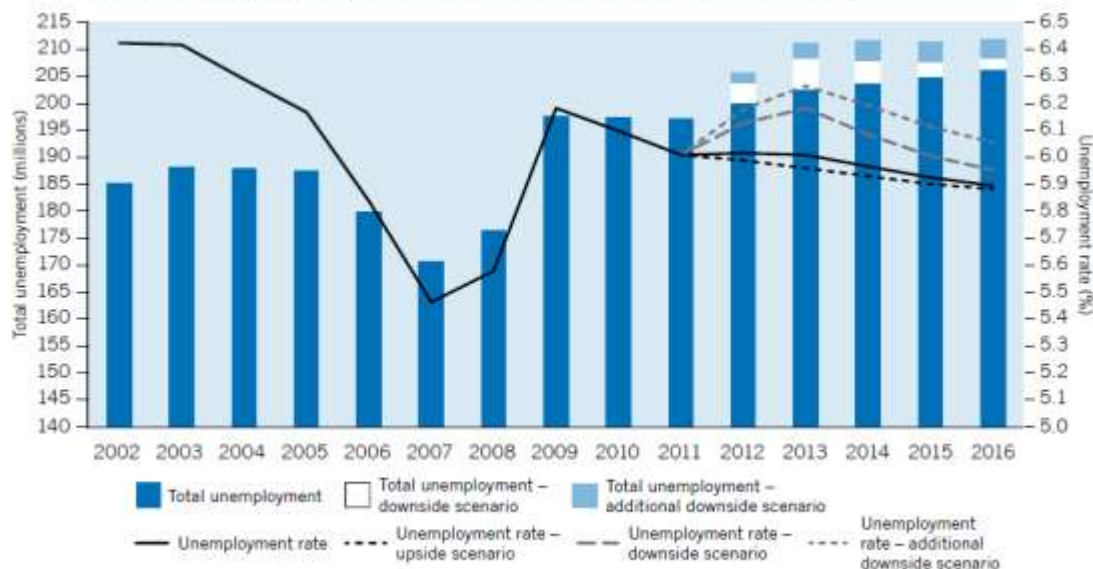
GSB alumni and guests are invited to lunch with career consultant and author Richard Kirby who will be presenting the latest hiring trends for the Atlanta market and share his experience on which job search strategies work best in 2012. In our hour-long presentation and Q&A session, Richard shares some of his process and strategy to help you fulfill your career aspirations too. Whether you're actively searching or not, knowing how to conduct an efficient, successful job search is a life-skill that you want to learn.

THE GLOBAL LABOR MARKET 2012

Per http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_171571.pdf, the following information and graph are from "Global Employment Trends 2012", a 120 page report by International Labour Office, Geneva, Switzerland :

Structural imbalances are dragging down medium-term trends in employment growth. Structural imbalances that have built up over the past decade are further worsening the employment outlook. Housing and other asset price bubbles prior to the crisis created **substantial sectoral misalignments** that need to be fixed and which will require lengthy and costly job shifts, both across the economy and across countries. Strong liquidity growth created housing and financial sector booms, which are still ongoing in some economies, leading to misallocation of resources and creating structural problems in the labour market that are likely to take time to be fully absorbed. These **structural frictions** are also responsible for the low employment response to growth, particularly in those economies where the boom has already been followed by a bust, such as the United States, Spain and Ireland. Going forward, the re-adjustment of these imbalances is likely to limit the effectiveness of policy interventions as traditional macroeconomic policies may be less effective when it comes to rebalancing sectoral growth patterns.

Figure 9. Global unemployment trends and projections, 2002–16



Note: 2011 are preliminary estimates; 2012–2016 are preliminary projections.

Source: ILO Trends econometric models, October 2011 (see Annex 4); IMF, World Economic Outlook, September 2011.

TRENDS IN THE U.S. NATIONAL JOB MARKET

4 Employment Trends For 2012 by Kate D'Amico on December 29, 2011

(Ref: <http://comerecommended.com/blog/2011/12/29/4-employment-trends-for-2012/>)

A recent survey by CareerBuilder, a global leader in human capital solutions as well as an online career site, shows that hiring for 2012 “remains cautiously optimistic.” That is, employees expect to hire in 2012, though are waiting to see what happens with the economy before “turning up the volume on hiring.”

According to the annual job forecast, almost 25% of hiring managers plan to hire full-time, permanent employees in 2012. The majority of job creation in the U.S. is found in small businesses, in which employment trends are expected to improve.

The survey, conducted by Harris Interactive, included more than 3,000 hiring managers and human resource professionals in multiple industries and from several company sizes. In terms of full-time, permanent hiring in 2012, the amount stays at 24%, the same amount for 2011 but up from 20% in 2010. Seven percent of respondents expect to decrease headcount, again the same number from 2011 but improved from 9% in 2010. Fifty-nine percent believe there will be no change in their staff and 11% remain unsure.

Four employment trends for 2012 highlighted in the survey are:

1. “Compensation getting more competitive for skilled positions”

As recruiting for skilled talent becomes more competitive, 62% of employers plan to increase compensation for their current employees and 32% plan to offer higher starting salaries for incoming employees. Respondents anticipate increases in compensation in the areas of sales (24%), information technology (20%), engineering (14%), and business development (14%).

2. “Voluntary turnover on the rise”

Voluntary turnover increased in 2011, according to 34% of respondents, likely due to desire for higher compensation and feeling over-worked (which can lead to burnout). Thirty percent of respondents said they lost top performers in 2011, and 43% believe top talent may leave in 2012. (For more info on what employees want or who is likely to leave an organization, see [here](#) and [here](#)).

3. “Employers bridging the skills gap by training employed/unemployed”

Given the demand for skilled position and the apparent lack of supply, employers are “re-skilling” their workers. Thirty-eight percent of respondents plan to train people who don’t have experience in areas of need and then hire them for positions in 2012. For more information, see [6 Ways To Close The Skills Gap](#).

4. “Employers targeting Hispanic workers, African American workers, and women”

Twenty-nine percent of employers will focus on creating a more diverse employee base; 20% will target Hispanic and African American workers, and the same amount will recruit women. Forty-four percent plan to hire bilingual employees in the New Year.

ATLANTA JOB MARKET TRENDS

Per <http://www.slideshare.net/monsterww/2012-atlanta-job-market-report-monstercom>, the following are excerpts from a presentation by Monster.com. Obviously, much of this data is skewed toward online resumes and job postings because that is their business.....

Atlanta professionals should find mixed hiring and economic conditions in 2012. Though the local economy is diverse and made notable improvements in 2011, the area has and will in the short term suffer from reserved employer hiring, a weakened real estate market, and hiring than average unemployment rate. Forecasts suggest somewhat stable employment, though expect some continue job loss in 2012. As the forecasts suggests somewhat stable employment. As Federal Reserve Board's Beige Book recently summarized, Atlanta's hiring continues to be modes. Employers are still using a higher level of temporary and par-time help than usual and will do so until they see sustained improvement in demand. It will take Atlanta another couple of years to realize the potential of its educated job seekers populations, desirable living conditions and presence of strong Fortune500 companies and return to a labor market expansion and lower levels of unemployment it once had.....

MARKETCONDITIONS

Atlanta is expected to face **continued economic and employment challenges** in 2012. Conditions such as a lagging unemployment rate and payroll growth, as well as an unreliable real estate market, are causing employers to remain very cautious before hiring new talent. However, Atlanta has a lot to offer with its below average cost of living and attractive quality of life. This will help Atlanta rebuild its economy. The cost of living consistently ranks below the national average and may entice candidates to come to Atlanta or to stay in the area.

MARKET OVERVIEW

Atlanta has a diverse economy supported by a wide range of industries and companies. The area has expertise in global logistics, bioscience, and healthcare IT. Leading companies headquartered in the area include Coca-Cola, The Home Depot, UPS, Delta Air Lines, The Southern Company, NCR, and FirstData. The region benefits from its local universities, including Emory University, Georgia Tech, and Georgia State University, as well as midl weather and affordable cost of living. In October, 2011, Atlanta had 2.4 million employed, 266, 400 unemployed, and a 9.9 percent unemployment rate. Atlanta's key employment industries are the following:

Industry	Percent of Atlanta Employment
Trade, Transportation, & Utilities	23%
Professional & Business Services	18%
Government	14%
Education & Health Services	13%
Leisure & Hospitality	10%
Manufacturing	7%
Financial Activities	6%
All other industries	9%

From November, 2010, to November, 2011, the Atlanta economy shed 13,100 jobs. Financial activities and Government reported the most significant declines, losing 10,700 and 10,100 jobs respectively. Trade, Transportation and Utilities added 8,500 new jobs. Professional & Business Services and Education & Health Services each added approximately 5,000 roles over the twelve-month period.

Moody's Analytics' December, 2011 jobs forecast predicts a minimal 0.6 percent expansion in Atlanta jobs over the next twelve months compared to 0.8 percent for the nation. Nearly all sectors are predicted to be flat or declining with the exception of Natural Resources & Mining, Construction, and Other Services. A Georgia State University economist forecasted Atlanta will gain 17,400 jobs in 2012 and 40,200 in 2013.

Like employment, the area's real estate market is also facing a delayed recover. Atlanta home prices are forecasted to drop a further 6.7 percent in 2012.

As seen on Monster, the types of jobs many Atlanta companies posted over the past year include roles primarily for IT (27 percent), finance (17 percent), and sales (15 percent).



Atlanta Job Postings by Category	% Total Job Postings
IT/Software Development	27%
Accounting/Finance/Insurance	17%
Sales/Retail/Business Development	15%
Medical/Health	5%
Business/Strategic Management	5%
Engineering	4%
Market/Product	3%
Project/Program Management	2%
Human Resources	2%
Logistics/Transportation	2%
All Other	18%

OCCUPATIONS

Over one-third of the supply (37 percent) and an even higher 41 percent of the demand in Atlanta are for the top ten occupation clusters listed below. Six of the top ten opportunities in demand may be found among the top candidates in supply. The roles that are not in common include administrative, financial and IT positions.



Job Seekers

1. Secretaries/Admin. Assistants, 7%
2. Customer Service Reps., 6%
3. General/Operations Managers, 5%
4. Marketing/Sales Managers, 4%
5. Managers, General, 4%
6. Computer Software Engineers, 3%
7. Computer Systems Analysts, 2%
8. Office Supervisors/Managers, 2%
9. Sales, General, 2%
10. Human Resources Specialists, 2%

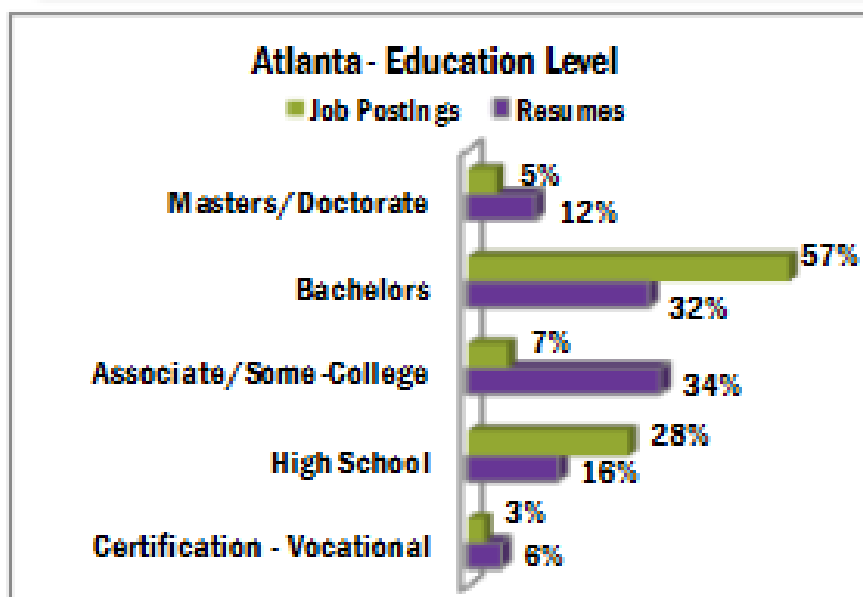
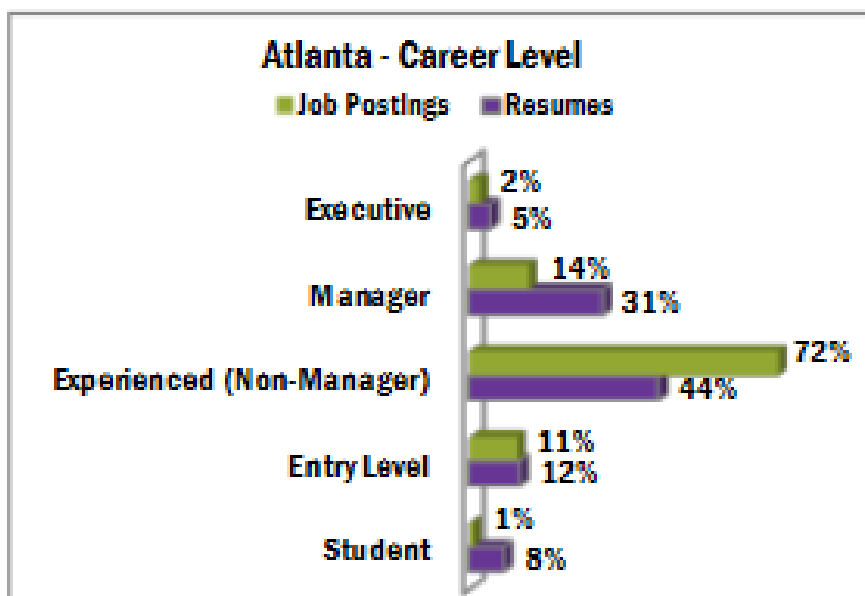


Employers

1. Computer Software Engineers, 12%
2. Accountants/Auditors, 8%
3. Computer Systems Analysts, 3%
4. General/Operations Managers, 3%
5. Marketing/Sales Managers, 3%
6. Emergency Management, 3%
7. Financial Analysts/Advisors, 3%
8. Computer Programmers, 2%
9. Human Resources Specialists, 2%
10. Office Supervisors/Managers, 2%

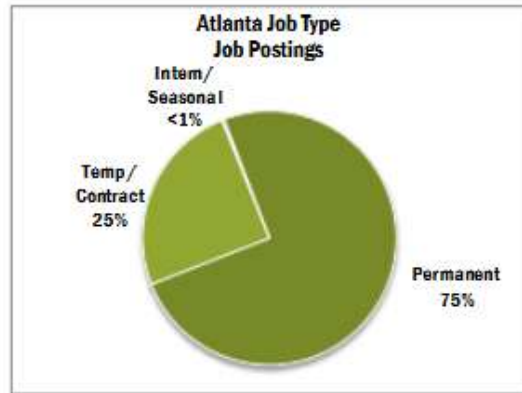
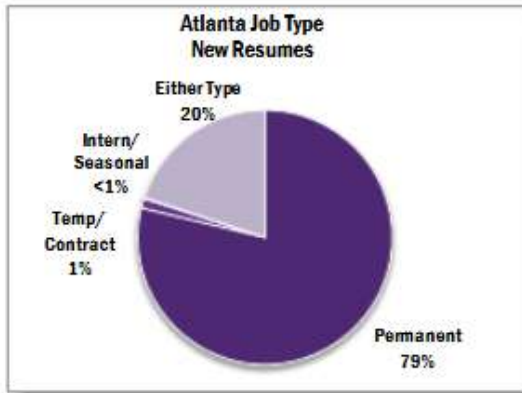
The top 20 (out of nearly 2,500) Atlanta job titles posted on Monster.com from December 2010 to November 2011 are dominated by IT and Finance roles and accounted for 24 percent of all job titles.

#	Job Titles (1-10)	#	Job Titles (11-20)
1	Software Engineer	11	Sr. Software Engineer
2	Disaster Relief Services Director	12	Project Manager
3	Staff Accountant	13	Warehouse Manager
4	Sr. Accountant	14	Sales Representative
5	Accountant	15	Payroll Manager
6	Financial Analyst	16	Software Quality Assurance Engineer
7	Customer Service Representative	17	Scientist
8	Accounts Payable Clerk	18	Financial Accountant
9	Cost Accountant	19	Sr. Financial Analyst
10	Java Developer	20	Product Manager



JOB TYPE (PERMANENT OR CONTRACT)

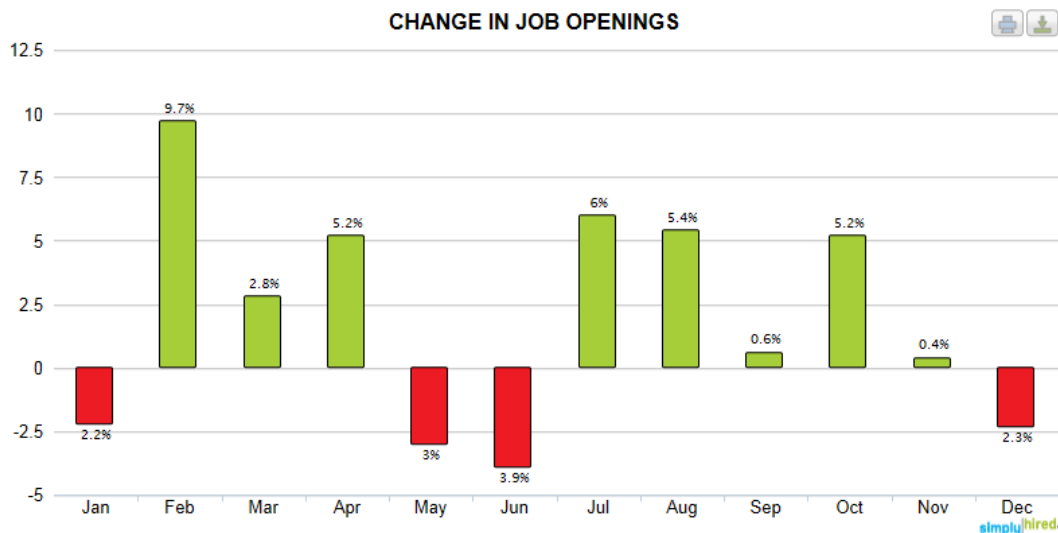
Three-quarters of Atlanta job postings are for permanent positions and the remaining 25 percent are for temporary and intern work. With at most 21 percent of job seekers interested in a temporary role, employers might have to convince some job seekers to settle for a temporary instead of permanent position.



Atlanta, GA Job Trends - December 2011

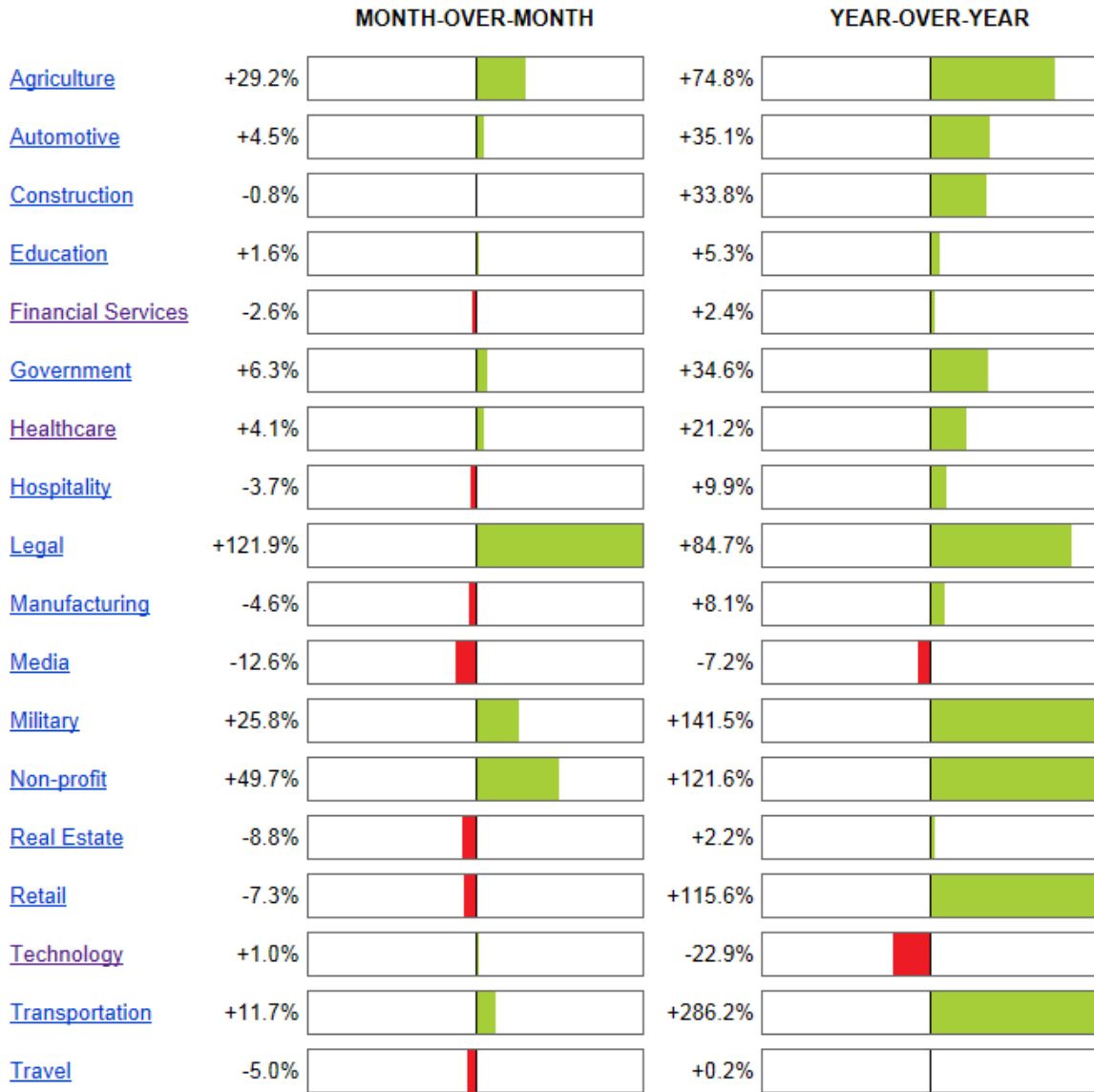
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December 2011



Industry Job Trends - December 2011

CHANGE IN JOB OPENINGS

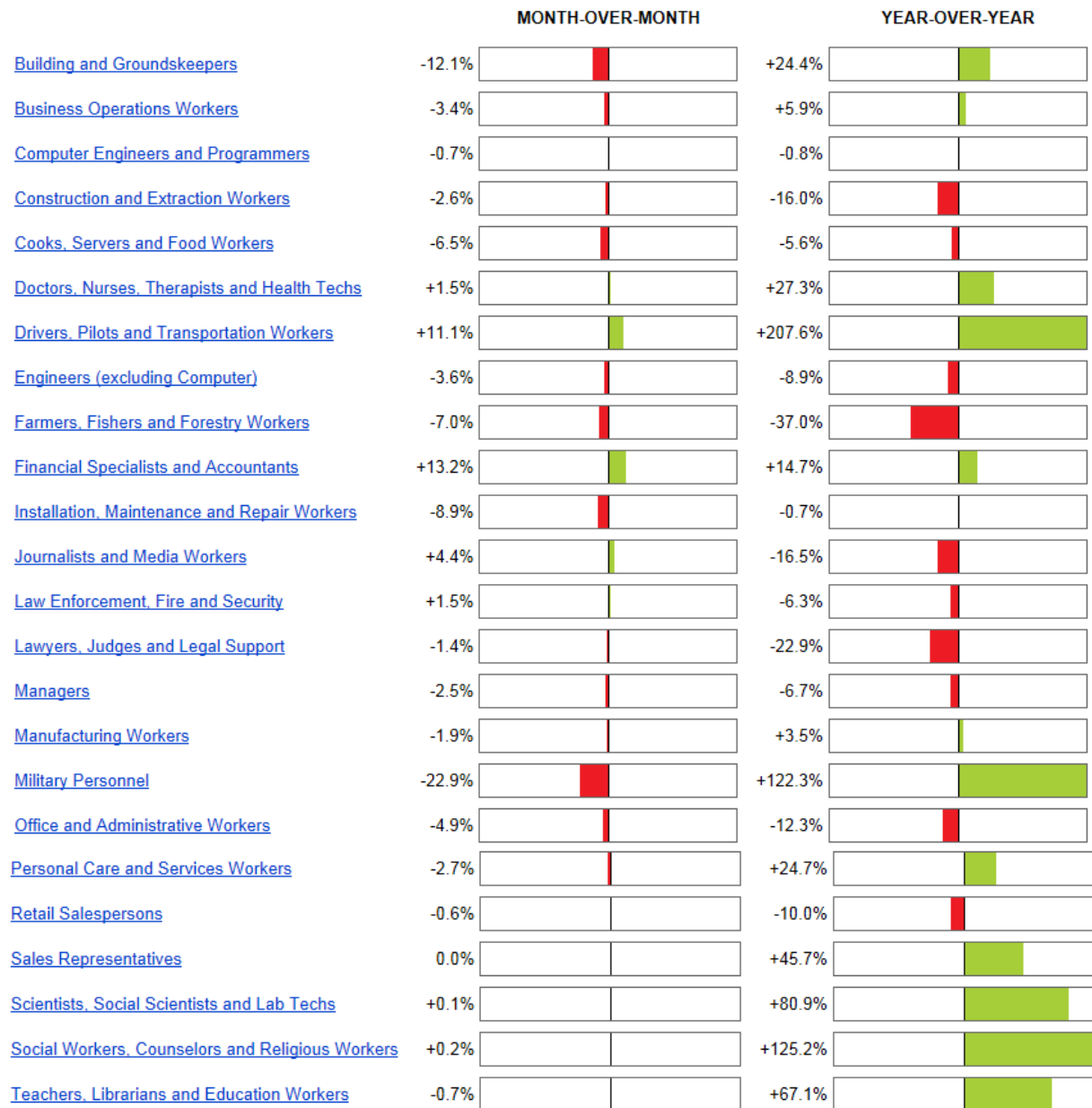


Employment Trends by Occupation - December 2011

VIEW OTHER MONTHS

December 2011

CHANGE IN JOB OPENINGS



Per <http://www.simplyhired.com/a/jobtrends/home>, here are graphs that show trends in job postings by search terms Atlanta, CFO, Controller, COO, and Marketing. You can search other terms at this URL.

