

The logo for Digital People, featuring a white outline of a shield-like shape on a blue background. The text "digitalpeople" is written in a lowercase, sans-serif font inside the outline.

digitalpeople

# 2015 HIRING GUIDE /formula for success

**The tools you need to design a hiring strategy for 2015 –**  
Digital People's staffing tips, compensation data, and employment survey results

## WHAT'S THE NEW BLACK? DIGITAL PEOPLE'S TOP JOBS

What's trending for 2015? Here are the top jobs our hiring experts are seeing in the field:

**Digital Designer** / Conveys messages using visually stimulating graphics, generally producing media for web sites, videos and the gaming industry.

**Front End Developer** / Puts the functionality into Website design with skilled use of development tools and effective collaboration with design, user experience and back-end team members.

**Interactive Project Manager** / Defines and leads the implementation of online projects from inception to production launch and post-launch assessment, to meet pre-determined business requirements.

**SEO/SEM Specialist** / Focuses on paid and organic search strategies, managing keyword lists and analyzing specific data in support of online marketing initiatives.

**Social Media Specialist** / Manages and grows social media presence in alignment with business strategies and direction.

**UX Designer** / Works primarily with navigation structures and interface functions to optimize the human-computer interaction to create a pre-determined and engrossing experience.



# PAINTING A PICTURE OF EMPLOYMENT THROUGH 2022

According to the United States Department of Labor Statistics, employment is projected to increase 10.8%, or 15.6 million, during the 2012-2022 decade. During this time, 50.6 million total job openings are expected. Employment growth has topped 200,000 for most months in 2014 and is expected to exceed 200,000 a month into 2015.

Among jobs with the highest demand are several creative, interactive, and marketing positions, including projected increases of 31.6% for marketing specialists, 20.1% for web developers, 14.8% for technical writers, and 9.9% for marketing managers. With this, employers will need to use creative recruitment tactics to attract top performers.

Source: <http://www.bls.gov/emp/>

## What marketing initiative will be your focus in 2015?



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# MASTER THE ART OF CONTENT MARKETING

In today's tech-savvy world, businesses need relevant online content that's sharable and valuable. With this, more and more companies are creating content marketing teams to generate leads and drive brand awareness. According to a survey by Kapost, 54.2% of marketing teams will hire content marketers in 2015.

If you're looking to build a content team, most start by hiring a writer or an editor. Other popular job titles include: graphic designer, content strategist, and community manager. With 83.7% of companies reporting that content marketing hiring is "somewhat difficult" or "difficult," it may be advantageous to consult a staffing firm that specializes in the field. Without the right team in place, your strategy can flop, resulting in lost leads and sales.

As you budget for a team, know that average salaries for content marketers range from \$41,584 for an entry-level position to \$103,928 for a director-level position. An effective team will pay for itself with increased web traffic, sales, and leads.

Source: <http://content.kapost.com/content-marketing-hiring-guide>

## THE CRYSTAL BALL: DIGITAL MARKETING PREDICTIONS FOR 2015

Top Rank, a digital marketing agency, reached out to industry thought leaders to gather their predictions for digital marketing in 2015. Here are a few:

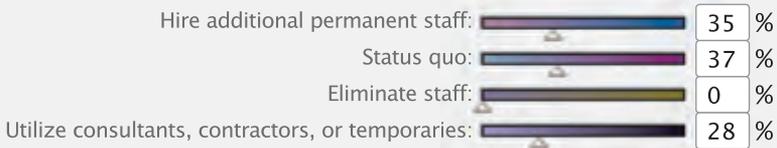
**Marketing will be more human** / Digital marketing evangelist at Marketo, DJ Waldow, says dull, boring “corporate-speak” will be out and “human-speak” will be in. He believes we’ll see genuine, simple messaging with more videos, pictures, and humor.

**Everyone will speak in code** / Senior manager of content marketing at LinkedIn, Jason Miller, predicts that coding will become an important skill for all digital marketers, not just web developers. He says it’s becoming increasingly important for marketers to know how the code affects and enhances a content strategy.

**Analytics will be required** / Analytics advocate at Google, Adam Singer, believes we’ll see an increase in the sophistication and use of digital analytics. Teams are under greater pressure to quantify their efforts. The technology is here and he believes that teams will be expected to use it to its full potential.

Source: <http://www.toprankblog.com/2014/05/digital-marketing-2015/>

### What is your 2015 hiring plan for meeting creative, digital and marketing workloads?



## 4 SOLID SIGNS IT’S TIME TO HIRE

While there isn’t a formula to determine the ideal team size, there are some warning signs when your team is too small. Consider hiring additional employees when you see:

**1. Missed deadlines** / While there will be times of stress and high workloads, you shouldn’t be consistently running behind and pushing out deadlines. The most successful campaigns are those that are initiated ahead of major trends.

## Based on current workloads, which best describes your creative, digital and marketing team?



**2. Overworked employees** / If your employees are putting in overtime, you're treading a fine line between having busy, productive employees and tired, overworked employees. The best way to know if your team is overworked is simple: ask them.

**3. Improvised strategies** / Proper marketing entails time to brainstorm, research, create, and test. If you're throwing things together last-minute, you aren't getting the most from your marketing dollars.

**4. A focus on tasks, not strategy** / Successful marketers need time to step back from daily tasks and find ways to improve the overall direction of the company.

If you can't commit to hiring now, consider temporary help. You can always transition to permanent employees when you're ready.

Source: <http://www.forbes.com/sites/jaysondemers/2014/10/14/7-signs-its-time-to-outsource-your-marketing/>

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## SET THE TONE: HOW TO BUILD A GREAT COMPANY CULTURE

Attracting and retaining employees goes far beyond a competitive salary and benefits package. Employees, most notably Millennials, are looking for something more: an engaging company culture.

- Attract employees by living the company brand and culture
  - > Provide career navigation strategies from the get-go
  - > Let your company culture shine on social media
  - > Share your passion and vision on your website with a video tour of your office
- Retain employees by creating a culture that makes even the most stressful job enjoyable
  - > Hold social events throughout the year
  - > Provide meaningful work
  - > Back a cause and involve your employees

**In which area do you anticipate the highest demand for professionals in the next two years?**



## **FIND THE VIBRANT TALENT MISSING FROM YOUR PALETTE**

When you're ready to add talent, it helps to work with people who've been there, done that. As former marketers, our recruiters know the ropes. Mad skills are important, sure, but you also need someone who will complement your existing team. We take time to get to know you and provide the right mix of creative, interactive, and marketing pros to bring you to dream-team status.

In short, we focus on people. That's why it's in our name.

**digitalpeople**<sup>®</sup>  
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