



# A Look into the Future

Digital People's 2016 Hiring Guide

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“The future depends on what we do in the present.”

– Mahatma Gandhi

Welcome to Digital People’s 2016 Hiring Guide. The enclosed employment tips, compensation data, and survey results are designed to help you make informed staffing choices today to prepare for a stronger tomorrow.



## Skills of Tomorrow’s Marketers

Marketers are expected to learn new skills more quickly than ever before. Many attribute this rapid rate of change to the current skills gap, making it difficult to find candidates with the technical and creative know-how.

One of the most competitive job markets is the user experience (UX) category. Companies are snagging up UX designers to better understand consumer behavior and meet business goals. According to CareerBuilder research, there are about 32,000 job openings but only about 5,000 active job seekers with UX skills. Web analysts are also in-demand, especially in this era of “big data.” For every three web analyst job openings, there is only one active candidate.

Other in-demand fields include front-end web developer, marketing director/specialist, and web content writer. Web and app development continue to create demand! In fact, the Bureau of Labor Statistics predicts that job opportunities in web development are expected to increase 13 percent through 2020.



### SURVEY QUESTION:

What marketing trends do you see impacting your company?

- Customer Experience/Journey: **75.86%**
- Mobile: **63.79%**
- Analytics: **43.10%**
- Marketing Automation: **32.76%**
- Big Data: **25.86%**
- Conversion Optimization: **25.86%**
- Other: **12.07%**

# TIME CAPSULE: Managing a Multi-Generational Workforce

We're in the midst of the largest shift of human capital in our history. Managers are now leading more generations at one time than ever before. The oldest Baby Boomers will turn 70 in 2016, yet many are still working with no plans to retire soon, and Millennials recently surpassed Gen Xers and Boomers as the largest generation in the workplace.

In order to effectively lead a multi-generational mix, it's important to understand the differences. Let's review how work preferences have shifted over time:

## Baby Boomers: 1946-1964

- Loyal to their employer
- Do whatever it takes to succeed, including working long hours
- Appreciate recognition and want to pass along their wisdom

## Gen X: 1965-1980

- Believe in self-sufficiency
- Independent, resilient, and adaptive
- Value job security

## Millennial - Generation Y: 1981-1995

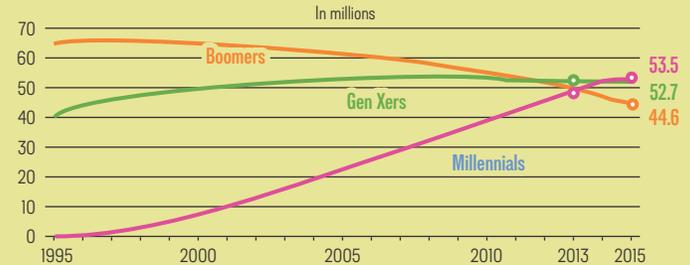
- Crave flexibility and love the idea of working from home or creating their own hours
- Seek instant feedback rather than "year in review" discussions
- Dedicated to their career
- Need transparency and equality



## Millennial - Generation Z: Post 1995

- Haven't experienced the pre-internet world
- Motivated by rewards and continuing education

U.S. Labor Force by Generation, 1995-2015



Source: Pew Research Center & US Census Bureau



## SURVEY QUESTION:

What is your biggest hiring challenge?

Quality of candidates: 48.28%

Lack of available candidates for our specific job: 36.21%

Lack of internal resources to source candidates: 29.31%

Unable to meet the salary demands of talent: 17.24%

Other: 13.79%

Our location: 10.34%

## GREAT SCOTT! The War for Talent is On



With lowering unemployment rates and fewer available candidates, there has been a seismic shift in the war for talent. According to a Digital People survey, 48 percent of employers report “quality of candidates” as their biggest hiring challenge, and 29 percent site “lack of available candidates for our specific job” as a roadblock. And 60 percent of creative, interactive, and marketing teams are currently understaffed.

To compete in today’s market, employers need to be strategic. How? In short, employers need to build a strong employment brand presence, provide ongoing training and development opportunities, and take advantage of candidate referrals. And don’t forget fair pay. Given today’s competitive hiring environment, wages are rising. According to the Bureau of Labor Statistics, the creative and marketing sector is seeing an average starting salary growth of 4 percent. To ensure that you’re in tune with what the market demands, use Digital People’s Salary Guide before making an offer to a top candidate.



### SURVEY QUESTION:

What benefits do you feel are most important to your employees?

Pay:  
82.76%

Medical  
Insurance:  
77.59%

Flexible  
Work Hours:  
72.41%

Paid  
Time Off:  
65.52%

401K:  
41.38%

Dental  
Insurance:  
32.76%

Recognition  
Programs:  
24.14%

Life  
Insurance:  
15.52%

## THE NEW FRONTIER: The Office of the Future



How people work is evolving. And the office environment must follow suit. In order to help your employees get more work done faster, more creatively, and with greater passion, it’s important to provide an engaging culture.

So what does the future of work look like? It allows greater freedom and flexibility. Successful employers will allow employees to work when and

where they need to, as long as quality work is completed on time. Jobs that require employees to be onsite will still be able to integrate flexibility by:

- Allowing employees to create their own work hours
- Helping employees create career paths
- Listening to (and, most importantly, acting on) what employees want

In short: to retain your workforce, you will need to create an environment where people want to be. Improving the office culture favors employees and employers alike, as both share common goals: maximize productivity, innovation, and well-being.

## JOB'S: What's Hot Now

In today's connected world, the customer journey is becoming more complex. Consumers now touch multiple marketing channels before making a buying decision. To better understand how the channels work together and to make improvements to maximize marketing performance, the following jobs will continue to grow in 2016 and beyond:

- UX Designer
- Front-end Web Developer
- Web Content Writer
- Graphic Designer
- SEO Specialist
- Email Marketing Specialist
- Web Analyst
- Marketing Director
- Marketing Specialist
- SEM Specialist



### SURVEY QUESTION:

What positions  
are the most  
difficult to fill?

- Graphic Designer: 36.21%
- Web Developer: 34.48%
- Project Manager: 25.86%
- UX Designer: 25.86%
- Web Designer: 17.24%
- Web Analyst: 17.24%
- Account Manager: 13.79%
- Web Content Writer: 13.79%
- Production Artist: 6.90%

## A BLAST FROM THE PAST: Referrals Still Rule

Technology may be advancing, but one thing isn't changing: the power of human connections. Word of mouth advertising remains an important recruiting tool. Your people are your greatest resource for accessing new talent, especially passive job seekers.

When looking to fill vacant positions or build a workforce, ask your employees for help. Create a program to incentivize and reward successful referrals. Do not assume that your employees know and understand your referral program. Discuss it frequently during company meetings and post program details throughout the office.

### SURVEY QUESTION: Based on current workloads, which best describes your headcount?



## The Future is What You Make It

When you're ready to add talent, it helps to work with people who've been there, done that. As former marketers, Digital People's 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.

Connect with us today to strengthen your workforce. We'll help you boldly go where no company has gone before.

**Next stop: the future!**

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Creative, Interactive &  
Marketing Recruiters

CREATIVITY IS HUMAN.

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