THE DEMAND FOR SKILLED TALENT:
SPOTLIGHT ON CREATIVE AND MARKETING HIRING

HOW HAS COVID-19 IMPACTED THE CREATIVE EMPLOYMENT MARKET?

Employers were cautious about adding staff in the second quarter, and many now must manage projects with leaner, remote teams. However, companies' need to develop digital marketing, communications, content and customer experience programs to engage and retain customers in today's market is reigniting demand for creative and marketing professionals. Candidates with in-demand skills are still hard to find. Unemployment rates for UX designers, copywriters and front-end web developers, for example, remain well below the national average.

WHERE IS HIRING HAPPENING?

Industries hiring

- Education and e-learning
- Finance
- Healthcare
- Retail and e-commerce
- Technology

In-demand positions

- Copywriter
- Digital marketing specialist
- Front-end web developer
- Graphic designer
- UI and UX designer

In-demand technical skills

- Content management and development
- Marketing and communications
- Social media
- Web and mobile development
- Video production

WHAT ARE CREATIVE AND MARKETING LEADERS PRIORITIZING IN THE COMING MONTHS?

Workloads have shifted since the start of the COVID-19 pandemic, and creative and marketing teams are focusing on:

- Developing digital marketing campaigns
- Improving the customer experience
- Strategizing new content projects
- Managing internal and external communications
- Producing virtual events
- Maximizing return on investments

Find out how a _flexible staffing strategy_ can benefit your business.

WHAT NONTECHNICAL SKILLS SHOULD EMPLOYERS LOOK FOR?

The need for teams to adapt to both a remote environment and further uncertainty has highlighted the importance of nontechnical skills. Look for the following soft skills when hiring creative and marketing professionals:

- Collaboration
- Communication
- Creative thinking and innovation
- Emotional intelligence
- Problem solving

3 TIPS FOR HIRING REMOTELY

Cast a wide net
Does this role need to be on-site once you return to the office? If not, consider widening the pool of candidates by searching for professionals in other cities.

Get camera-ready
For interviews, test your video platform, look professional and minimize distractions. Pay attention to candidates' body language to help assess their soft skills and engagement in the conversation.

Present your best offer
A comprehensive compensation package is needed to draw talent in any business environment, and you'll likely face competition for your top candidates. Be ready to negotiate and offer attractive nonmonetary benefits and perks, including ongoing remote-work arrangements and flexible schedules.

SEARCH FOR LOCAL AND REMOTE CANDIDATES with **Candidate Browse**. It's accessible 24/7, and you can search by job title, skill set or location to see profiles matched to your needs.

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