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IQP's Top 5 Trends in Hiring & Recruitment For 2011

By [Bruce Powell](#)

This month we wanted to take a look at a few of the trends that we think be prevalent within hiring and retention over the coming year. It's important to stay aware of shifts and trends so that you can be proactive instead of reactive to any changes that occur. There will undoubtedly be more than those mentioned in this list, however these are a few of the big ones we foresee that could impact your hiring.

1. Continued growth and demand for digital and social media talent. Companies are continuing to allocate greater percentages of their overall marketing budgets to online and this trend will continue strongly in 2011.
2. Increased difficulty (and cost) to attract junior talent. The demographic drought of employees with 3-10 years experience is now hitting industry full force and the increased demand is causing serious ripple effects - from empty desks to increased training costs - there simply aren't enough quality candidates to fill the current roles in the marketplace.
3. Juniors are making more. Competitive pressure is pushing salaries up significantly and senior staff are wondering why their reports are getting paid almost as much as they are. The compensation pool is not limitless and this will be an issue of growing concern.
4. Increased demand for IT roles. As business picks up, so do IT needs. We predict a huge renewal of IT hiring over the coming year.
5. Soft skills taking more precedence over hard skills. Companies will continue to hire more for cultural fit and inherent core traits.

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