



Market Search – Sharing the Vision with Our Clients and Candidates

"To accomplish great things, we must not only act, but also dream; not only plan, but also believe."

Anatole France

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Lyn Tanner, from Market Search Recruitment, says she began to see some radical changes in the marketplace from about September last year.

'For several years it has been a "candidate market" and the recruitment market was VERY active (particularly in the first nine months of 2008). A market research candidate with strong qualifications had a wide, wide choice of roles, both on agency and client side and could expect to receive two or three offers quite quickly following an interview.

'As the year drew to a close, from our perspective, there was suddenly a very noticeable difference in the recruitment process and about the same time, there was an influx of exceptionally good candidates both locally and from overseas - with limited prospects of an interview pre Christmas!

'Rumours started to circulate in the marketplace that there had been retrenchments in some of the major agencies. As a result of those retrenchments, staff remaining at those same agencies emerged as candidates, stating that "the workload had increased". They were unhappy, insecure and ready to keep their options open to find another position elsewhere.'

Since returning from the Christmas break, Tanner says the recruitment market is quieter than it has been at the same time in previous years, however, she would still describe it as 'business as usual' as many of her clients still seek high quality candidates able to build solid client relationships or create new commercial business opportunities.



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