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Marketing & Advertising Jobs On The Rise

By: Ben Burrowes, Singapore

Published: Aug 18, 2009

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- Robert Walters releases Q2 Job Index
- Marketing jobs increase
- Hong Kong shows significant job growth



Regional - According to Robert Walters' Asia Job Index for the second quarter of 2009, the number of Singapore and Hong Kong jobs advertised for both marketing and creative roles grew significantly from April to June.

In Hong Kong, the number of marketing and advertising jobs grew from 5,156 in April to 6,411 in June - a sizeable increase of 24.3%. Art/Design/Creative jobs advertised in Hong Kong were also on the rise, moving from 2,037 in April to 2,472 in June - another big increase of 21.4%.

The same category in Singapore enjoyed a similar increase, growing from 1,063 jobs in April to 1,248 jobs in June to register an increase of 17.4%.

The number of marketing and advertising jobs in Singapore was not quite as significant with a smaller increase of 6.1%. There were 2,739 jobs posted in April compared to 2,906 in June.

The Robert Walters Asia Job Index tracks advertisement volumes for professional positions across the leading job boards and national newspapers in Hong Kong, Singapore, China and Japan.

Among some of the other key findings was that the total number of job advertisements placed in Q2 2009 increased by 6.4% compared with Q1 and increased by 2.9% during the quarter.

The second quarter saw an overall decline in job advertisements in May compared with April, before moving up again in June. However, the May holiday season in China was the main reason for this downturn.

Increased IPO activity in Hong Kong in June drove an upturn in financial services recruitment advertising, while Singapore saw an increase in both corporate and consumer spending, creating higher demand for jobs.

According to Robert Walters, it would be premature to regard the increase in the number of advertisements in the second quarter as the start of a sustained recovery.

"The second quarter of the year is usually a truer indication of the overall state of the market than the first quarter, which can be distorted by a late return to work from the Christmas and New Year break and, in Asia, the effect of Chinese New Year," Mark Ellwood, managing director, Robert Walters Asia, commented.

The Easter break and school holidays had some impact in Singapore, which explains the slight downturn in April. However, there has been evidence since then of an increase in marketing and advertising, suggesting that businesses are starting to spend more money on business generation.

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