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## Marketing & Ad Jobs On The Rise In Singapore

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- Robert Walters Asia job index
- Rise in local ad & marketing jobs
- Up 14% in past 3 months



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Singapore - Despite the downturn there is still demand for new staff in the marketing and advertising industry in Singapore, according to the Robert Walters Asia Job Index. In the first quarter of 2009, the local advertising and marketing sectors have experienced a surprising 14% increase in job advertisements between January to March this year.

In January this year, there were 2354 jobs in the marketing and advertising industry posted across the leading job boards and major newspapers in Singapore. That number grew to 2684 jobs in March.

The survey showed the total number of job advertisements in Asia placed in Q1 2009 decreased by 6.2% compared with Q4 2008 however the total number of advertisements placed actually increased by 27.6% during the quarter. Significant public sector spending and completion of major leisure and infrastructure projects helped to drive demand in Singapore.

The impact of Chinese New Year was also less pronounced in Singapore compared to other markets in Asia, although it still had an effect. Overall, the Q1 advertising volumes were fairly static, although some sectors like advertising and marketing did show signs of increased recruitment activity as the quarter progressed.

Andrea Ross, managing director of Robert Walters Singapore, commented: "We have not seen a further deterioration over that experienced during the final quarter of 2008, but it is important to realise that demand was not significantly higher. There is still evidence that points to the fact that recruitment remains focused on cost cutting rather than business generation."

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