

# Market Update for HR Professionals

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It is an interesting time for HR professionals at the moment. The economy is stronger, the acquisition market is hotting up because balance sheets are in good shape, debts have been repaid and the corporate lending market is freeing up. There are great things moving forward for organisations and their people.

At the start of 2010 Profiler Recruitment could confirm that there was a slow economic recovery, many of our contractors who had hung in there with our clients working on contract during the GFC were rewarded by being offered permanent roles. This was a positive sign that the work would continue and that our clients valued the commitment our contractors showed to their business.

## Skills on the Radar

We are seeing an increasing need for change management, organisational design, talent management and leadership development capabilities from our clients. Many OD specialists and Change Managers found during the GFC that they needed to revisit their HR generalist skills in order to maintain work. Now they are being given the opportunity to lead new change programs that are supported by the Executive and Leadership teams. The flow on effect from change management will be the need for learning and development professionals, a need which also slowed during the GFC.

Any HR professionals with Change Management experience would benefit at this time from extending their technical skills to include Project Management (incorporating up skilling your tool kit to include project methodology such as Prince2). To be part of an ERP System change in an organisation as a HR generalist developing skills in leading and managing teams could also get you ahead in driving future people and culture change initiatives.

Recruitment needs are back on the table and we have seen HR professionals having to take on more recruitment activity or have had to increase their in house recruitment teams with the need for additional onsite Recruitment Consultants.



Getting People Noticed

## Sectors Looking for HR expertise

Everyone wants to know where the greatest activity is at the moment. At Profiler Recruitment we have seen a sharp increase in the demand for great HR professionals across the Finance and Energy/Resources sectors across all levels of expertise - from HR Business Partners, to OD and Change Managers and Instructional Designers.

## Salary Levels for HR Professionals

Salaries have dipped from their previous levels two to three years ago. As a result people are finding themselves being presented roles that would have paid sometimes up to 30% more before the GFC. Some HR professionals have readjusted their salary expectations and have shown flexibility in their approach to continue to work during a time of uncertainty. They may have accepted a contract so they are not locked in for a long time at that level – and they wait. This is just at the present moment.

Just over the last few weeks we have seen a subtle shift upwards in salaries. This I believe is attributed to a number of reasons.

The candidate market is becoming increasingly competitive, and not just with people who have found themselves in the job market because of corporate downsizing. As there is market optimism and companies are hiring again there is a new found confidence that there are opportunities to grow and develop careers. As a result many candidates who have been reluctant to explore new opportunities (because they lacked the confidence to leave a secure role during the GFC) are now challenging their thinking and applying for new roles.

This is good news for all HR professionals, with movement brings opportunities for others. It is also good news for clients as they have a rich range of candidates to consider. However to secure these candidates who were reluctant to move during the GFC and are now exploring opportunities, clients will have to consider matching or increasing their salary to win them over. So eventually salaries will creep up again.....

## Contract or Permanent?

We are always asked by candidates are there more contracting or permanent roles at the moment? In 2009 the market was skewed towards contract roles. Right now we are seeing an increasing commitment from employers for permanent work and I would say the split is 50/50.

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