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**“Trends in the Field: What Might Affect Your Career?”
Contributions from Robert Hawthorne, Sue Hill and Nicola Franklin, and SLA**

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"Trends in the Field: What Might Affect Your Career?"

About the Authors

Contributions from Robert Hawthorne, Sue Hill and Nicola Franklin, and SLA

Ask two different professionals what the trends for information-related careers are in 2008, and you just might get three or four answers. For anyone considering their next move -- or even investigating negotiating points for the next annual review -- it is wise to be aware of emerging demands for your skills in areas you may not have even considered.

We asked several professionals with experience in different areas of the field to provide us with their take on the outlook for 2008. Here's what they told us:

Robert Hawthorne, President
Hawthorne Executive Search
Wilmington, North Carolina

I recently spoke at the InfoCommerce conference <<http://www.infocommercegroup.com/conference/>> in Philadelphia, on recruiting trends in the information and data publishing space. Leading up to the conference my staff and I spoke to several hundred industry professionals, ranging from entry level and field staff, to middle and senior managers, in sales, marketing, operations, production and other core areas.

We noticed some developing trends across the industry that will impact those seeking new employment opportunities in 2008. While those who responded to our questions reported a tremendous amount of hiring forecast for next year, we noticed that companies predicted far less hiring in non-revenue producing areas, like operations, human resources, training and development among others. Companies are tightening their belt as the overall economy in the US doesn't look as bright as in recent years.

At the same time, almost 100% of companies we surveyed indicated they *are* planning to expand their hiring efforts in sales -- with particular growth in online sales initiatives. Interactive marketing is another area with strong prospects, with SEO/SEM professionals in demand, as well as online product marketers.

Although companies are slowing their hiring in many areas, there is no shortage of industry employees who are looking to make a career change: Gen X, Gen Y and recent college graduates in particular indicate at nearly a 50% rate that they are interested in changing positions within two years.

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Heading into 2008, if you are an individual in sales, business development or online marketing (or if you are willing to enter into and transfer your skills to those areas), you should enjoy strong prospects, regardless of your geographic location. If you are not in an area that is considered revenue-producing, you may have a more difficult time securing a new employment opportunity.

Have a question about the employment landscape in the information industry? Please contact me at robert@hawthornesearch.com.

Sue Hill and Nicola Franklin
Sue Hill Recruitment
London, United Kingdom

2007 was an interesting year in information recruiting. We saw permanent jobs increasing in the final quarter of 2006 and continuing to expand in 2007. The diversity of roles that use information skills continues to expand, and it has been good to see candidates grasp the ever-increasing range of jobs -- and also to take their information skills outside of their comfort zone and go for jobs that at first haven't seemed an immediate match.

Some enforced moves (i.e. where people were faced with redundancies) were seen, by a selection of very experienced information practitioners known to us, as opportunities to use their knowledge in a cross-sectoral way through the medium of consultancy and or interim management.

Although there has been much doom and gloom in the press regarding the financial services sector, and government funding continues to face cuts, the wholesale effect on the individual information practitioner has not been overly bad.

True, some organisations have made cuts, merged or otherwise taken aim at the perennial easy target -- the information function. Generally, however, we have seen new roles created and many roles filled when someone has moved on.

Looking forward to 2008, we are taking a uniquely positive view. Despite natural ups and downs, we believe that the underlying economy is fundamentally strong, with much of the headline action caused by manipulators. We are taking the view that for every job lost, another created -- perhaps even two! For every job that we currently recruit, there is an additional job out there that we could recruit if we had the capacity.

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NB: An expanded version of Sue and Nicola's remarks will appear in the December 2007 issue of VIP Magazine <<http://www.vivavip.com/>> .

SLA 2007 Salary Survey

Salary information is always in demand, in part because it's so valuable as a point of negotiation in annual reviews. The SLA <<http://www.sla.org/>> keeps up with this demand by publishing annual salary data. The 2007 edition reflects the increasingly global nature of information work by gathering more detailed information than ever with the assistance of its European chapter <<http://www.sla-europe.org/>>.

Key findings in the 2007 research include:

- Increases in salary for US-based business librarians outpaced inflation, at 5.1%
- Canadian salaries increased by 4.9%
- European respondents (including United Kingdom) reported overall salary increases of 7.9%

SLA's reports are available for purchase. The full report, covering North America and Europe, is \$125 for nonmembers (log in at <http://www.sla.org/> for member prices) and is available in both download and print formats. A European-only report, covering data from the United Kingdom and Europe, is available for download for \$10. Purchasers gain access to an online salary calculator, which enables them to do their own comparisons of jobs and salaries based on their specific parameters.

Visit http://www.sla.org/marketplace/stores/1/Publications_C2.cfm for more information. More detail on the 2007 Salary Survey will appear in the November edition of the SLA's magazine for members, Information Outlook.

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