



# 2009 Employment Outlook for Central Florida

White Paper

OrlandoJobs.com surveyed 277 Central Florida companies between January 14th and January 30th. Direct phone interviews were conducted with senior Human Resource management and business owners in these companies, which represent a mix of industries. Combined, they employ 86,399 Central Florida based employees. This report will serve to give some insight to which companies are currently hiring, the type of jobs that are open and the forecast for hiring for 2009. All participants were also asked questions about the recruiting challenges they face in 2009.

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### Central Florida Employment Outlook-2009 Summary

A total of 277 Central Florida-based companies were interviewed between January 14 and 30 via the phone. The survey was performed by OrlandoJobs.com and included companies from 22 different sectors. The total amount of Central Florida employees (workforce of employees working and living in Central Florida) in the 277 surveyed companies is approximately 86,399.

More than 750 jobs are currently open in 22 different sectors. Of all companies surveyed, employers report they expect to hire an additional 9,400+ employees by the end of 2009. The top sectors are Healthcare, Hospitality, Banking and Finance and Technology.

The top, available jobs in Central Florida in 2009 will be sales professionals, bill collectors, mortgage brokers, bank tellers, medical professionals (nurses, medical assistants, and retirement home staff), website and technology workers, customer service representatives, engineers, movers, security guards and admission representatives for education facilities.

All companies report they are receiving a lot of resumes for their open positions. In some cases, so many resumes are being sent that internal human resource staffs are being overworked trying to identify qualified candidates. Employers surveyed also indicate they are still being challenged to find quality candidates for skilled positions that require a particular education and skill set.

More than a quarter, 76 in all, of the 277 surveyed companies plan on hiring 31 or more employees in 2009. Most of this hiring is planned for the 3<sup>rd</sup> and 4<sup>th</sup> quarter of 2009. The feedback from all employers was very clear when talking to them about future needs. First, they are not hiring nearly as many employees as they did last year at this time. Second, companies are closely watching the economy. If things stay the same or go down even further, employers will only be hiring replacements, upgrades and skilled positions that directly affect the bottom line.

The hospitality industry is a good example of the uncertainty that challenges all sectors. With hotel occupancy rates at all time lows, this industry is banking on an upturn in the economy combined with travel deals to get the tourism environment moving in the right direction. To be very clear, employers stated that the economy **must** change to create new jobs and stabilize this industry. Across the board, this is the continuing theme with all companies in regards to their future hiring plans.

Our survey also found that the banking and finance industry is picking up. With interest rates dropping and banks consolidating, this sector is predicting hiring increases in loan officers, bank tellers, business bankers, mortgage brokers and customer service representatives in Central Florida.

Overall, the Central Florida 2009 Employment outlook is much better than expected when compared to other parts of the country. But, like the rest of the nation, the greatest challenge for Central Florida is the economy and its effect on all industries. While no one knows when this recession will end, the Central Florida employers we surveyed have no plans to close and are optimistic about the future. This white paper will focus on Central Florida's hiring outlook for 2009. For jobseekers, we uncover the hidden job market.

**Central Florida Employment 2009 White Paper**

**Job Forecast Breakdown by Industry**

Overall, the Central Florida Region is still hiring and plans to continue to hire throughout 2009. Understandably, the jobs are nowhere near the level they were just a year ago, but the Central Florida Employers interviewed for this forecast gave some hope for optimism now and for the rest of 2009.

**Central Florida Unemployment Rates**

As of December 2008\*, the Central Florida unemployment rate stands at 7.7%. Overall, the rate in the state of Florida is at 7.8% (or 8.1%, seasonally adjusted). The United States unemployment rate in this same period stands at 7.1%.

Within the state, Flagler County’s unemployment rate leads the state at 11.7%. That is followed by Hamilton County (10.9%), Hernando County (10.9%) and St. Lucie County at 10.5%. The lowest unemployment in the state can be found in Liberty County (5.0%). Liberty County has a very small workforce of just 3797. However, a year ago, Liberty County was at 2.9% unemployment. All Florida counties have seen unemployment rise. Employers throughout Florida are feeling the effects of a worldwide recession and Central Florida is no exception.

**What Industries are Currently Hiring**

Current Openings, Jan 2009	Companies
Yes	149
No	123

In our interviews with 277 Central Florida-based Human Resource Managers, we asked if they had any current job openings. More companies than not reported having current job openings: 149 companies were hiring, 123 were not hiring. The hiring companies have over 700 current job openings and they are in 22 different industries.

So, where are the current 700+ jobs? Of the 277 companies interviewed, the top eight sectors currently hiring are: (see full chart on next page)

- 1) Healthcare- 200+ jobs
- 2) Hospitality-200+ jobs
- 3) Insurance-80 jobs
- 4) Banking/Finance-55 jobs
- 5) IT/Technology-54 Jobs
- 6) Architect /Engineering-34 Jobs
- 7) Retail-21 Jobs
- 8) HR/Payroll/Recruiting-20 Jobs

### **What jobs are currently available?**

The current job openings uncovered in this survey of 277 companies encompass a real mix of professional jobs and blue collar jobs. One common theme among a large percentage of these jobs is the hiring companies require specific skill sets experience. *(See following page for full details.)*

#### *Positions requiring specific skills/experience:*

1. Physical Therapist
2. Sales Manager
3. Underwriter (Property and Casualty)
4. Java Programmer
5. Treatment Plant Operator
6. Certified Public Accountant (CPA)
7. Resort Manager
8. Copywriter
9. Purchasing Manager
10. Engineer

#### *Entry Level/Training positions currently open:*

1. Customer Service Representatives
2. Bank Teller
3. Bill Collection Representatives
4. Food Service
5. Movers
6. Drivers
7. Call Center
8. Catering (part-time)
9. House Parent
10. Security Guard

## What Industries Are Hiring Right Now For What Jobs?

Industry	Current Jobs 1/09-2/09	Job Type
Advertising	7	Sales, Copywriter, Marketing Assistant
Aerospace	8	Entry Level Engineers/Co-op students
Airline	4	Mechanic, Station Representatives, Purchasing Manager
Architecture/Engineering	34	Engineers (mechanical, electrical)Administration, Architect, Financial Manager,
Banking/Finance	55	Collectors, Tellers, Business Banker, Call Center, Loan Officers, A/P, Certified Financial Planners
Catering	8	Part-Time Workers
Construction	3	Construction Manager, A/P, CPA
Education	18	Admissions, Instructors, Plumber, Placement Assistants
Hospitality	200+	Restaurant Managers, Servers, Bar, Housekeeping, Sales Manager, Resort Manger, Security Guards, Accountant, Front Desk, Culinary Line Cook, Revenue Manager, Time Share Maintenance Worker
Healthcare	200+	Insurance Specialists, Nurses, PA, Physical Therapist, Collector, Food Service, IT, Bus Drivers
HR/Payroll/Recruiting	20	Customer Support Representatives, Sales, HR Assistant
Government	18	Administration, Chilled Water Operator, Tree Trimmer, Treatment Plant Operator
Insurance	80	Underwriter, Administration, Claims, 40 Sales Representatives (commission only) , Sales, IT, Bill Review, Health Insurance Account Manager
IT/Technology	54	Sales, Java Programmer, Coders, Help Desk, Analyst, Website Developer
Law/Legal	7	Auditor, Bill Collector, Paralegal, Foreclosure Specialist, Client Service Assistant.
Manufacturing	14	Water Operator, Production Manager, Quality Supervisor, Warehouse, Maintenance )Operations
Media Outlets	7	Sales Associates, Account Managers
Non-Profit	5	Administration, Volunteer, House Parents
Retail	21	Sales, Administration
Telecommunications	6	Business Solutions Marketing Manager, Sales Representatives
Transportation	7	Drivers, Help Desk, Accounting, Movers
Travel	2	Sales

The 149 companies interviewed for this white paper who were currently hiring indicated that the candidate pool was abundant with a wide scope of skill sets. While only 12 months ago, companies were struggling to hire candidates with the experience and skill sets needed, the issue now isn't the talent available, but sorting a record number of applications.

### **Employer Comments On Current Hiring Trends:**

“One year ago, I was trying to hire a web developer and it took me three months and \$90,000. Today, I am receiving two resumes unsolicited weekly that have the required experience for much less.” (*HR Director, Website Management Company, Orlando*)

“I am receiving a lot of resumes from over-qualified candidates for our front desk position. I know for most of these candidates, this position will be short-lived until the job market changes. I never saw as many of these types of candidates before in all my years.” (*VP of HR for Hotel, Orlando*)

“We have openings right now, but we are not expanding, just re hiring for terminations or relocations.” (*HR Director, Retail, Orlando*)

Of the 149 companies currently hiring, we asked them where jobseekers can find their open jobs. Answers varied from company to company, but the one theme stood out: a lot of the open jobs are being filled by word of mouth both internally and externally. Companies interviewed indicated their employees are taking a much more active role in referring candidates. While this is working extremely well for certain positions, a lot of companies are still having an issue finding the very specialized talent like nurses, programmers and proven sales professionals.

### **Resources Companies Are Currently Using in Central Florida for Their Current Job Openings Are:**

1. Word of Mouth/Internal Referrals
2. Career Center on Company Website
3. Job Boards (OrlandoJobs.com, CareerBuilder, Monster, Craigslist)
4. Networking
5. Local Newspaper Employment Guide (Job Finder, Employment Guide)
6. College Recruiting

### **Companies Not Currently Hiring**

Of the 277 companies interviewed, 123 had no current job openings. The sectors without jobs (or a very limited amount of jobs) in Central Florida are in the construction, airline, travel, advertising/marketing, non-profit and transportation.

Even though the hospitality industry is a leader in current job openings, most of those jobs are hourly positions. Central Florida relies on tourists and companies interviewed indicated the lack of travelers to the region is now being felt across the board. Airlines, transportation companies, hotels and new construction projects are now all in a state of major slow down.

“Hotel occupancy is at 53% in Central Florida, we are letting people go when just a year ago, we always were hiring. We cut our human resource departments from five to one.” (*HR Director, Resort, Orlando*)

“The timeshare market has been devastated and it has cost Central Florida thousands of jobs almost overnight. We are doing our best to maintain a staff of administrative and maintenance workers. Sales are almost nonexistent.” (Sr. HR Professional, Timeshare Resort, Orlando)

### Central Florida Hiring Outlook 2009

One thing is for sure after interviewing 277 Human Resource Managers and Business Owners and asking them the question, “What is your hiring outlook for the rest of 2009?” Most businesses started out their answer with, “if the economy...”

If Central Florida is going to see a reverse in the rising unemployment rate, the economy must show signs of life. 178 of the companies surveyed confirmed that while they have plans to hire in 2009, those plans may be put on hold depending on how the economy is growing.

The Central Florida hospitality industry is a mirror for a lot of sectors. While they continue to hire, it is nowhere near the levels it was 18 months ago, and a lot of the positions are replacement positions and low-level jobs. As the occupancy rate slides there is a ripple effect felt by many Central Florida businesses, not just the employees at each of these resorts, hotels and restaurants. Like all industries, the hospitality industry is optimistic that their marketing efforts, providing great deals to travelers, will drive tourists here in the 3<sup>rd</sup> and 4<sup>th</sup> quarter of 2009. The hotel occupancy rate (which currently is 53%) will be a great indicator how our tourism industry is recovering. More jobs will be created as that number moves north.

### Surveyed Companies Will Produce 9,941 Central Florida Jobs in 2009

Most of the employers we interviewed are planning on hiring at least one position in 2009. 76 of the 277 companies surveyed are predicting to hire 31 or more workers in 2009. Only 35 said they were not going to hire anyone. The remainder of the companies plan on hiring between one and 30 new employees

<b>No Hires</b>	<b>35</b>
<b>1-5 Hires</b>	<b>72</b>
<b>6-10 Hires</b>	<b>31</b>
<b>11-20 Hires</b>	<b>20</b>
<b>21-30 Hires</b>	<b>22</b>
<b>Other *</b>	<b>76</b>

The top sectors that will be hiring are healthcare, hospitality, banking, finance, education, retail, insurance and aerospace. (Please view chart)

Healthcare will continue to outpace the rest of the market. In education, Central Florida is home to many colleges and educational facility. Schools like Phoenix University and Full Sail are seeing their student population grow, which creates jobs for teachers, administrative, food service, maintenance and admissions. The rising unemployment rate forces people to take a hard look at their career path and make adjustments. This requires additional education and Central Florida has a school for almost any occupation training.

Sales jobs will also be in good supply in many sectors in 2009. Most of the jobs in the insurance industry are sales related. Central Florida will need more real estate, service, medical, technology, human resource services, education and media sales professionals. Surveyed companies indicated that they are looking for experienced sales professionals in this market place versus entry level. (Insurance Industry has entry level)

The hospitality industry is basing a lot of its hiring forecasts on a better 3<sup>rd</sup> and 4<sup>th</sup> quarter. Most of these jobs will be hourly and cover all areas.

### **The TOP 20 Jobs in Central Florida in 2009**

1. Accountants – CPA, AR, AP, Certified Financial Planners
2. Admissions Specialist – Recruiting Students
3. Bank Tellers
4. Call Center Customer Service Representatives
5. CDL Drivers
6. Collectors
7. Cooks
8. Engineers (Civil, Electrical, Aerospace, Software)
9. Fundraisers
10. Graphic Designers
11. Loan Officers/Business Bankers
12. Mortgage Brokers
13. Mover
14. Nurses – All levels. Hospitals, outpatient facilities and retirement homes.
15. Physical Therapists
16. Programmers – All languages
17. Retail Store Sales
18. Sales Professionals – Technology Sales, Healthcare Sales, Service Sales, Media Sales
19. Security Guards
20. Website Developers

**2009 Job Projections by Sector (Central Florida Based Companies and Workforce Only)**

Industry	Job Forecast 2009	What type of jobs?
Advertising	12	Graphic Artists, Sales, Marketing, PR Sales Representatives
Aerospace	200+	Engineers, Data Administrators , IT, Administration, Simulation Specialists
Airline	30	Gates, Mechanics
Architecture/Engineering	20	Engineers(all types), Administration, CAD, Accounting
Banking/Finance	1,199	Collectors, Bank Tellers, Business Bankers, Loan Officers, Mortgage Specialists
Catering	29	Cooks, Servers, Administration
Construction	32	Framer, A/P, Superintendent, Skilled Labor (electricians, plumbers)
Education	551	Admissions, Teachers, Sales, Administration, IT, Website,
Hospitality	3,018	Property Managers, Housekeepers, Administration, Front Desk, Maintenance, Sales, Servers, Bartenders, Accounting, IT
Healthcare	3167	Nurses, PT, PA, Food Service, IT, Accounting, Radiologist, Pharmacist, Front Desk, Drivers
HR/Payroll/Recruiting	110	Recruiters, Sales, Customer Service Representatives
Government	175	Engineering, Security, Administration, IT, Utilities
Insurance	355	Sales (commission and no commission), Account Managers, Agency Manager, Claims Adjuster, Underwriter,
IT/Technology	21	Web Developers, Software Engineer, Sales, Administration
Law/Legal	33	Lawyers, Paralegals, Administration
Manufacturing	45	Welder, Line Workers, Machine Operator, Graphic Operator, Warehouse Workers, Fork Lift,
Media Outlets	6	Sales
Non-Profit	10	Fundraiser, Administration
Retail	821	Replace Turnover in Stores, Managers, Store Clerk, Stocking Agent, Cashiers, Maintenance
Telecommunications	35	Sales, Engineering, Administration
Transportation	60	Replace Turnover, Drivers, Mechanics, CDL Drivers
Travel	12	Sales
<b>TOTAL JOBS</b>	<b>9941</b>	<b>277 Interviewed Companies</b>

The companies surveyed indicated a lot of the hires they will make in 2009 will be replacements or add to staffs. While a lot of companies are hiring, no one is predicting they will be close to the hiring levels of 2008. The jobs of 2009 that will be in high demand are the jobs that immediately effect the bottom-line of companies. Employers today understand that the candidate pool is very large, and this gives them the opportunity to hire the best candidate.

### **Employer Hiring Challenges 2009**

We asked HR Directors and business owners, “What is your biggest hiring challenge in hiring in 2009?” While this varies from company to company, one thing remains clear: most companies are concerned about the economy’s effect on its business model and ultimately what that means to their workforce. The unknown is the “x” factor in determining the extent of future needs. For most companies, this is the first time in years where layoffs, cutbacks and the unknown are making it hard to gauge their ability to hire and stick to their metrics.

According to our interviews with 277 Human Resource professionals, hiring challenges will be many.

1. Companies are getting flooded with resumes. They are having a hard time with the very time consuming work of “weeding out” unqualified resumes.
2. Finding dependable people. (Candidates)
3. “Keeping everyone working.” (No layoffs)
4. Finding highly-skilled individuals is still very hard.
5. Finding quality people.
6. Weekly change in hiring direction from ownership
7. Lack of budget to recruit top people. HR budgets are cut first.
8. Companies specifically having a hard time recruiting for engineering positions.
9. Lowering recruitment costs, but still reaching goals and metrics.
10. Frozen salary grades don’t allow us to be competitive.
11. Finding extremely good sales talent.
12. Overcoming the “commission-only” challenge.
13. Better internal technology.
14. Improving the quality of the applicant with better job descriptions and performance expectations.
15. Internal obstacles. Being undeceive in hiring decisions which causes top candidates to take other jobs.

The common theme among the 277 interviewed for this survey was that they all were receiving plenty of resumes for their open positions. However, this was not a positive experience because it took too long to go through resumes to find qualified candidates. A few employers were concerned that job seekers were not even reading the job descriptions, but are just applying to any job.

The other major issue is budget cuts and/or employee layoffs within the human resource department. It is being called the double whammy: too many candidates and smaller staffs to sort, interview and hire the best.

### **The Hidden Job Market**

#### How Can Candidates Find Open Jobs?

While the unemployment rate continues to escalate in Central Florida, Central Florida employers who are hiring do not have to look very far to find good talent. This survey showed that word of mouth and internal referrals are still the main source of hire. What's different now is that companies are also finding more skilled workers through referrals and candidates directly sending resumes directly to the companies, even if they are not posting jobs. This is a complete turnaround from just 12 months ago. Well-known companies are getting outstanding candidates for potential future positions.

The "hidden job market" is just that; when jobs open up at a company, a qualified candidate may never get to apply because the company may not make the job as public as they would have in a strong job market. Also, instead of posting all their jobs on websites like OrlandoJobs.com, employers are searching the resume databases of career employment websites to target specific job seekers. If successful, it saves employers a lot of time over going through mounds of resumes of unqualified candidates.

With thousands of Central Florida companies, how can a job seeker tap into this "hidden job market?"

1. Post your resume on sites like OrlandoJobs.com and CareerBuilder. Make sure your resume is clean, keyword strong for your background and well-written. Think of your resume like a Google search result. If an employer types in the search term "bank teller", will your resume make the first page of search results if that is your background?
2. Network. Word of mouth is the number one way companies are hiring employees; if you are not talking to anyone, you are not networking. Central Florida has a lot of network groups.
3. Identify companies that you want to work for in Central Florida and go directly to their company's website career section to look for jobs. This is a lot of work, but you will find jobs that are only posted there and nowhere else.
4. Use numerous resources to identify companies in Central Florida you don't know anything about. The Orlando Business Journal publishes a "Book of Lists" that highlights the top 25 companies in every sector. Resources like Hoovers and Dun & Bradstreet that can help you identify these companies.

5. Use LinkedIn.com, the professional social network. Once you identify companies you want to work for, use this site to find potential managers and human resource professionals you can call. LinkedIn.com won't work overnight, but once you build your network, you will be able to view the backgrounds of key people. Use your social networks (MySpace, Facebook, and LinkedIn.com) to let your friends know that you are in the job market. Be very specific about the type of job you are looking for with this group.
6. Clean up your online image. Employers are checking your Facebook accounts the same way you can check them out at Hoovers and LinkedIn.com.
7. Job Boards. Search job boards for specific jobs. OrlandoJobs.com, CareerBuilder and HotJobs.com are good places to start. If you are very specialized, find the niche boards in your industry. For technology, it's Dice.com; for insurance, it's GreatInsuranceJobs.com; and for logistics, it's Jobsinlogistics.com. Go to NicheBoards.com to find the top niche sites.
8. Set up search agents at job boards to automatically deliver a list of jobs that match your interests to your email or phone.
9. Local Resources. The Orlando Economic Development Commission ([www.business-orlando.org](http://www.business-orlando.org)) and the Disney Entrepreneur Center have numerous resources to help you identify potential companies you may not know about.
10. Volunteer in your spare time. Believe it or not, this is a great source of networking. You never know who you may meet on a volunteer assignment that may be in a position to hand-deliver your resume to the Director of Human Resources at their company. Plus, you are helping your community! (Check out VolunteerOrlando.org)

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**About OrlandoJobs.com**

OrlandoJobs.com is the premier online job board for employers and jobseekers in Central Florida Companies. OrlandoJobs.com was founded in 2005 by Roger Lear and Scott Kotroba. We are the official employment website of the Central Florida Human Resource Association. ([www.cfhra.org](http://www.cfhra.org)). Over 1,500 employers have used this service to post their job openings to Central Florida community. Job Seeker traffic is over 100,000 unique users per month. For more information or to request a media kit, please contact our Marketing Director, Carmen Cardoza ([Carmen@orlandojobs.com](mailto:Carmen@orlandojobs.com)) at 407-645-4224. Download a copy of marketing kit at <http://www2.orlandojobs.com/attachments/xoj/OJBrochure.pdf>.

**Number of Companies Surveyed In Each Sector. (Central Florida Companies)**

Advertising	4
Aerospace	5
Airline	3
Architecture/Engineering	7
Banking/Finance	22
Catering	3
Construction	15
Education	8
Engineering	11
Hospitality	33
Healthcare	31
HR/Payroll/Recruiting	21
Government	7
Insurance	11
IT/Technology	28
Law/Legal	5
Manufacturing	12
Media Outlets	6
Non-Profit	5
Retail	21
Telecommunications	11
Transportation	5
Travel	3