

1311-12 Sales and Marketing Manager
(review)

Review rating:

No shortage

Employer and industry comments/current labour market

The no shortage rating identified by DEEWR research in May 2008 continues. A survey of employers who had recently advertised was undertaken for this review. The fill rate for this survey was 80 per cent, slightly higher than the previously recorded 75 per cent. The number of suitable applicants per vacancy has increased to three suitable applicants per vacancy from 1.2 in May. A large number of employers commented that sales and marketing manager vacancies were not difficulties to recruit for. The main reasons employers felt applicants were unsuitable were due to a lack of managerial or sales and marketing experience. Some employers received suitable applicants, but vacancies remained unfilled as wages could not be agreed upon.

Labour Market Outlook

There is no indication that the labour market for sales and marketing managers will change significantly over the next six months.