

BUSINESS COURIER

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Survey: Cincinnati employers looking to hire

Business Courier of Cincinnati

Greater Cincinnati's job scene is looking a little brighter this spring, according to a survey conducted by the Staffing and Recruiting Committee of the Greater **Cincinnati Human Resources Association**.

The February survey included all companies that are members of the association, with 118 firms across a range of industries participating. More than 85 percent of the respondents said they planned to hire between January and March, and more than 75 percent expected to add employees between April and June.

Some highlights of the survey:

- Of those companies that weren't planning to hire, 60 percent said it was due to a hiring freeze, and 40 percent said they were downsizing.
- Of the companies that were hiring, more respondents (36 percent) said they were doing replacement hiring, compared with 12 percent that were hiring for new jobs.
- 56 percent of the hiring companies were looking for salaried technical employees, and 52.5 percent sought hourly, non-technical workers. Only 11 percent said they were hiring at the executive level; 30 percent at the director level and 38 percent at the supervisor/manager level.
- 83 percent said their ideal hire would have a bachelor's degree and two to five years of experience.
- The most important online job-posting sites for employers were: CareerBuilder (63 percent); Monster (41 percent); profession-specific sites (47 percent) and corporate job boards (49 percent).
- Most didn't view social networking sites an important way to source job candidates. LinkedIn was the most popular, with 41 percent rating it as "very important" and 44 percent rating it "somewhat important."
- Most thought job boards were the best way to recruit baby boomers, Gen-X, senior, disabled and ethnically diverse candidates. Only Generation Y (people in their 20s and early 30s) were most likely to be recruited via social networking sites, the respondents thought.

The survey was designed with the help of Ted Dass, field instructor with the University of Cincinnati Center for Organizational Leadership. The Human Resources Association plans to repeat the survey in July and twice yearly thereafter.

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