

# State of the Art

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## Business owners optimistic about hiring in 2012

While not every industry is adding jobs as the economy slowly improves, many business leaders are reporting that they intend to add jobs this year. Coupled with the recent news that the U.S. added some 243,000 jobs in January, it could be a sign that jobs in media, marketing and creative services will be growing in the coming months.

News that Microsoft recently cut 200 jobs while it restructures its marketing operations may have cast a temporary pall over the industry. But that move may have been more indicative of a particular company's struggles rather than a trend in the industry.

### Professional and business services added 70,000 jobs in January.

Data released by the Bureau of Labor Statistics recently shows that professional and business services were responsible for a large chunk of the jobs added in the New Year. Employment services added about 33,000 jobs, while accounting firms and engineering services also posted strong gains.

The health care sector added 31,000 jobs, while the leisure and hospitality and food services industry also added positions. While little data was made available about marketing jobs, where business grows, so does the need for creative services.

### 37 percent of businesses in the Twin Cities plan to add permanent, full-time positions in the next year.

That's according to a survey by Twin Cities Business, as reported by Market Watch. Another promising statistic: 40 percent of respondents reported that they expect the economy to improve during the first quarter. That's compared to 20 percent who echoed that sentiment merely a year ago.

The Twin Cities metro continues to see an increase in job growth, increasing its work force by 1.2 percent last year. Growth in neighboring Illinois was more modest at 0.9 percent, with Chicago slowly adding jobs at 0.5 percent in 2011. The Dallas-Fort Worth area added 48,000 jobs last year amid a brightening outlook. And recruiters in Boston, which added 32,000 jobs last year, say that in some sectors, employers are begging for job applicants, including those for creative and marketing roles.

Those who work in creative services and the marketing field have reason to be optimistic. If businesses in Minnesota and across the country act on their expectations, more positions will be added this year, both temporary and permanent.



#### Sources:

##### Bureau of Labor Statistics:

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[http://www.bls.gov/ro6/fax/dfw\\_ces.htm](http://www.bls.gov/ro6/fax/dfw_ces.htm)

##### Market Watch:

<http://www.marketwatch.com/story/minnesota-business-leaders-anticipate-stronger-first-quarter-2012-01-24>

##### WCBV:

<http://www.thebostonchannel.com/r/30516147/detail.htm>