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Twin Cities Talent Forecast for Marketing, Creative and Interactive Industries Is Now Available
Three Trends Identified That Are Changing the Industry

(March 24, 2014) MINNEAPOLIS—The Talent Forecast details local and national trends expected to influence the human resources industry and recruitment and retention practices within the creative, marketing and interactive industry. The report has been developed annually since 2010 by True Talent Group, a leading recruitment agency in the Twin Cities.

The 2014 Forecast details the complex issue of talent shortages and deep talent mismatches affecting hiring in multiple industries. The trend might surprise since unemployment (6.6 percent, according to the January 2014 findings of the Bureau of Labor Statistics) continues to decrease. Increased job opportunities do translate to less unemployment, the Forecast reports, but there are talent gaps presenting challenges for hiring professionals particularly in the creative industries.

“A recovering economy has led to a thriving creative scene,” said True Talent Group president and founder, Stacey Stratton, Certified Staffing Professional (CSP). “And while this means increased job opportunities, employers are struggling to find a match of talent, skills and culture to fill their current job openings.” The Forecast identifies the largest demand specific to the industry—positions such as user-interface designers and front-end web developers.

Human Resource professionals will gain insight into recruiting and working with the influx of Millennial (or Generation Y) workers—soon to be the largest generation in the workforce. The 2014 Forecast also predicts how the Affordable Care Act (ACA) will affect hiring in the creative, marketing and interactive industry. “In the past, companies used attractive benefits packages to recruit talent,” said Stratton, “but we’re observing a fairly significant shift, accelerated by the ACA, in what people define as important in an offer package. Priorities are changing.”

The 2014 Talent Forecast is available upon request on the True Talent Group website (www.truetalentgroup.com/request.html). The Forecast is a relevant resource, nationally and locally, for human resource and hiring professionals in the creative, marketing and interactive industry. “This is an incredibly competitive talent landscape right now,” said Stratton. “Innovative companies have to adapt if they want to be part of this market-making time. Yesterday’s knowledge and perspective don’t apply to today’s market.”

More About True Talent Group

True Talent Group is a highly specialized recruitment agency that finds companies the best marketing, creative and interactive talent. True Talent Group services include contract, contract-to-hire and permanent employees. True Talent Group works with corporations, advertising agencies, design firms, marketing groups and more. True Talent Group holds Certified Staffing Professional™ (CSP) accreditation and Women’s Business Enterprise National Council (WBENC) certification. Learn more at www.truetalentgroup.com.

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