Press Release

Sales and Customer Service Professionals Will Be Most Sought After in 2013

HONG KONG, 17 January 2013 – According to the JobsDB Q4 2012 Hiring Index, the overall job positions in Hong Kong are expected to increase by 4.8% in 2013. Most new positions fall in the "Sales, Customer Service and Business Development" category, representing 16.5% of the total forecast new positions. The survey results also show that employers spend 6.7 minutes to read each CV during the first round screening and they tend to look for work experience first. Among all hiring procedures, "Candidate evaluation" is regarded as the most difficult one.

JobsDB Q4 2012 Hiring Index is based on an online survey conducted in December 2012 to gather information on hiring intentions. Employer opinion on CV screening is also covered. A total of 111 companies participated in the survey.

Sales and customer service jobs show highest growth

JobsDB Q4 2012 Hiring Index reveals that the overall job positions are expected to increase by 4.8% in 2013 when compared with last year. Most new positions fall in the "Sales, Customer Service and Business Development" category, representing 16.5% of the total forecast new positions. This is followed by "Engineering" (12.9%) and "Hospitality/F&B" (12.1%) jobs.

Mr. Justin Yiu, General Manager of JobsDB Hong Kong, comments, "The predicted growth of jobs indicates that hiring confidence is improving. We see that the demand for frontline workers in Sales and Customer Service positions remained strong throughout 2012. Though uncertainties still prevail in the global economy, I think this trend is likely to sustain this year because strong economic fundamentals in Asia will continue to support domestic consumption and the labour market. In the short term, many companies are looking to fill frontline sales positions to generate revenue and maintain a high service level. "

Hiring plan by job function in 2013
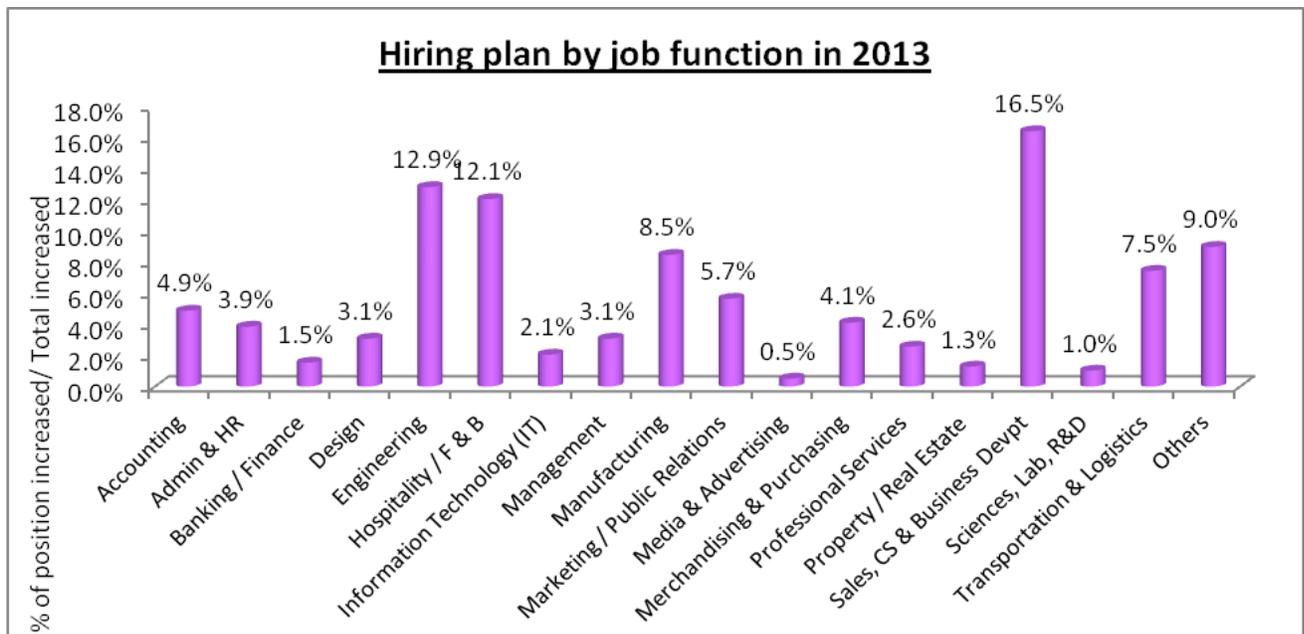
First round of CV screening

The survey finds that employers spend an average of 6.7 minutes on each CV during the first round screening. When asked to prioritise the information they look for when screening CV, "relevant work experience" and "academic background" topped the list.

Justin Yiu says, "The first round screening aims to shortlist candidates for interview. If employers are spending 6.7 minutes on each CV, it is likely that they read the whole CV. Work experience and academic background are what they look for at first glance, indicating that both are the essential requirements to get a job. To increase resume readability, job seekers should highlight their past work achievements. If possible, use data to quantify work results. For example, if you previously improved the sales performance of your company, specify the amount or growth rate to make it more impressive."

Information to look for when screening CV	
1. Relevant work experience	6. Availability
2. Academic background	7. Computer and other skills
3. Expected salary	8. Grammar and organization of CV
4. Professional qualifications	9. Extra-curricular activities
5. Language skills	

Candidate evaluation the most difficult

Respondents were asked to rate the difficulty level of different hiring procedures. "Candidate evaluation" (2.7*) is regarded as the most difficult one, followed by "reference or background check" (2.6).

Justin Yiu adds, "Employers often find candidate evaluation a difficult task because it is a critical step in identifying the right talent. The challenge is to assess candidate performance against a long list of requirements including technical, communication, analytical, leadership skills and work attitude. I think employers are aware that wrong hiring decisions could lead to an increase in hiring costs. To make better assessment, it is essential to develop a set of criteria to be served as selection guidelines. The criteria should be stated clearly on an evaluation form to facilitate rating of candidates after interview. "

* 1 is the least difficult; 4 is the most difficult

The JobsDB Q4 2012 Hiring Index Report is available at http://hk.jobsdb.com/HK/en/StaticContent/hiring-survey/2012/Q4-hiring-index/home.htm.

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About JobsDB.com
According to Nielsen Opportunity Hunter Telebus Survey 2007-2012, JobsDB.com is the most used recruitment media in Hong Kong. Over the past 14 years, JobsDB.com has built one of the largest databases in Hong Kong with 1 million job seeker members, offering 50,000 jobs per month.

Biography of Mr. Justin Yiu

Mr. Justin Yiu, General Manager of JobsDB Hong Kong, is responsible for the business development and operation of JobsDB in Hong Kong.

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