

## AD COMPANIES SEE SHORTAGE OF TALENTED AND AVAILABLE EMPLOYEES



Ad:tech advertising technology is set to hold a conference in New York City this week which will feature panelists talking about what affects the within the realm of advertising. Instead of listing to speakers, however, agencies plan to spend their time recruiting new employees.

In this day and age it is important to acquire a wide skill set as you go through college or tech school and, ultimately, into the world of full-time employment. When most think of a varied skill set they think of a combination of technology and math or the ability to write technical and medical text. Most do not think about the combination of advertising, technology and math. However, that is what advertising agencies need in this day and age. People that have these three skills are few and far between.

Those interested in this type of employment should note that right now, there is a huge demand for the type of person that can fit the above need of knowing how to implement creative advertising with computer and mathematical knowledge. You can make upwards of \$100,000, according to the New York Times. The type of employee who has this skill set can see a good career in advertising. There is a need for this type of person at each level, according to John Ebbert, managing editor for AdExchanger.com, an advertising technology website.

It is not only advertising agencies that seek this type of employee. Publishers, marketers, data management firms and ad tech firms want someone who can communicate creatively and provide a technological and mathematical background.

Typical titles you see advertised on AdExchange include "Director of Marketing" and "Yield Optimization Manager." New jobs are posted onto AdExchange every 45 days and the number of new jobs with these titles has gone from 40 new jobs every 45 days to 80 this year alone, according to Ebbert.

The reason for the change in employment type is attributed to the rise in how advertisers collect information from the public to figure out what type of products to market and how to reach and grow their audience. Website development, typing up code and statistics are three skills important to creating polls. Advertising agencies are working on filling the gap by adding training programs for new hires to attend. An example of this plan is how the company Goodby, Silverstein and Partners, part of the Omnicom group are handling the education gap. They are holding classes that teach new employees how to code and develop a good grasp of social media skills.

The ad:tech conference is scheduled to have speakers and panels on November 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup>. It is located in Manhattan, at the Jacob K. Javits Convention Center. One of the topics covered will include a training course on how to have a set of technology trained and creative advertisers working for your company.

The best way to secure good employees is to realistically see what the worker and agency expect of each other, according to Erika Weinstein, president of executive recruitment for the firm Stephen-Bradford Search.