

# Hays reports marketing communication roles rise in public sector



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**Hays**, the leading specialist recruitment consultancy, has revealed that marketing professionals are benefiting from the steady flow of jobs being created by the public sector and certain skill sets, such as communication roles, are experiencing an increase in demand. These roles are coming into their own during the current downturn, given the need for employers to bolster levels of employee engagement, drive productivity and push the efficiency agenda during these economically challenging times.

As the interest in public sector marketing opportunities grows, the added job security and range of flexible benefits offered are luring communications professionals away from the private sector. The majority of marketing jobs in the [public sector](#) are communications related with an internal or external focus: *"There are opportunities for suitably qualified communications professionals right across the public sector, from entry level Communications Assistant through to the more senior roles, including Head of Internal Communications or Communications Director,"* informed **Matt Anderson, Managing Director at Hays Marketing.**

Skills can be easily transferred from the private sector, although previous experience is an advantage and jobseekers need to demonstrate a sound knowledge of the systems and processes that are used by public sector organisations.

*"Given the intense competition for roles at the moment, jobseekers need to show a strong degree of commercial awareness and be able to communicate with internal and external stakeholders alike,"* continued **Matt Anderson.**

A stronger desire to work in the public sector was one of the key findings of a recent **Hays** survey, which revealed a marked rise in the number of professionals looking to cross over from the private to the public sector in 2009, as compared with a year ago. Almost three in four respondents cited a

greater level of job security as the main reason for considering a switch of sectors (73%), followed by an improved work-life balance (59%) and the enhanced benefits on offer in the public sector (37%).

*"Some applicants are considering a reduction in salary as a trade off for the enhanced job security of the public sector but there are still some very interesting opportunities for professionals to develop their careers,"* noted **Matt Anderson**.

Although recruitment activity in the public sector remains more buoyant than the private sector, opportunities still exist for experienced communication professionals, particularly within some of the larger commercial organisations.

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Note to Editors:

#### **About [Hays](#)**

Hays Marketing is part of Hays plc, the leading global specialist recruitment group, specialising in a broad range of [marketing jobs](#) from [pr jobs](#) to [digital marketing jobs](#). Hays is market leader in the UK and Australia, and one of the market leaders in Continental Europe. As at 30 June 2008, the Group employed 8,872 staff operating from 393 offices in 27 countries across 17 specialisms. For the year ended 30 June 2008:

- the Group had revenues of £2.5 billion, net fees of £786.8 million and operating profit before exceptional items of £253.8 million;
- the Group placed around 80,000 candidates into permanent jobs and around 300,000 people into temporary assignments;
- the temporary placement business represented 49% of net fees and the permanent placement business represented 51% of net fees.

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