



SALES & MARKETING

INDUSTRY TRENDS

Economic uncertainty is having an impact in the recruitment world as recession looms and inflation rises. Candidates expect salaries that can sustain them as best as possible amid inflation concerns. In terms of experience, education, and mindset, recruiters should expect to negotiate among candidates with multiple offers on the table.

Yet candidates with soft skills are harder to find, as these have been more difficult to develop during this period of reduced social interaction.

The sales and marketing industry is increasingly focused on employer branding, as organisations attempt to shape attractive brand identities for potential new talent. Corporate values and hybrid working models will be key to recruitment conversations as Gen Z joins the workforce.



TALENT ACQUISITION TRANSFORMATION

Gen Z's entrance to the job market is accompanied by a different set of work-place priorities and expectations. Streamlined interview processes will be a must.





27%

of the global workforce will be Gen Z By 2025

54%

of Gen Z won't complete an online job application if the hiring process is too long, complicated or outdated

THE OVERALL WORKFORCE CHALLENGE OF THE SALES & MARKETING INDUSTRY

-  Competition for sales and marketing talent is fierce, with high demand for candidates.
-  Company/candidate fit, which are both hard to measure.
-  Short-term contracts: salespeople are always looking for something better.
-  Companies have invested heavily in e-commerce and digital marketing skills have become more important as a result.



HAYS-SERVICES WITH ADDED VALUE



International team experienced in hiring and placing both national and international candidates from diverse backgrounds.



Dedicated consultants acting as single points of contact for our clients, working with wider teams of recruiters to deliver candidates for your openings.



Talent solutions for both permanent and temporary hires (secondment & interim staffing) in all our focus areas.



Advisory services for clients, including consultation on all aspects of hiring talent beyond borders as e.g: work permits, - 30% ruling, partner visa, student visa.



Vacancies in other sectors or departments? Hays offers you a full team of specialists in different recruitment areas as such: HR, Technology, Finance, Supply Chain, etc.

RECRUITMENT MARKETING AS A SERVICE

We have combined our recruitment expertise with our marketing know-how for the sector to ensure you have access to the talent you are looking for. We provide tailor-made recruitment marketing campaigns for our clients in order to attract the best talent in the market and promote employer brands.

Our DCS (Digital Creative Services) packages have a varied portfolio of activities that can be put in practice.

Learn more about our DCS packages [HERE!](#)

HAYS - YOUR STRATEGIC PARTNER, EVERY STEP OF THE WAY



OUR EXPERTISE



1

Sales & Marketing professionals from entry level up to senior management, with large focus in FMCG, F&B, Retail, Technical Sales, Financial Markets & Insurance

Extensive database with large network of potential candidates

2



3

Screening & interviewing

Personal attention & quality

4



5

Knowledge & expertise

A lot of knowledge of the sales & marketing industry. We are coming from this industry ourselves

6



7

Transparent communication





WORKING FOR YOUR TOMORROW

With more than 55 years of business success and a team of more than 10.000 staff across 32 countries, we have a reputation as the world leader in specialist workforce solutions.

Hays Netherlands has more than 150 experts across the country.

50%

of placement successful rate

>7M

followers on LinkedIn

91%

of clients would recommend us

We offer a full package of services, covering recruitment, employer branding, marketing consultancy and many other solutions to help you secure the talent you need.

REGISTER YOUR JOB HERE!

Want to know more? Contact one of our Sales and Marketing Experts!



Nancy Henriët