



2012 Employment Outlook for Central Florida

This 2012 Central Florida Employment Outlook Survey was completed by OrlandoJobs.com, the initial report for this year in a series of bi-annual surveys that was started in 2009. All previous surveys can be located at www.OrlandoJobs.com/whitepaper.

The key finding from January of 2012 is that there are more than 11,500 currently open jobs in Central Florida and 16,500 more forecasted.

To gauge the current employment outlook at the outset of 2012 in Central Florida, OrlandoJobs.com asked 162 local companies the following six questions:

1. **How will you hiring be in 2012 as compared to 2011: better, same or worse?**
2. **Is your company currently hiring for positions in Central Florida?**
3. **What jobs are *currently* open?**
4. **What are you forecasting for hiring in Central Florida in the 2nd, 3rd and 4th quarters of 2012?**
5. **Is your company using temporary employees to fill open positions?**
6. **What are your biggest hiring challenges of employers in Central Florida?**

Additionally, in a special addition to this years' survey, we obtained extraordinarily valuable information for job seekers to help understand what a company looks for when considering setting interviews for open jobs. We asked employers the following questions:

1. **What is the best tip you can give job seekers wanting a job at your company?**
2. **How does your company use social media (Facebook, LinkedIn, and Twitter) to recruit future employees?**

To find the answers, OrlandoJobs.com surveyed 162 Central Florida companies individually by phone and asked them each of the above questions. Combined, these 162 companies represent 228,940 employees, all of whom are based in Central Florida.



Central Florida Employment Outlook for 2012

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2012 Central Florida Employment Outlook-Methodology

OrlandoJobs.com conducted phone interviews with 162 Central Florida-based companies between January 3 and January 23, 2012. We talked directly to key human resource professionals and business owners to ask them eight questions about the state of their current employment practices and their hiring outlook for 2012.

The 162 companies' surveyed employ an overall total of 228,940 employees in Central Florida, and cover 20 sectors. Sectors represented in this survey include accounting, engineering, aerospace, banking/finance, call center, construction, education, government, healthcare, hospitality, insurance, law, manufacturing, non-profit, real estate, retail, sports/entertainment, timeshare, transportation, and utility.

Central Florida 2012 Employment Outlook

KEY FINDINGS

- Combined, this survey found over 11,500 jobs currently open from the 162 surveyed companies.
- In addition to the 11,500 jobs currently open, over 16,000 jobs are forecasted to be open in the last three quarters of the year.
- 37% of surveyed companies indicated that hiring would be better in 2012 when compared to 2011.
- 95% of companies plan on hiring at least one person in 2012.
- 75% of companies *currently* have open jobs.
- 32% of companies are planning on hiring 51 or more employees in 2012.
- 16% of companies are planning on hiring 200 or more employees.
- The top six sectors leading the way in Central Florida (from this survey) are Leisure and Hospitality, Professional and Business Services, Healthcare, Education, Banking/Finance and Technology.
- Employers are getting many applications for job openings but most are not qualified. Skilled workers throughout Central Florida are in high demand.
- Many of the jobs uncovered in this survey eventually get filled through corporate career websites, networking and internal referrals and are never advertised. These "hidden jobs" will come out of hiding as the job market improves.
- The hardest to fill positions in Central Florida are Critical Care Nurses, Web Developers, Sales Professionals, Engineers, Business Development Officers (Banking), CDL Drivers, Housekeepers, Auditors and Fund Raisers.
- Employers indicated they are having challenges recruiting skilled candidates because they no longer have competitive compensation packages.
- 44% of surveyed companies are using temporary employees to help fill open positions.
- 81% of surveyed companies have not ever recruited anyone directly via social media (Facebook, Twitter, or LinkedIn). Of the 31 companies that did report hiring someone from social media, the main resource was LinkedIn.

2012 Central Florida Employment Landscape

Unemployment Rate in Central Florida (December 2011)

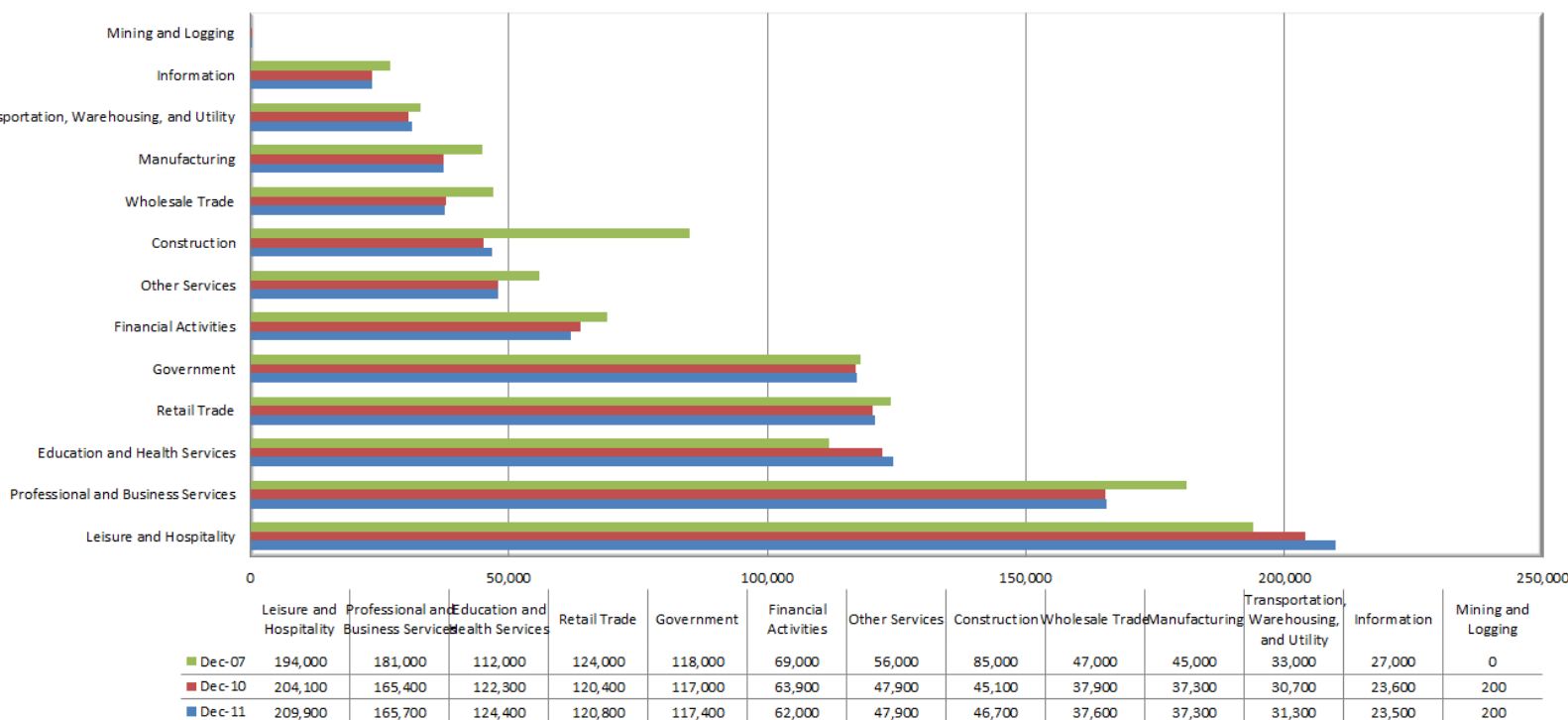
Unemployment for December 2011 was 9.5% in the four county areas of Lake, Orange, Osceola, and Seminole. This is down from the 11.5% unemployment rate in December of 2010. (See notes on these rates on page 12.)

Month/Year LABOR FORCE EMPLOYMENT UNEMPLOYMENT UNEMPLOYMENT RATE

DECEMBER 2011	1,113,668	1,008,235	105,361	9.5%
DECEMBER 2010	1,125,039	996,137	128,902	11.5%
DECEMBER 2009	1,097,459	975,472	121,987	11.1%
DECEMBER 2008	1,113,001	1,027,773	85,228	7.7%
DECEMBER 2007	1,103,563	1,056,782	46,781	4.2%

Source: Local Area Unemployment Statistics (LAUS) Bureau of Labor Statistics (BLS)

Central Florida Employment by Industry December 2011, 2010, 2007



Source: Labor Market Statistics Center - Current Employment Statistics

The employment numbers for Central Florida are moving forward led by the hospitality industry. Between December 2007 and December of 2011 we lost almost half the construction jobs and 16,000 professional service jobs. Until we close the gap between professional services jobs and hospitality jobs, we will not return to full employment. The construction industry will have minimal growth in 2012.

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2012 Central Florida Employment Survey Breakdown

(See methodology used for survey on page 3.)

1. Compared to 2011, will your overall total hiring forecast be better, the same or worse in 2012?

	January 2012	December 2010	February 2010	December 2009
WORSE	7%	5%	10%	27%
SAME	56%	63%	51%	64%
BETTER	37%	32%	39%	9%

2. Does your company have any current (January 2012) job openings in Central Florida?

	January 2012	December 2010	February 2010	September 2009
YES	75%	74%	67%	45%
NO	25%	26%	33%	55%

3. If your company has current (January 2012) job openings, what types of jobs are available?

Combined, **75% of the surveyed companies had over 11,500 jobs open** at the time of this survey. We posted a sampling of these companies and jobs on page 15. *(Some jobs mentioned may be filled as of print time of this survey. However, it will still give you a good idea of the jobs Central Florida has to offer.)* Jobseekers pay special attention to some of the companies that you may never know existed and the jobs that they are offering. You will see the term “hidden jobs” in this report and many of these jobs are examples.

4. What is your Central Florida hiring outlook for the 2nd, 3rd and 4th quarters of 2012, by number of future hires?

Number of Forecasted Hires for the Next Three Quarters	Jan.* 2012	Dec.* 2010	Feb.* 2010	Sept.* 2009
NO Hires	4.9%	8.6%	9.1%	41.5%
1-5 Hires	23.5%	26.4%	27.3%	24.4%
6-10 Hires	9.3%	11.4%	13%	10.4%
11-20 Hires	13.6%	7.1%	10.4%	7.4%
21-50 Hires	16.7%	14.3%	15.6%	11.9%
51-100 Hires	8.6%	12.9%	7.8%	5.2%
101-200 Hires	7.4%	5.0%	9.1%	3.7%
201 or More Hires	16%	17.9%	13%	2.2%

* Month and Year when survey was taken and asking for 2nd, 3rd and 4th quarter hiring forecast.

5. If you are hiring in the 2nd, 3rd and 4th quarters of 2012, what positions will be open at your company?

Over 16,000 jobs are being forecasted for the last three quarters in addition to the 11,500 jobs currently open. Complete list of open jobs and sampling of companies can be found on page 17. This is also good news for Central Florida job seekers who will have more job inventory this year than the last three years. The types of jobs open will be in the top sectors; hospitality, technology, education, healthcare, banking and call center.

6. Are you using temporary employees instead of hiring full time employees to fill open positions?

January 2012	
YES	44%
NO	56%

Companies typically hire temporary employees for many reasons. Since the unemployment rate is still very high, many temporary and staffing firms are flush with excellent talent. From a business perspective, when coming out of a recession it makes sense to hire a temporary employee because employers don't have the burden of healthcare and other benefits fulltime employees incur. It also gives employers a chance to "try before they buy."

When temporary hiring picks up, it is usually a very good sign that future job growth is at least being considered. Surveyed companies in Central Florida indicated they are, for the most part, using temporaries in the following ways:

1. Short term projects.
2. When they cannot find specialized skill sets on their own.
3. To fill a void.
4. Seasonal employees.

Of the surveyed companies using temporary employees, none are using them exclusively for all open positions. When job seekers looking for work understand that many companies use temporary employees for all skill sets, they have an inside track on a great way to get in the doors of Central Florida companies.

7. Employers, what are your greatest hiring challenges in Central Florida?

Not much has changed in this area over the last four years. Overwhelmingly, the number one challenge for most Central Florida employers is that they are frustrated with the mounds of unqualified applications they are receiving. This is causing an already depleted human resource staff to be overworked.

A very close second frustration for companies is finding qualified skill talent like critical care nurses and web developers. Many of the jobs that are available require the right education, experience and technical skills that many job seekers just don't have. Complicating matters further is the fact that companies have to spend more money recruiting from other parts of the state or country and relocate skilled talent to our area.

Other common challenges for employers surveyed include:

1. Finding people that are willing and wanting to work. Comments included that some jobseekers find it more efficient to stay on unemployment instead of paying gas, tolls and childcare to take a job. Also, some jobs like housekeeping and manual labor are having a hard time keeping those employees.
2. Finding candidates that can fit their company's culture.
3. Being competitive for skilled talent. Many companies reported that their compensation programs have not been changed in the last few years, and that there is too much red tape to get this changed.
4. Finding sales professionals.
5. Applicant tracking system that doesn't work correctly. With so many people applying to jobs, the internal application system that sorts the resumes is challenging.
6. Finding candidates with loyalty to other companies in their backgrounds. Some employers noted that they are seeing resumes with numerous jobs in a short period of time making it a very long process to check references. In some cases if other jobseekers have a clearer background, they are being considered first.
7. Keeping current employees and being competitive; especially as the economy continues to grow.
8. Finding Bilingual/Spanish-speaking candidates.

8. Has your company hired anyone directly using social media (Facebook, LinkedIn or Twitter)? If yes, please indicate the source and number of total hires.

	January 2012	Number of Companies Reporting	Total # of hires via LinkedIn.com	Total # of hires via Facebook.com	Total # of hires via Twitter.com
YES	19%	31	57	2	0
NO	81%	128			

We asked employers this question to find out how successful they are being when recruiting with social media. Companies that reported hires overwhelmingly cited LinkedIn.com as the main source of actual hires. The companies successful with LinkedIn.com used this source like a resume database and recruited potential candidates who had profiles that matched their job openings. In all but a few hires, companies using LinkedIn took a proactive approach to identifying the talent and reached out to them directly to recruit them to their company.

Many of the companies surveyed use social media to broadcast their job openings via Facebook career pages, LinkedIn Corporate Pages and job tweets. While these numbers of actual hires may seem low, some of that is attributed to the fact that employers are not getting a true “source of hire” when someone applies for a job. Where did the job seeker start their search? Did they see a tweet or were they possibly referred by a friend on Facebook to the company? Companies understand that they can really brand their employment using social media and drive career traffic to their company. For job seekers, social media used correctly in a job search can really help in reaching a career goal.

9. We asked Central Florida employers what would be the BEST advice they could give jobs seekers applying to jobs at their company. More than 150 employers responded, and the following is a summary of their advice:

Many jobseekers in Central Florida are frustrated. They apply to jobs they find through a variety of sources (job boards, career fairs, company career sites) but very rarely get any company feedback about where they stand in terms of being considered for a position. This “black hole” into which job seekers fall often makes them feel that companies just don’t care.

On the other side of the hiring equation, employers are getting inundated with more resumes than they can handle, and over 80% of applicants are unqualified for the position. Human resource departments are overworked (they've had budget cuts, too) and while this is not an excuse for not getting back to job seekers, many companies just don't have the manpower and resources to respond quickly and efficiently.

To help job seekers understand that "black hole" and why some employers may not be getting back with them, more than 145 employers responded to the survey question, "What would be your best advice you could give job seekers who are applying to a job at your company?"

OrlandoJobs.com boiled down the resulting advice into the most frequent comments from employers, which show endemic problems in the way many people approach the search for a job. Job seekers need to put themselves in the position of the employer while reading these tips, and it should help them understand what they may be doing wrong, and how they can be more effective in the future.

The Top 10 Employer Advice Tips for Getting Jobs

1. **Read the job description** thoroughly and do not apply if you do not meet the qualifications. (More than 60 companies responded with this guidance.)
2. **Research the position** and understand the type of company, the product or service, the way they make money and any other information important to the open position.
3. **Personal Presentation.** More than 30 employers mentioned the importance of good hygiene, professional appearance, including dress, and a confident attitude. Furthermore, 20 companies reported that job seekers come late to interviews, which is never professional, and often knocks them out of the running before the interview even begins.
4. **Resume Issues.** More than 40 companies mentioned grammatical errors (spelling), missing dates on work history, formatting errors, unexplained gaps in employment, lack of keywords that fit the position, unfocused resumes, unprofessional email addresses, unorganized resumes and unqualified resumes.
5. **Cover Letters.** Companies want to see cover letters that quickly tie a candidate's experience to the open job. Many cover letters that disqualify job seekers have spelling and grammar errors and no clarity. In addition, many reported receiving cover letters addressed to the wrong company because job seekers are mass mailing and forgetting to change their addressee.
6. **Fill out the application accurately and fully.** Answer all questions and be honest. Employers are asking these questions for a reason that has to do with the job at hand, and if a candidate doesn't answer a question, or evades it, then it shows an employer you are not the right fit for the job.
7. **Email correspondence.** Once an employer starts setting interviews with candidates, they communicate via email. More than 15 companies reported this pre/post interview email correspondence contained misspellings, incomplete sentences and very bad grammar; all of which may knock the job seekers out of the running.
8. **Compensation Discussions.** Job seekers should have a good understanding about compensation for each application. How job seekers relay salary expectations (high or low) in a cover letter, application or interview can be a make it or break it moment.

9. **Be actually interested in the position** you are applying to. Some companies mentioned that even qualified people who get interviews really don't want to do that type of work anymore and would just be taking the job to make ends meet. While that may be true, if an applicant can't muster enough interest during an interview, they will not be successful in the position.
10. **Be honest.** The words honesty and integrity were mentioned more than 78 times in this year's survey. Areas for which job seekers are sometimes not truthful include dates of employments, gaps in employment, salary, terminations, companies worked for, education and reasons for leaving previous companies. All job seekers should know that employers understand gaps in employment and short stints at companies, they don't understand, and will not tolerate, dishonesty.

The 2012 Central Florida Employment Survey Analysis

Over 11,500 jobs currently open and 16,000 forecasted for Central Florida (January 2012)

During this sampling of 162 companies, we found over 11,500 current open positions located right here in Central Florida and over 16,000 forecasted to open in in the next three quarters. (Our 2011 survey found 10,000 open jobs and 10,000 forecasted jobs). The 162 companies surveyed come from 20 sectors and combined represent 228,940 Central Florida based employees.

Over 95% of the companies surveyed plan on hiring at least one person in 2012. In addition, 32% of companies are hiring more than 51 employees in 2012, and then, 16% of employers will be hiring more than 201 workers in 2012.

The jobs that are open range from web developers, CDL truck drivers, executive recruiters, wellness professionals, guest services agents, retail sales, theme park jobs, customer service, civil engineers, administration professionals, front desk, sales, housekeeping, waste water operators, security, forklift operators, fabricators, facilities engineers, safety system engineers, CPA's, fundraisers, general managers and many more. To see what jobs are open and where they are open, please go to pages 15-18.

Many of these open jobs will be found in the top six sectors in Central Florida. These include hospitality, professional and business services, healthcare, education, banking/finance and technology. The Central Florida market has seen a job growth recovery much faster than other parts of the state, with much of the credit going to the hospitality industry. Make no mistake about it; our hospitality industry has been on a roll the last eighteen months. The real igniter was and still is the Wizarding World of Harry Potter at Universal. For the second quarter 2011, Universal's attendance was up 41 percent, and revenue soared 61 percent year-over-year. Central Florida gained over 14,000 hospitality jobs since the recession officially "started" in December 2007. Leisure and hospitality jobs make up 20% of the Central Florida total job count.

Overall state of the Central Florida Job Market continues to be cautiously optimistic for 2012, but for the first time is shown to certainly be moving forward.

The Central Florida job market is certainly moving in the right direction. With over 95% of companies surveyed hiring at least one person, this is a huge step in job recovery. As a matter of fact, most of the surveyed companies are not concerned if they will have job openings; they are more worried about finding qualified talent. Companies with jobs that require a lot education and a few years of skilled experience (Web Developers, Sales, Nurses, etc.) are already having a difficult time filling open jobs. But, this fear is not just for skilled positions in technology and healthcare, it is also a concern of companies with lower paying jobs. For example, one of the surveyed water parks indicated that they need certified lifeguards. Once hired, they are concerned that their lifeguards will quit in an instant because a competing water park will offer them twenty five more cents per hour and the original company cannot match it.

However, the main reason many companies are cautious about hiring in 2012 is relatively simple. Many companies that made it through the downturn are just sticking their heads out of the ground and really assessing if it is okay to grow. Companies are currently operating very efficiently and making money. Adding staff is very expensive so many are evaluating whether they need to hire. (This is why we see an uptick in temporary positions) The jobs that are open (excluding hourly hospitality jobs which are in high demand currently) right now and forecasted later in the year are real jobs requiring real skills. The frustration for job seekers and the reason the unemployment rate remains high is the fact that employers are only hiring people who match the job opening with at least an 80-90% skill match. Complicating matters more for job seekers is the fact that many of the jobs uncovered for this survey are hidden; meaning that they are never advertised.

If this survey said one thing loud and clear it was the fact that companies are hiring but only those candidates who are a very good fit. Successful job seekers are not only a skill match but also will fit in with the company culture, compensation and education requirements dictated by the company. In other words, hiring companies are being very picky!

Central Florida is on the move. Here are some signs that real job growth is beginning to take place.

Many signs point to job growth, not job loss in Central Florida. We are still losing jobs in construction and manufacturing, but we are gaining in many other areas. The economy will grow when employers feel confident that by investing in human capital, they will be able to increase profitability. In this survey, many companies are cautiously optimistic and want to hire. Some facts that show the Central Florida economy is moving in the right direction:

- **Orlando Metro Area adds 12,200 private sector jobs in 2011.** (BLS)
- **Orlando tourism industry is stronger than ever.** Orange County collected more than \$177 million in resort taxes in 2011, up from \$153 million in 2010.

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- **53 million visitors to Orlando in 2011 is an all-time record.** The hospitality and leisure industry has been the clear leader in jobs and job creation.
- **People applying for jobless benefits are down to levels not seen since the early months of the recession.** (BLS)
- **U.S. employers added 243,000 non-farm jobs in January 2012.** As the national economy improves, it will have a direct effect on tourist taking vacations to Orlando.
- **The Orlando MSA unemployment rate fell to 9.5% in December of 2011, down from 11.5% in December 2010.**
- **Housing Starts in Orlando rose 28% from 2010 levels to 6,400.** While this is not a huge number by any means, it is a positive and creates jobs that didn't exist the year before. Since the construction industry was the hardest hit (half of workforce lost) during the recession, this is a welcome sign.
- **Central Florida is building its future in many sectors which all add up to jobs.** Central Florida is committed to growing its economy and high-paying job base. Some of the development activity taking place includes Orlando VA Medical Center, Nemours's Children's Hospital, Sun Rail, Creative Village, Dr. Phillips Center of the Performing Arts, Walt Disney World and other theme park expansions and UF Research and Academic Center. Jobs will be available, but these sectors will all be looking for very specific talent.

Central Florida is still in recovery mode. Growth will be slow until lingering issues get resolved. Some concerns to note:

- **Central Florida home values have a long road to recovery.** Many Central Floridians have lost their homes, and many more are underwater, owing more on their homes than what they are worth. This same scenario is playing out across the entire country. For those who can't find employment in Florida, it is very difficult to leave because of their house. Companies needing to relocate talent in the area are also finding it harder because of the housing market.
- **Consumer confidence.** People need to spend money to move this economy. Until this returns to normal levels, growth will be slow.
- **World money crisis and United States debt.** We live in a world economy today. Many of Central Florida's 53 million visitors come from other countries. If the world economy (Greece, France, etc.) can't stabilize, we will see the effects in Central Florida. (Spain's unemployment rate is 23%). Uncertainty in the marketplace factors in on employer's cautiousness especially our Central Florida companies that have offices and exposures overseas.
- **Jobs open per unemployed persons.** When the recession started, the number of unemployed persons per job opening was 1.8. At the end of the recession, there were 6.1 unemployed persons per job opening. The latest statistics from December 2011 show 3.9 persons unemployed per job opening. This upward trend is slow, but moving in the right direction. (Source: BLS)
- **Unemployment Dropouts.** In Orlando, 23,541 people left the official unemployment rolls since December of 2010. However, we only added 12,098 to the Central Florida workforce. Where are those roughly 12,000 people? Did they move out of the area? Did they decide to retire? Are they working at temporary positions for the moment? Or, have many job seekers just given up? This is something employers will watch closely in the coming months.

Month/Year	LABOR FORCE	EMPLOYMENT	UNEMPLOYMENT	UNEMPLOYMENT RATE
DECEMBER 2011	1,113,668	1,008,235	105,361	9.5%
DECEMBER 2010	1,125,039	996,137	128,902	11.5%

- **The Quit Factor.** One of the statistics the Bureau of Labor Statistics (BLS) is known as the quit factor and how it affects unemployment. The notion is fairly simple. When there is a perception and confidence that a lot of jobs are available, employed people will resign a position to take another one therefore opening a job for someone else. In December 2011, there were 1.9 million quits which is well below the pre-recession level 2.8 million quits. In Central Florida, since we already have a skilled labor challenge, employers will have to really “lay out the red carpet” to attract talent from their competitors. When more employers begin to lay out this investment, it will be another sign growth is happening.

Conclusion

For the last four years, we at OrlandoJobs.com have been calling Central Florida employers and asking them to give us real information on what jobs they have open and their job forecast for the year. This year is no exception, with 162 companies participating representing 228,940 employees. We thank these employers for sharing this information that not only helps job seekers but gives Central Florida a frontlines view of the employment landscape.

This year’s theme is one of the more encouraging yet cautious forecasts in the last four years. Employers have jobs, 11,500 available in 75% of the companies surveyed. These companies need to hire employees right now. However, employers are being very strategic and picky in their hiring process, and for good reason given the large number of mismatched resumes they receive from jobseekers. Many of the jobs that are open (especially high paying positions) require certain skills and education that most job seekers just don’t possess.

TIPPING POINT

The sheer number of open jobs, currently and forecasted throughout 2012, nears 27,000 which would put a huge dent in Orlando’s MSA unemployment rate of 9.5%, if all were filled.

But employers are understandably cautious in taking on more employees at this point in our economic recovery. Having survived the recession, they – indeed the entire region and nation – seem poised at a tipping point. Needing to hire in order to continue their survival and start to grow their business, coupled with the ability to be picky in the candidates they choose, companies are sticking to internal referrals for hiring, and utilizing temporary employees where they can for the time being.

This report also shows that jobs in healthcare, technology, sales, customer service, education, call center, retail, banking and other sectors are seeing more jobs open. (See jobs on page 15-18)

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The hospitality industry is leading the way in Central Florida. Don't be fooled into thinking it is just low paying jobs because with 53 million visitors in 2011, many great jobs are being created in hospitality in management, technology, web development, training, human resources, marketing, sales, general management and many others. With the heavyweight of the hospitality sector on our side, Central Florida may soon be able to tip the scales in the right direction on behalf of the entire state.

The key takeaways for job seekers is that they need to both tailor their resume to each job to which they apply, but they also need to ensure their skill set matches or exceeds the qualifications called for in the job posting. Applying to every open job gets a job seeker nowhere, is self-defeating, and unfortunately adds to the collective troubles in the employment market.

The bottom line, however, is that Central Florida has jobs. The high paying jobs are easy to find because they are being advertised heavily in their niches. The lower paying jobs and hourly positions also can be found by doing some research via the internet. The challenge for job seekers is how to find the hidden jobs (jobs that may not be advertised at relatively unknown companies) that match their skill sets. These are found by both research and on and offline networking, however many job seekers do not perform this well enough to be successful.

Central Florida will know that we are truly on the road to recovery once the hidden jobs come out of hiding. Once we get there, the new war for talent takes off and companies will have to be very competitive to get the best talent. From this 2012 Central Florida Employment Outlook Survey, we know that day is certainly coming, but for job seekers it can't come soon enough!

Thanks for reading this report and please don't hesitate to call or email if you would like us to present this information at your organization. Contact information is on the last page. We really appreciate your feedback and questions as well!

Sampling of current and forecasted jobs and companies follow on the next 4 pages.

Real Companies with Real Jobs Currently Open in Central Florida (Sampling of companies) January 2012

In speaking with 162 companies for this survey, we found 11,500 open jobs in Central Florida in January 2012. Below is a sampling of some of the companies surveyed. When reviewing this list, please note the following:

1. Companies have more than one type of job. For example, notice healthcare facilities have jobs in HVAC, marketing, administration, IT and customer service. Many job seekers overlook this point.
2. The hospitality industry is on a roll. Again, notice some of the high paying jobs at some of these fine hotels and theme parks. It isn't all low paying jobs.
3. Hidden Jobs. Many of the companies on this list you may never have heard of in the past. These companies house some of the best jobs in Central Florida and you can't find out about them if you just use job boards. Research is king.

Company	Jobs Currently Open in Central Florida
360Ed Inc	2 Web Developers
ABC Fine Wine and Spirits	Store clerk, Wine Consultant, Warehouse Workers, Skilled Maintenance
American Academy of Optometry	2 Program Managers 1 Receptionist 1Administrative Assistant 1 Finance Director 1 Database Administrator
American Red Cross	Regional Communications Officer Major Gift Officer
Central Florida Health	Registered Nurses, Physical & Occupational Therapists, Pharmacists, Laboratory Technologists and other hospital related positions
Campus Crusade for Christ	IT- 8 Administrative- 2 Financial- 1
Caradonna Dive Adventures, Inc.	Sales Agents
Caribe Royale Orlando Resort & Convention Center	Assistant Dir of Housekeeping, Suite Attendants, Engineer Tech II - 3rd Shift & AM, Security Officer, Guard Chef, Cooks, Stewarding, Senior Sales Manager - Small Groups, Grounds Attendant.
City of Casselberry	Special Events, Marketing Coordinator
Convergys	Customer Service Associates, Bil-lingual Cust Service, Tier I Tech Support
Cross, Fernandez & Riley, LLP	Accounting Senior - 1 Accounting Associate - 1
Drury Hotels Company, LLC	Sales Manager, GM, Executive Housekeeper (New Hotel Opening)
Enterprise Florida Inc.	Manager, Capital Programs, Accountant
Expedia	Sales and Customer Service
Florida Technical College	VP of Career Services Blackboard Information Systems Administrator
Florida Virtual School	Information Technology (management-level positions) and Project Management
Full Sail University	Over 100 positions various Administrative and Faculty

Hilton Grand Vacations	125 - Variety of Corporate Support, Call Center, Resort Operations and Sales and Marketing positions
Hilton in the Walt Disney World Resort	Banquet Cook, Culinary Cook Specialist, Mechanic
Hunton Brady Architects	Interior Designer
Insurance Office of America	Accounting- 2 Experienced Account Management-
International Association of Canine Professionals	Administration
Kratos	Sr. Electrical Engineers, Sr. Mechanical Engineers, Sr. Software Engineers, Program Managers, Project Engineers, Mechanical Assembly Technicians, Electrical Assembly Technicians, Component Engineers
Leesburg Regional Hospital	120 Positions- Management, Nursing
Lockheed Martin	Highest clearance - engineering, mechanical. Systems engineer, finance, IT, lawyers. Quantity - Melbourne - field engineer locally and eventually Afghanistan. Welder, fabricators, HR. Accountant Administrative Assistant Sr Aircraft A&P Mechanic 4 Aircraft Mechanic 4 Aircraft Crew Chief Aircraft Mechanic II ,Global Vision Network Operations Center (NOC) Network Data Communication Network Engineer Sr Network Monitoring Analyst Orgn Development Analyst Stf Paralegal Spec Paralegal/Legal Assistant I Physician Sr. Stf . projecj Mgt & PIng Opns Rep Sr Stf Processor/Painter Procurement, PIng & Cntrl Prod/PIng/Sched/Mtl Cntrlr Sr Production/Training Pilot Sr Stf Product Support Engineer
Mirus Ventures	Administration
Mitsui Bussan Logistics, Inc.	Delivery Drivers 2-4
Orange County Convention Center	Technician, middle manager, security,
Orlando International Airport	Everything from maintenance to IT Management
Orlando VA Medical	300 - physicians, lab tech, admin support, nursing
PBS & Associates, LLC	Sales
Pennella	Information Technology
Pro Image Solutions	Skilled Trades, Hand Assembly, Production Line, Manufacturing and Clerical.
Pulmonary Care of Central FL	1 Nurse Practitioner (ARNP) or Physician's Assistant (PA)
PulteGroup, Inc.	Director of Finance, Sales Consultant, Marketing Coordinator
Raydon	Manufacturing, business development, legal. 3 positions
Reunion Resort & Club	27 openings - 4 Management - rest hourly (food and bev, guest services)
Ruth's Hospitality Group Inc.,	Finance and IT
Sanford Burnham Medical Research Institute	Administrative- 6 Research-9
SeaWorld Of Florida	Senior vet, assoc manager for marketing, food service, line cook, locksmith

Seminole State College	VP of Academic Affairs, Professors - Chem, Eng, Economics, Physics, Mathematics, Career Program Adviser, Dir of Fin Humans Resources, Dir of E-Learning, Facilities Specialist
Seralago Hotel & Suites	Housekeeping & Front Desk
Southern Healthcare Management	Healthcare workers, therapists
Space Coast Credit Union	53 positions-various titles
SunTrust Bank	Retail Banking, Call Center, Operations and Management CFL=100 positions approx.
The Continental Group Inc.	Property Management, Maintenance, Administrative Assistant
The Reedy Creek Improvement District	Communicator HR Manager Civil Engineer
Toho Water Authority	Facility Maintenance, Utility Worker, Waste Water Operator
Tourico Holiday Co.	9, Marketing, Sales, Operations
Transamerica	processing, IT, accounting
VS Publishing Company	3 Sales Related positions
YMCA of Central Florida	Exempt Level Directors, Full Time, Wellness, Membership, Aquatics, School staff, Sports
ZeroChaos	Customer service, technology
Miller Legg	Part-time survey field personnel (party chiefs and instrument men)

Real Companies with Real Jobs Forecasted for the 2nd, 3rd and 4th Quarter of 2012 (Sampling of companies)

Aaron's Inc.	Managers, Sales Managers, Collection Managers
Acorn Stairlifts, Inc.	Inside Sales, IT, Customer Service, Accounting
Afni, Inc.	Customer Sales Consultants
AlliedBarton Security Services	security officers, supervisors
amaZulu, Inc.	Inside Sales Representative Warehouse Supervisor
Cash America	Customer Service Representatives - various Management Trainee - various
City College	Instructors Admissions Rep Admin Asst
City of Casselberry	Firefighters, Police Officers, Maintenance, Professional
Comprehensive Energy Services	Many trade positions if construction industry grows
Delaware North Companies at Kennedy Space Center	Exempt salary- management level
Diamond Resorts International	Sales
EZYield	IT, customer svc
Fiserv	Project Management
Florida Pest Control- Corporate	Sales

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Frito-Lay	In Store Merchandisers / Route Sales Representatives
Frontline Homeowners Insurance	underwriters and claims adjusters
Holland & Knight	support staff and administrative
Kaplan	Faculty, Financial Aid Admin, Admissions Advisors
KEL Attorneys	Billing, Intake, IT, Bankruptcy, Contingency, Debtor Workout, Reception, Credit Repair, Real Estate, Title Examiner, Attorneys, Paralegals
Lockheed Martin	Engineers, Information Technology, Assembly, Logistics, and 3d modeling
Loews Hotels At Universal Orlando	600-700- All positions
Nemours Children Hospital	300 jobs- Nurses, medical techs,
Omni Partners	Sales
Premiere Business Group	Office/Clerical, and management assistant
Seminole County Public Schools	Teachers, Supportive, Bus Drivers, Custodial, Administrative
Siemens	Field Service Engineers, Financial Analyst, Engineers, Account Managers, Programmers, Project Engineers, Quality Engineers, System Engineers, Sales Engineers, technical support
Southeast Fabricators	Welders
Starwood Vacation Ownership	Sales Reps, Marketing Reps Resort Operations- Housekeeping, Engineering, Financial Analysts. IT
Troy University	Faculty, Bus Development, Enrollment, Admin
Universal Orlando	Creative Director, Software Engineers, Employee Relations, account managers, Web Designer, Sales Manager, Attraction Attendants, Drivers, Animated Character Escort, Landscaping, Cashiers, Bartender, Nurse, Parade Performer
University of Central Florida	Administration, Faculty, maintenance, IT, Web Development, Career Services
Waldorf Astoria & Hilton Bonnet Creek	All - F&B, housekeeping, front desk, recreation
Waldorf Astoria & Hilton Bonnet Creek	Sales Manager, Room Service, Room attendant, maintenance, housekeeping, golf course,
Walt Disney World	Hiring 5,000 from April to June
Wells Fargo	Bank Tellers, Branch Managers, Business Development, customer service
Winn Dixie	Hiring 800- Cashiers, store managers, clerks, produce

Please note, this is just a sampling of some of the companies surveyed. However, you can see that jobs exist in every sector; even of the company may not be in that sector. Also, we *didn't* survey staffing firms but clearly they are busy filling temporary jobs and temporary to permanent jobs. Your job search should include identifying staffing and recruiting companies. Many temporary jobs lead to fulltime positions.

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CONTACT INFORMATION

Please direct all inquiries to:

Roger Lear
President
OrlandoJobs.com
43 East Pine Street
Orlando, FL 32801
407-645-4224 x2102
Roger@OrlandoJobs.com

[Twitter.com/OrlandoJobs](https://twitter.com/OrlandoJobs)

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About OrlandoJobs.com

OrlandoJobs.com was founded in 2005 by [Roger Lear](#) and [Scott Kotroba](#). OrlandoJobs.com is Central Florida's employment website. Our company is a participant in numerous Central Florida events and members of many Chambers and local boards. We are the official employment website of the Central Florida Human Resource Association. (www.cfhra.org). OrlandoJobs.com has over 1,500 clients that use this service to post jobs to Central Florida jobseekers. Jobseeker traffic averages 103,000 users per month (1/13/12).

To request a media kit, please contact our Marketing Department, Bradley Sparrow (Bradley@orlandojobs.com) at 407-645-4224.

(Survey written by Roger Lear)