



# 2013 Employment Outlook for Central Florida

This Central Florida Employment Outlook Survey was completed by OrlandoJobs.com, Central Florida's premier employment website. This is the fifth year of this survey and all previous surveys are located at [www.OrlandoJobs.com/whitepaper](http://www.OrlandoJobs.com/whitepaper).

## KEY 2013 FINDING:

There are currently 8,650 jobs open in the Central Florida market, and 19,311 more forecasted for the rest of 2013.

In the five years since OrlandoJobs.com started these Employment Outlook Surveys, findings include large numbers of actual and projected openings within a "hidden" job market, showing a regional recovery that is both slow and at times frustrating for job seekers and employers alike. The main goal of this 2013 survey is to determine if the Central Florida employment market will continue to recover.

To find out we go right to the source: local Central Florida employers. OrlandoJobs.com surveyed 198 Central Florida companies individually. Taken together, these companies represent more than 234,800 employees, all of whom are working in Central Florida. The survey asked the following questions:

1. **How will your hiring be in 2013 as compared to 2012? Better, same or worse?**
2. **Which companies are currently hiring in Central Florida?**
3. **What jobs are *currently* open?**
4. **Which Central Florida companies are forecasting to hire in the 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> quarters of 2013?**
5. **What jobs will be open in the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> quarters?**
6. **Are companies using temporary employees to fill open positions?**
7. **What are the biggest hiring challenges for employers in Central Florida?**
8. **Are companies successful using social media (Twitter, Facebook, and LinkedIn) to actually hire?**

For unemployed and underemployed job seekers who have difficulty securing a satisfactory job in Central Florida, this forecast may seem overly optimistic. The job search process is unequivocally changed and as a service to all Central Florida jobs seekers, we asked participating companies to explain to job seekers some of the reasons why they would not hire a candidate (page 13). We also breakdown the industries that are hiring in this survey so job seekers have a road map to discover companies have open and projected jobs.



## Central Florida Employment Outlook for 2013

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## 2013 Central Florida Employment Outlook - Methodology

OrlandoJobs.com conducted individual phone interviews with 198 Central Florida-based companies between January 8 and January 28, 2013. 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 2013.

The 198 companies surveyed employ an overall total of 234,800 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 2013 Employment Outlook

### KEY FINDINGS

- Combined, this survey found more than 8,650 jobs currently open at the 198 surveyed companies.
- In addition to the 8,650 jobs currently open, more than 19,000 jobs are forecasted to be open in the last three quarters of 2013.
- 39% of surveyed companies indicated that hiring would be better in 2013 when compared to 2012.
- **98% of companies plan on hiring at least one person in 2013.**
- 89% of companies *currently* have open jobs, up from 75% in 2012.
- 35.5% of companies are planning on hiring 51 or more employees in 2013.
- 17% of companies are planning on hiring 200 or more employees.
- The top six sectors leading the way in Central Florida are Leisure and Hospitality, Healthcare, Professional and Business Services, Education, Retail and Technology.
- 42% of surveyed companies are using temporary employees to help fill open positions.
- 73% of surveyed companies have not recruited anyone directly via social media (Facebook, Twitter, or LinkedIn). However, LinkedIn.com was responsible for over 120 Central Florida hires in the surveyed group.
- Employers have experienced many hiring challenges in 2012. Number one on the list: the overwhelming number of unqualified candidates applying to open positions.
- The hospitality industry is the clear winner in Central Florida for job creation. While many job seekers consider hospitality jobs to be low-paying, there are more than 216,000 jobs in this sector, and this survey uncovers many salaried positions this industry has to offer (marketing, technology, healthcare, sales, etc.) to skilled and qualified job seekers.
- Call Centers are projecting more than 4,000 additional job openings in 2013.
- Sales jobs are abundant in all sectors.

# 2013 Central Florida Employment Landscape

## U-3 Unemployment Rate in Central Florida (December 2012)

U-3 Unemployment for December 2012 was 7.7% in the four county area of Lake, Orange, Osceola and Seminole. This is down from the 9.9% unemployment rate in December 2011.

MONTH & YEAR	LABOR FORCE	EMPLOYMENT	UNEMPLOYMENT	UNEMPLOYMENT RATE
<b>DECEMBER 2012</b>	<b>1,144,086</b>	<b>1,055,804</b>	<b>88,282</b>	<b>7.7%</b>
DECEMBER 2011	1,128,950	1,017,511	111,439	9.9%
DECEMBER 2010	1,116,201	994,180	122,021	10.9%
DECEMBER 2009	1,098,315	972,909	125,406	11.4%
DECEMBER 2008	1,118,564	1,029,044	89,520	8.0%
DECEMBER 2007	1,115,486	1,067,595	47,891	4.3%

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

### Concern for Central Florida - The U-6 Unemployment Rate

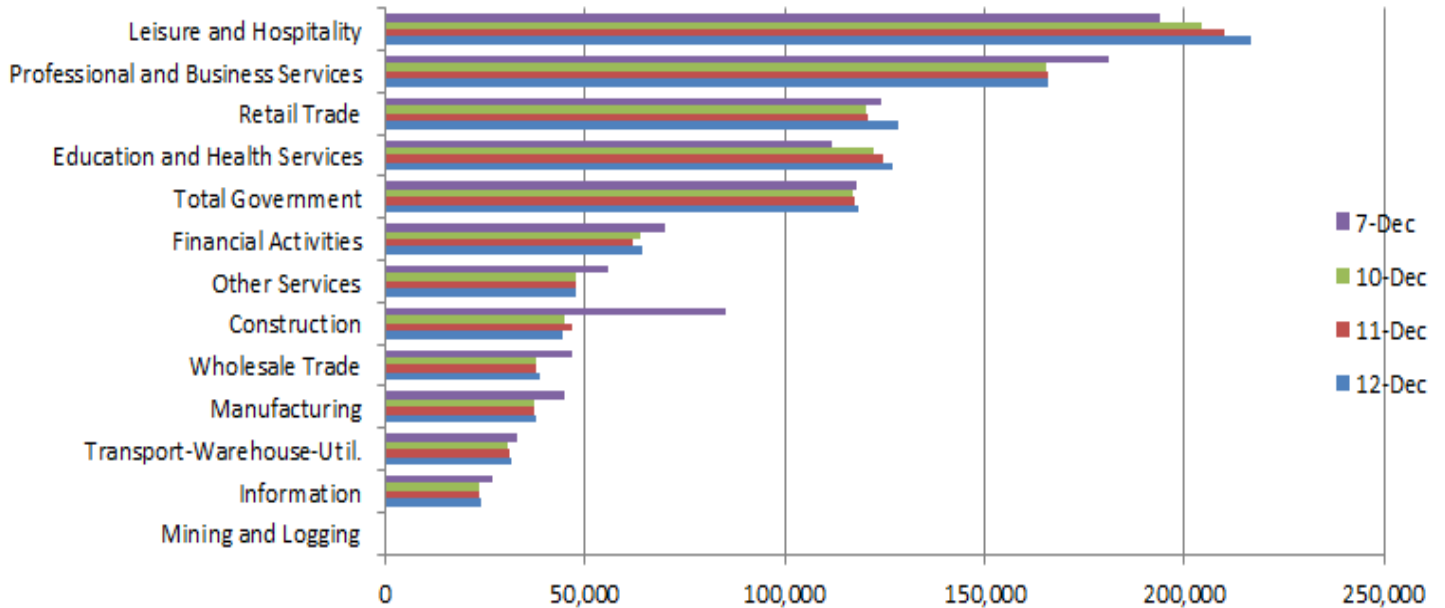
Looking at the above chart would make it appear that Central Florida is almost out of the woods. The 7.7% unemployment rate is called the “U-3” rate and it is determined by how many people are unemployed (collecting benefits) divided by the labor force.

The “U-6” rate is known as the underemployment rate. In Central Florida, that rate is 14.7% (in the entire state of Florida, it is 16%). The U-6 includes those people looking for full-time work but have settled for part-time work. It also includes discouraged people and those who are not actively looking but have looked for work in the last 12 months. This rate adds this group to the U-3 rate and is divided by the Orlando MSA total labor force.

Central Florida is adding jobs, but not the kind many of the unemployed and underemployed need in order to return to work with their desired skill set and salary. In other words, many Central Floridians fall into the U-6 number or are long-term unemployed (40% of U-3 unemployment numbers have been unemployed over 27 weeks) because they can’t find jobs that match their backgrounds. They settle for a lesser job in order to support themselves and their families.

This survey verified what many already know. Much of the job growth in Central Florida is in hospitality, call centers, customer service, technology and healthcare. This survey also proved that when a job becomes available, employers are looking for a candidate who can walk into the job because they don’t have time or want to take the risk to train. For job seekers, it is the number one reason they never hear back from a company that they apply to for a job. These sectors all have jobs that require job seekers to find the hidden jobs; and many don’t understand how this is done.

## Central Florida Employment by Industry December 2012, 2011, 2010, 2007



The hospitality and leisure industry leads the Central Florida workforce with an all-time record of more than 216,400 employees. This survey will not only validate this information but will also confirm that this category will be a job leader in Central Florida for years. In April of 2011, OrlandoJobs.com coined the phrase “[Butter Beer Employment Effect](#)”. We have always had great theme parks in Central Florida, but OrlandoJobs.com believes that the opening of *The Wizarding World of Harry Potter* at Universal Orlando is the igniter of our regional recovery, and why Central Florida and its hospitality industry is thriving. Other signs that local employment is rebounding: the construction industry added 800 jobs in 2012, and the retail sector added over 2,400 jobs. This is positive since consumer spending is a big factor when employers consider whether to create new jobs.

## 2013 Central Florida Employment Survey Breakdown

(See methodology used for survey on page 3.)

1. Compared to 2012, will your overall total hiring forecast be better, the same or worse in 2013?

	January 2013	January 2012	December 2010	February 2010	December 2009
WORSE	10%	7%	5%	10%	27%
SAME	51%	56%	63%	51%	64%
BETTER	39%	37%	32%	39%	9%

2. Does your company have any current (January 2013) job openings in Central Florida?

	January 2013	January 2012	December 2010	February 2010	December 2009
YES	89%	75%	74%	67%	45%
NO	11%	25%	26%	33%	55%

3. If your company has current (January 2013) job openings, what types of jobs are available?

When asking Central Florida employers if they have current openings, a resounding 89% of surveyed companies were looking to hire at least one person. This is the highest number we have seen since the great recession. On page 16, we profile the jobs that are currently open and offer a sampling of the companies that are hiring. A big takeaway for job seekers is that many of these open jobs are not publicly posted to job boards and therefore hard to discover. These are Central Florida's "hidden jobs" and this requires job seekers to change their job search strategy. (See page 13 for information from employers on why they eliminate job seekers from contention.)

**4. What is your Central Florida hiring outlook for the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> quarters of 2013, by number of future hires?**

Number of Forecasted Hires for the Next Three Quarters	Jan.* 2013	Jan.* 2012	Dec.* 2010	Feb.* 2010	Sept.* 2009
NO Hires	2.1%	4.9%	8.6%	9.1%	41.5%
1-5 Hires	13.7%	23.5%	26.4%	27.3%	24.4%
6-10 Hires	13.7%	9.3%	11.4%	13%	10.4%
11-20 Hires	16.3%	13.6%	7.1%	10.4%	7.4%
21-50 Hires	21.8%	16.7%	14.3%	15.6%	11.9%
51-100 Hires	8.6%	8.6%	12.9%	7.8%	5.2%
101-200 Hires	9.6%	7.4%	5.0%	9.1%	3.7%
201 or More Hires	17.3%	16%	17.9%	13%	2.2%

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

**5. If you are hiring in the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> quarters of 2013, what positions will be open at your company?**

Central Florida employers are hiring. Not only did this survey uncover over 8,000 currently open jobs, the 198 surveyed companies are planning to fill over 19,300 jobs in 2013! (List of jobs and sampling of companies hiring can be found on page 16.) Only *four* of the surveyed companies indicated they would not be hiring in 2013.

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

	January 2013	January 2012
<b>YES</b>	42%	44%
<b>NO</b>	58%	56%

Employers are using temporary employees to fill open positions. As a matter of fact, most staffing firms are doing record revenue the last couple years. This is an indicator that hiring companies still want to “rent” great talent instead of hiring them directly. Post-recession, employers are still being very cautious. Since very good talent is available through staffing firms, it allows employers the opportunity to be productive with exactly what they need without having any obligation to hire the temporary/contract employee full time.

For job seekers, staffing firms may be your entry point into some great companies. As the economy continues to improve, many of these temporary jobs into full time positions and a job seeker that understands this may find great jobs at companies they never knew about. A huge challenge for staffing firms is finding advanced skilled workers in technology and industrial positions. Welders, warehouse workers, fabricators, bus drivers, .net programmers, Java developers and database administrators are all in huge demand within staffing firms.

## **7. Employers, what are your greatest hiring challenges in Central Florida in 2013?**

A huge challenge for employers for 2013 is finding great talent. With unemployment still relatively high, many job seekers who are unemployed and underemployed can't understand why they can't get a good job. Central Florida employers' number one frustration in their search for that right candidate is the glut of unqualified applications they receive through their recruiting efforts. It is this frustration that leads to the "hidden job market," as human resource departments that have also felt budget cuts and had to downsize, try to stem the tide of applications that are clearly not matched to the job opening. Many companies are posting an opening only on their own website and relying on employee referrals and word of mouth to find candidates.

Also, like previous years, many great Central Florida jobs go unfilled because employers can't find the advanced skill sets necessary to fill certain positions. Recruiting and hiring emergency room nurses, database administrators, .net programmers, welders, project managers and sales professionals are specific challenges for Central Florida employers.

The top ten recruiting challenges in Central Florida when asked to 198 employers:

1. Hospitality employers indicated they are experiencing higher turnover due to competitors pulling workers away. With hospitality employees at an all-time high (216,000), the competition for housekeepers, front desk, laborers, bartenders, and other workers is extremely competitive. Great employees are leaving for twenty-five-cent an hour raises from other companies.
2. Skilled workers in healthcare, technology and sales are very hard to find. Many of the open jobs in Central Florida require advanced job skills which many people just don't have.
3. Lack of competitive compensation plans make attracting great talent difficult. Some employers indicated they have not had pay grade revisions for the last few years and are handcuffed financially when trying to lure a terrific candidate.
4. Quality, Quality, Quality. The word quality was cited by employers more than 150 times during this survey. Central Florida has jobs and employers are very clear: if you can match the job skills of the open position and you have a track record of success in the same skill set at other companies, there is a job waiting for you.
5. Employment branding, social media recruiting and applicant tracking systems are not a budget items at most companies right now, much to HR departments' chagrin. New technologies exist to manage candidate flow, job distribution and social media recruiting efforts. Human Resource leaders



indicated they want to get more involved in communicating their employment brand but cannot get sign off by the company leaders that recruiting technology and strategy is changing.

6. Finding and retaining sales professionals. This survey found many great sales jobs in Central Florida. Filling these positions is a challenge, because often they have low or no starting salaries and products that require a lot of training to learn to sell. Turnover is very high.
7. Labor pool is shrinking making it harder to find excellent people.
8. Finding qualified bilingual employees.
9. Sorting through applicant tracking systems: there are too many applications to go through, and not enough time.
10. Finding people that want to work, with good attitudes. Several employers commented on the fact that in many of the interviews they are doing, candidates seem to be going through the motions with no energy. Many job seekers are very non-committal. Also, job seekers seem to be interviewing for jobs with no intention of taking the job, just so they can get job search credit for their extended unemployment benefits.

**8. Has your company hired anyone directly using social media (Facebook, LinkedIn or Twitter) in 2012? If yes, please indicate the source and number of total hires.**

	YES	NO	Number of Companies Reporting	Total # of hires via LinkedIn.com	Total # of hires via Facebook.com	Total # of hires via Twitter.com
Jan. 2013	27%	73%	187	123	12	0
Jan. 2012	19%	81%	159	57	2	0

We wanted to know what type of impact social media is playing in the hiring of talent. Many companies are posting open jobs on their Facebook company pages and Twitter. They are also using sites like LinkedIn.com and Glassdoor.com to search directly for talent.

Once again this year, LinkedIn.com is providing Central Florida companies with hires. Companies are successful using LinkedIn like a resume database and are directly recruiting from the profiles they uncover. While LinkedIn.com is labeled as a social network for business professionals, its real advantage is the opportunity for companies to search a resume database of both active and passive professionals, ask for referrals and uncover hidden talent.

Facebook and Twitter didn't produce many hires but are still considered to have tremendous potential in the recruiting process. The main issue companies are experiencing with social media (Twitter, Facebook, and blogs) is the ability to keep it fresh and engaging. Employers indicated a migration to LinkedIn to find candidates because it was more a direct hit using "resume search" technology to find qualified LinkedIn.com members.

## **The 2013 Central Florida Employment Survey Analysis**

### **More than 8,650 jobs currently open & 19,300 forecasted for Central Florida (January 2013)**

The Central Florida job market is improving. A full 98% of regional companies plan to hire at least one employee in 2013, while only four stated they were not going to hire anyone this year. This is great news for job seekers, and the entire economy. We also found that more than 19,300 jobs are forecasted by the surveyed companies throughout the rest of 2013. In this analysis, 15 sectors are represented with hospitality leading the way. Overall, 2013 is projected to be very similar to 2012; a lot of jobs and hiring in hospitality, theme parks, sales, healthcare, retail, technology and call centers.

Does all this mean Central Florida is out of the woods? The answer depends your perspective: what you do, and your qualifications, skills and salary requirements. While conducting this survey, it was clear that Central Florida employers are hiring exact skill matches for open jobs. In other words, if you're a mortgage underwriter but apply to any jobs that don't have the words "mortgage" and "underwriter" in the title, you most likely will not be considered. Employers in this recovering market can't take the chance on a candidate for a higher paying, skilled position not working out, not to mention the expense of training anyone. The Central Florida marketplace will recover when companies' training budgets increase and exact match candidates dissipate.

Many higher paying jobs are in the professional services sector. This sector added 3,400 jobs in the last 12 months for a total of 166,000 jobs. This is a critical number to watch. Before the recession started in 2007, 181,000 jobs fell into this sector. As important a statistic is the gap between the number of employees in the professional services and the hospitality industry. In 2007, the hospitality industry only had 7,300 more employees than professional services; today that spread is a whopping 50,000 employees. Central Florida needs to continue to add professional services jobs to get back to full employment. Until this takes place, Central Florida will continue to see many under employed and long term unemployed.

### **Where are the Central Florida Jobs?**

Many of these thousands of open jobs will be found in the top six sectors in Central Florida. These include hospitality, healthcare, education, retail, professional services and technology. With the hospitality industry employing over 20% of the Orlando MSA workforce, it is clearly a boom to Central Florida. As a matter of fact, many hospitality companies OrlandoJobs.com talked to for this survey were surprised to see the large number of positions available that are salaried. Often, job seekers discount hospitality jobs because they feel they are all low paying. This is not the case. For example, Universal Orlando is looking

for IT Project Managers, a Digital Media Specialist, Senior Web Analyst, Recruiter and Merchandise Planner. Starwood Resorts needs professionals in finance, design and construction, sales and technology.

Healthcare is still loaded with jobs. Nurses, physical therapists, medical assistants, pharmacists, caregivers, lab medical technologists, cardiac techs, nurse case managers and a wide variety of others. Many Central Florida job seekers do not have medical training and therefore discount the healthcare industry. However, many jobs exist in finance, marketing, housekeeping, culinary, transportation, web development and social work within the healthcare sector. This industry has grown year after year and will continue on this track in Central Florida.

Other sectors doing well are the retail sector and education. Full Sail, University of Central Florida, Seminole State College and Orange County Public Schools all have large numbers of jobs open with many forecasted for the rest of 2013. Again, while many of the jobs are teachers and professors, all job types can be found at these educational institutions.

Central Florida is home to many large call centers that are always looking for talented individuals. The great news for job seekers is that many of these companies will train a candidate if he or she meets certain hiring expectations. AT&T, Expedia, Booking.com, Sprint and Staples all have call centers in Central Florida that are hiring. Convergys, located in Lake Mary, is an international call center operation. Convergys is projected to hire of 2,500 employees in 2013 in the roles of Customer Service, Customer Service Sales, Bilingual Customer Service and Tier 1 and Tier 2 Technicians. Jobs come with benefits and plenty of room for career growth.

Finally, we are seeing the construction industry showing signs of life. The Orlando MSA is slowly adding jobs in the construction sector for the first time since 2009. Surveyed construction companies are building new homes again. Orlando also has many large commercial construction projects including the Dr. Phillips Performing Arts Center in downtown Orlando and projects in Medical City located in Lake Nona.

## **Signs Central Florida is a Leader in Job Growth in the State of Florida**

This survey found that employers will be hiring in 2013, albeit nowhere near the levels to get to full employment. The OrlandoJobs.com staff works with companies all year long and we listen to what they consider positive trends in Central Florida and how it will eventually allow them to add employees to the payroll. Here is a snapshot of positive Central Florida trends:

- **Orlando Metro Area adds 15,599 private sector jobs in 2012.** *Bureau of Labor Statistics (BLS)*
- **Orlando tourism industry is stronger than ever.** Orange County collected more than \$175 million in resort taxes in in 2012. *Orange County Comptroller*
- **56 million (unofficial as of release) visitors to Orlando in 2012 is an all-time record.** Visit Orlando projects 57.3 visitors in 2013 with 4.1 million being international travelers.

- **The Orlando MSA unemployment rate fell to 7.7% in December of 2012, down from 9.9% in December 2011.**
- **Orlando MSA was in the top 10 nationally for housing starts in 2012.** The construction industry saw a net increase in 2012 of 800 jobs.
- **Hospitality industry continues to build and move forward.** The hospitality industry shows no signs of easing up when it comes to new attractions. After the booming success of Universal Orlando's *The Wizarding World of Harry Potter* (increased attendance by 2 million), Disney just opened Fantasyland and more is on the way. Universal Orlando is currently constructing Transformers and a second phase of Wizarding World. SeaWorld will also open a new attraction in 2013 called Antarctica: Empire of the Penguin.
- **Orlando MSA in the process of creating high-paying job sectors.** A trip down to Medical City in Lake Nona is a clear sign on the commitment Central Florida is making to bring high paying jobs to Central Florida. That corridor continues to grow: 2012 saw Nemours Children Hospital open to rave reviews. The Orlando VA Hospital follows this year, a much-needed healthcare facility for Florida's military and their families. The Creative Village will bring together potentially hundreds of companies in downtown Orlando using the site of the now gone Amway Arena. The redevelopment of the Citrus Bowl and the building of the Dr. Phillips Performing Arts Center in downtown Orlando will create jobs at many levels (not to mention the construction jobs).
- **SunRail is under construction.** This is a big deal for Central Florida. It is creating a great deal of high paying jobs during the construction of this [project](#), and, when it opens in 2014, many permanent positions will be available. SunRail is designed to stop in business districts like Downtown Orlando and Winter Park. For companies already here in Central Florida or considering relocating, knowing that mass transportation exists so they can set up in downtown Orlando is a huge positive for the region and future jobs.

## Conclusion

For the last five years, we at OrlandoJobs.com have been calling Central Florida employers and asking them what jobs they have open and their job forecast for the coming year. This year is no exception, with 198 companies participating representing 234,800 employees. We thank these employers for sharing this information that not only helps job seekers but gives Central Florida a frontline view of the employment landscape.

Each year this survey allows us to talk to real companies hiring real people. Jobs are out there but if you are struggling to get one, it most likely is because you are not matching your skills to the jobs that are a "direct hit" to your qualifications. Employers are NOT taking chances hiring people that *might* be good for a position, and they don't have to in this kind of market.

Many of the jobs found in this survey are also within what we have termed as the "hidden" job market. These are jobs for which companies recruit by asking current employees for referrals or just post to their own company career sites. This requires job seekers to already be familiar with the company before they apply, or to do a lot of research to really identify these hidden jobs. Despite the bold-faced headlines regarding unemployment, this survey found over 8,000 jobs that are currently open, right in our region.

Many of these good jobs are at companies with less than fifty employees. Job seekers must change their job search strategy to identify these companies and find job matches.

Finally, for those who follow the local news and see stories about construction industry adding 4,300 jobs in 2012 when in reality it turns out to be less than 1,000, this is because the employment landscape in Central Florida is in temporary holding pattern. Employers are hiring exact skill sets and if they only have project type work, they typically will use staffing firms or contractors. We are still working our way out of the recession, but in 2013 your chances of landing that better job will increase as long as you are truly committed to a “direct hit” job search.

### TIPS FOR JOB SEEKERS IN 2013

**To help jobseekers find a position ideally suited to their skill set and salary requirements, more than 170 Central Florida employers to share the common mistakes a candidate makes that loses them the job:**

If you're a job seeker in Central Florida, you may have applied to numerous positions only to fall into the “black hole” and never even be acknowledged by the employer in many cases. Or, you may finally get that dream interview only to get eliminated from contention; even if you feel you're qualified.

The Central Florida employment marketplace is very competitive in ALL sectors. The Orlando MSA has a lot of talented people looking for jobs. Surveyed companies indicated that they have plenty of candidates for most positions (healthcare, sales and technology being the exception) and they make hires on what each particular company deems as important to them.

So OrlandoJobs.com asked them, what mistakes are job seekers making?

1. **Job seekers are not reading the job description** thoroughly. If one thing was clear in this survey, employers are only hiring qualified candidates. Job seekers actually frustrate company recruiters when they apply to any, or in some cases every, job.
2. **Fuzzy resume.** If a human resource professional can't decipher what you do or what you applied for in seconds, your resume needs works. (TIP: If you are a Graphic Designer, make sure that is prominently displayed at the top of the resume)
3. **Job seekers don't understand how important the paper or online application is in the process.** Grammar, spelling, incomplete sentences or leaving sections blank is a recipe for you never getting a call from the company. Many online application systems do not have spell check, and these are automatic red flags!

4. **Job seekers do not do research on the company before the interview.** Many companies mentioned this during the survey. TIP: Job seekers, you have no excuse here. Do the research and be able to talk intelligently about the company to which you are applying, and answer questions like, “How does XYZ Company make money and how does the job you are interviewing for make an impact on the bottom line?”
5. **Job seekers interview with poor hygiene or dress.** A job seeker controls this aspect of the interview. Many companies were surprised at how many *qualified* candidates came to interview with a poor personal presentation. Again, this is an automatic red flag.
6. **Poor email correspondence.** This item makes the list for a second year in a row. A company emails you with some interview times; you pull out your smart phone and correspond like your talking to a buddy. Incomplete sentences, spelling, grammar and just plain bad email etiquette. Many don’t respond in a timely manner. If your first impression is an email, make it great!
7. **Show some excitement during the interview.** It’s hard enough to interview. Many employers mentioned that they want to see some signs of life when they interview you. Be positive, enthusiastic and engaging with the person interviewing.
8. **Being late for an interview.** Wow! The marketplace is way too competitive for this to happen. If you’re late for the interview, you are unreliable in the eyes of an employer.
9. **Job seekers are not qualified for the position for which they are applying.** Over 170 employers mentioned this. Good rule of thumb: if you’re not qualified, don’t apply! If you are not sure if you qualify, try to do as much research on the company to see what they do and compare to the skill sets you think the job requires. Employers know they have made it easy for job seekers to send their resume in seconds. But job seekers need to understand that it only takes an employer seconds to discount you!
10. **Be honest.** Employers are just tired of lies, especially on resumes. If you are a job seekers and have been out of work for some time, don’t close the gap on your resume. Employers will eventually find out. Just be ready to explain your situation. TIP: No matter what you may have been through in your job search, keep everything positive. Don’t fall into the trap of talking bad about a former employer or your bad luck in finding new employment. You can’t come across desperate.

(Summary of open jobs in Central Florida begins on page 16.)



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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 premier 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](http://www.cfhra.org)). We also partner with the Orlando Weekly and WKMG Channel 6's ClickOrlando.com. OrlandoJobs.com has over 1,500 clients that use this service to post jobs to Central Florida job seekers. Job seekers traffic averages 111,000 users per month (1/30/13).

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

*(Survey written by Roger Lear)*



## Central Florida Job Openings (Current and Projected) January 2013

Here is a sampling of the companies and jobs that are either open or forecasted to be open in 2013. For job seekers, this list serves as a guide to companies and the varieties of openings that their companies actually hire for. Some tips:

1. Jobs you qualify for exists at companies you don't know anything about.
2. There are great jobs in the hospitality industry for salaried professionals.
3. Many of these jobs (current and projected) are looking for candidates that have very close job skills match. Do not waste your time applying to jobs you don't qualify for. The 2013 Central Florida Employment Outlook is extremely clear about this fact; employers are hiring those who bring the skill sets to them that match the job. If you don't have the skills, you will not be hired.

Company	Current Openings/Projected Openings
.Com Marketing	SEM Analysts, Account Executives, SEO Analysts, Media Specialists, Sales
4 Corner Resource	Sales
ABC Fine Wine & Spirits	Retail Maintenance Marketing IT
Access Mediquip	Correspondence Coordinator IT- 4 positions
Acorn Stairlifts	inside ph sales, administration jobs w/ heavy phone work.
Advance Auto Parts	General Warehouse Worker
Advanced Dermatology and Cosmetic Surgery	Cust svc, billing and coding, and clinical
Alorica	Call Center Sales
amaZulu, Inc.	Vice President of Sales PT Warehouse Material Handler
American Institute College of Health Professions	Librarian, Adjunct Instructors, Admissions Advocates
Anthem Education	Instructors, Admissions reps, Kiosk reps
AssistRx	6 - executive assistant and IT
Behavioral Support Services, Inc.	certified behavior analyst behavior Assistant Certified associate behavior analyst
BlueChip Energy	
Buena Vista Palace	Food and Beverage-Housekeeping
Caregivers Services	hha cna lpn rn no number given
Caribe Royale	Couple of culinary openings, laundry mechanic, asst chief engineer, a few F&B (servers, room service), front desk supervisor, PBX, bigger push for suite attendants and contract labor is getting tighter, asst tower manager, asst dir of loss prevention. Many are replacements from those that went to Embassy.



CBS Radio	AE's, talent and promotions.
Central Florida Kidney Centers	1 Hemodialysis RN 1 Patient Care Technician
CFE CU	Teller, real estate and mortgage management
City of Casselberry	Lifeguard Summer Camp Counselor Office Assistant Water Reclamation Facility Operator
City of Orlando	numerous blue collar, 911 emergency operator always, wastewater treatment plant operator always, many seasonal recreation positions (including lifeguards), assistant controller and housing director.
City of Winter Garden	14 - Admin, Lifeguard, Water Safety Instructor, Building Maintenance, Construction Project Manager. IT Manager
Colonial Management Group	Nurses, counselors, admin, program directors
Colorvision International Inc.	Photographer
Comfort Keepers	Caregivers
Community Health Centers	Front desk Medical Assistant Physician Dental Assistant
Compass Research	Patient records specialist overnight staff
Convergys	Customer service, customer service sales, bilingual cust serv, Tier 1 and Tier 2 Tech (2,600 hires in 2013)
Cort Furniture	Delivery Warehouse Sales
CRU/Campus Crusade for Christ	3 positions related to handling donations; 5 IT positions; 4 other, administrative positions.
Curascript/Express Scripts, Inc.	Contact Center, Clinical Positions - Pharm, Pharm Tech, Managers
Dearborn Electronics	Mechanic, Production Operators
Deland Nissan	Sales, Service Technicians
Devereux Florida Treatment Network Inc	Clinical, Director, Cooks, Independent Living Mentor, Case Managers, Therapists and Drivers
DeVry	Deans and faculty
Diamond Resorts International	sales, marketing and opps.
Doubletree at Seaworld	Housekeeping, Front Desk Agent, Steward Supervisor
Drury Hotels Company, LLC	Housekeeping
Embassy Suites Orlando - Lake Buena Vista South	Suite Attendant, Busser, Night Manager, Banquet Set-Up, Hostess
Enjoy Your Face	Artist- 25 openings
Enterprise Florida Inc.	Intern, business development manager, business development associate
Evergreen Lawn & Pest	Pest control tech - 3
EZYield	Sales, management and mostly entry level customer service
Fairwinds Credit Union	Member Services Reps (Teller), Relationship Manager, Senior VP of Bus Services
Fiserv	Finance, Software Development, Business Analysis, Project Management
Florida Cancer Specialists & Research Institute	radiation ct tech pet rn lpn medical assistant clinical lab tech pharm
Florida Safety Council	Instructors
Flying Food Group	station attendants, Food Safety and Quality Manager
Four Points Sheraton Studio City	food and beverage only

	64 - Admission Receptionist, Associate Course Directors (Creative Writing, College Mathematics, Digital Literacy, Advanced Audio Workstations, Storytelling, Music History I, English Composition, Physical Science), Course Director (Application Deployment I iPhone and iPad, Aesthetics and Theories of Communications, Create Your Story, Cross-Platform Mobile Development, Events Marketing and Production, Ideation and Feasibility Studies, Java II and many more), Faculty Development Trainer, Internet Marketing Strategist, Financial Aid Administrator, Lab Specialist (Film Production, Lighting, Open GL, Programming, Show Productions, and more), Nighttime Housekeeping Supervisor, Registrar, Student Advisor, Web Developer
Full Sail	
Give Kids the World	Entertainment Coordinator (Part-Time) Maintenance Technician (Radio Tech) Advancement Team Interns Individual Gifts Advancement Internship Vice President & Chief Financial Officer Entertainment Coordinator Intern
Goodwill Industries	retail
Hess Company	Assistant Managers
Highwinds	Sales Systems Operations Engineer Web Developer C++ Developer
Hilton	housekeepers, cooks, waiters
Hilton Grand Vacations	Housekeeping, call center, vacation sales advisers, F&B positions, front desk
Hilton Orlando at the Convention Center	35 openings - Seasonal servers, culinary, server, coffee shop attendants, housekeeping, front office.
Holler Classic Automotive Group	Call center, experienced auto techs, parts counter person,
HostDime	Web Designer System Engineer Web Developer
Impact Employment/Pro Image Solutions	manufacturing, skilled labor, sales
Jackson Healthcare	Sales Key Account Manager
Joyce Weber Ent. Inc.	Outside sales, mgmt
JP Morgan Chase Card Services	Mostly call center reps and managers.
Kaegan Corporation	Engineers
Kavaliro	Admin Assistant CFO IT Consultants
KEL Law Offices	Sales Paralegal Administrative
Kessler Collection	manager, supervisor, line level. total of 8
Kids R Kids	Teacher Assistants Lead Teacher
Krispy Kreme Doughnuts	Retail, production, shift supervisor, assistant managers
Lake Mary Westin	housekeeping
La-Z-Boy	Drivers, sales
Legacy Vacation Club	Licensed Sales Rep Director of Sales Guest Room Attendant Licensed sales, room attendant, maintenance tech, acct specialist, HVAC tech
Lennar Homes	Sales Construction Land Acquisition and Development
Liberty Mutual Insurance	25 openings for inside sales rep, not sure of other departments.
Limitless Technology~Cost Reduction Specialists	Sales Marketing Telecom Auditors
Lincoln Technical Institute	Admissions Representative

LMG	ACCOUNT EXECUTIVE, ADMINISTRATIVE SUPERVISOR, INTEGRATION, BUSINESS DEVELOPMENT ASSOCIATE, DIRECTOR OF BUSINESS DEVELOPMENT AND MARKETING, DRIVER CLASS A, EQUIPMENT LOGISTICS COOR AUDIO, FREIGHT MANAGER (Domestic and International), NEW MEDIA TECHNICIAN, QUALITY CONTROL TECH AUDIO, QUALITY CONTROL TECH LIGHTING, QUALITY CONTROL TECH VIDEO, WAREHOUSE OPERATIONS MANAGER
Lockeed Martin	48 - engineering, assembly, fabrication, s
Loews Hotels	Social Media Manager, Capital Project Manager, Security Manager, Dir of Banquets, lots of housekeeping, seasonal servers, pool attendants, life guards.
Lowe's Companies, Inc.	Sales Specialist, Cashiers, Customer Service Associates
LYNX	Accounting, CS, Finance, Manager of Maintenance, Bus Drivers
Macy's	doing spring plans, primarily selling
McCoy Federal Credit Union	tellers
Melia Orlando Suite Hotel	cooks, housekeepers, engineers
Meru	Inside Sales, Sales Engineers, Field Marketing Manager, Eloqua Analyst, Field Support Engineer
My Florida Regional MLS	3 positions, trainer, data entry, help desk
National Retail Properties	1- legal assistant
Orange County Clerk of Courts	Financial Service Asst Manager
Orlando Health	Nurse Operations Managers, OR Nurses, Nurse Practioners, CRNA, Surgical Tech, ED RN, Lab Medical Technologists, Critical Care Unit, Cardiology
Orlando Sentinel	Editorial Advertising Sales Graphic Artist
Panera Bread	Bakers Assistant Managers
Papa John's Pizza	Always hiring and looking for good people.
Parks Automotive Group	Sales Internet Sales Consultant- 2
Pasadenavilla Network of Services	Culinary
Paxen Group	4 - Program Support Specialist, Community Supervision Specialist
Percepta	ACCOUNT ENGAGEMENT MANAGER, CONCIERGE MANAGER, CORPORATE SHAREPOINT ADMINISTRATOR, CUSTOMER CARE REPRESENTATIVE
PNC Bank	12 - Tellers, mortgage lenders, business bankers, financial specialist
ProNet Career Resources	
Qdoba Mexican Grill	Shift Manger-2, cooks-4
Rebah Fabrication	estimator, foreman, maintenance
Regions Bank	Teller, Branch Manager, Financial Specialist, Branch Team Leaders
Remedy Intelligent Staffing	Engineering IT Production workers Hospitality Clerical Medical
Renaissance Orlando at Seaworld	housekeeping, cooks, operational supervisors

Reunion Resort & Club Wyndham Grand Resort	Management Servers Food and Beverage Recreation Golf operations Front Desk Banquet Culinary
Sears	Call Center 16
Seminole County Public Schools	Teaching Administrative Support Maintenance Bus Drivers
Seminole State	Career Development Center Specialist, Custodian, Library Technical Assistant, Professional Model, Lab Assistant, Production Specialist, Security Officer, Professor (Sociology, Legal Studies, Chemistry, Nursing), Adjunct Professor (Oral Communication/Speech, HVAC, Construction, Interior Design, Mathematics, Adult High School, Surveying, English, History, Physical Science, Health Information Technology, and many more
Seralago Hotel	food court attendant
Sheraton Hotel- Orlando North	Maintenance/ Electrical Engineer Housekeeping Public area attendants Restaurant Supervisor Server Bartender
Software Resources	IT, marketing, sales
South Lake Hospital	Nurses, Physical Therapists, Cardiovascular Technician
SPX	Cad Drafter Application Engineer
Star Island Development Corporation	Housekeeping Attendant
Starwood Hotels and Resorts	Housekeeping (40) Engineering (10) Finance (10) Design and Construction (5) Technology (2) Sales (25) Customer Service (10)
Structural Modification and Repair Technicians	Skilled trade
Tekk Fusion	all IT recruiting
The Family of Orange Lake Resorts	Sales, marketing, professional resort operations,
The Home Depot	Cashiers, Freight Team, Lot Attendant, Sales
The Peabody Hotel	housekeeping, front desk, engineering
The Reedy Creek Improvement District	Fire Systems Technician - Sprinkler Tech
The Results Company	licensed real estate openings
The Ritz Carlton at Grande Lakes	Housekeeping, Cooks, Servers
Thomas & Betts	Machine Operators 4 Facility Engineer 1 QA Tech 4 Cost Accountant 1 Planner 1 Scheduler 1 Tool Designer 1
Toho Water Authority	HR Generalist Asst. Director of Field Services Director of Field Services
Total Marketing Concepts	Sales Customer Service Appointment Setting
Toyota of Orlando	BDC Rep Product Sales Finance Rep Service Tech Body Shop
Turnstile Publishing Company	Inside Sales

UCF	Graphic Artist, Asst Prof, Dean, Instructor, Engineer, Office Manager, Director Educational/Training Programs, Groundskeeper, Coordinator Purchasing, Admin Asst, Safety Training Coordinator, Senior Library Technical Assistant, Maintenance Supervisor, Programmer, Lecturer, Physician, Psychologist, Postdoctoral Associate
United Service Companies	Hotel Housekeepers
Universal Orlando	61 different titles - Attractions Attendant, Facilities/Maintenance, F&B, Tech Services, Internships, Wardrobe, Warehouse, etc.
UPS Retail Stores	Customer Service Cashier
US Equity Advantage	CS and sales
Value pawn & Jewelry/EZCorp	7 - eCommerce Sales Team Member, Pawnbrokers, Assistant Store Manager, Store Manager, Jewelry Team Member
Visit Orlando	Guest Services Administrative Marketing
Waldorf Astoria Orlando and Hilton Orlando Bonnet Creek	Approximately 120 (multiple lines of business throughout Hospitality)
Walgreens CPO	Pharmacy Technician, Technician Facilities Maintenance, Senior Business Analyst
Walt Disney World Resort	internships (biology, digital graphics, photography, sales, management), Housekeeping, Attractions, F&B, Lifeguard, Reservations, Marine Biology, Exercise Coordinator, Floral Design, Costuming
Waste Pro USA, Inc.	Drivers, Helpers, Mechanics, Sales, Division Leaders
Weber Environmental Services	Fertilization Spray Tech
Wells Fargo	Teller, banker
Wicker, Smith, O'Hara, McCoy, & Ford PA	
Williams Company	Project Manager
Winco Mfg., LLC	Director of Engineering National Accounts Sales
Wireless Planet	Operations Manager Outside Sales Assistant Manager- 3
Wyndham Grand Orlando Resort Bonnet Creek	Quite a few F&B, bartenders, bus people, night audit supervisor, room service, sales manager (group sales), servers
Wyndham Orlando Resort	A few on-call positions.
Wyndham Vacation Ownership	Call Center Agents - Back of the house support, operations, etc.
	4 - LASIK & Cataract Counselor, Support Assistant, Experienced Ophthalmic Technician, Medical Receptionist/Patient Specialist - Orlando, Lake Mary, Daytona Beach