



# 2014 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 sixth year of this survey and all previous surveys are located at [www.OrlandoJobs.com/whitepaper](http://www.OrlandoJobs.com/whitepaper).

The main goal of this 2014 survey is to find out if the Central Florida job market is continuing to recover and where the hiring is actually taking place. In 2013, our survey forecasted over 19,000 jobs would be added in Central Florida. According to the BLS, the Orlando MSA (Seminole, Orange, Osceola and Lake Counties) actually added over 32,000, through professional business services (+4.4%), financial (+4.2%), construction (+3.9%) and leisure/hospitality (+3.8%).

To find out what's in store for employment in Central Florida in 2014, we directly surveyed talent acquisition leadership via phone. OrlandoJobs.com polled 108 Central Florida companies individually. Taken together, these companies represent more than 176,200 employees, all of whom are working in Central Florida. The survey asked the following questions:

1. **How will your hiring be in 2014 as compared to 2013: better, same or worse?**
2. **Is your company currently hiring in Central Florida?**
3. **What jobs are *currently* open?**
4. **Is your company forecasting to hire in the 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> quarters of 2014?**
5. **What jobs will be open in the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> quarters?**
6. **What are the biggest hiring challenges for employers in Central Florida in 2014?**
7. **Are companies successful using social media (Twitter, Facebook, and LinkedIn) to actually hire?**

In looking at the data, the Central Florida job market certainly is growing. The employment outlook for 2014 shows a clear upward trend for the area with many signs pointing to a sustained recovery.



# Central Florida Employment Outlook for 2014

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## 2014 Central Florida Employment Outlook - Methodology

OrlandoJobs.com conducted individual phone interviews with 108 Central Florida-based companies between February 18 and March 5, 2014. The survey is conducted by OrlandoJobs.com account managers who talk directly to key human resource professionals and business owners, asking eight questions about the state of their current employment practices and their hiring outlook for 2014.

The 108 companies surveyed employ an overall total of 176,200 employees in Central Florida, and cover 16 sectors. Industries 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, as well as transportation and utilities.

## Central Florida 2014 Employment Outlook

### KEY FINDINGS

- Combined, this survey found more than 11,540 jobs currently open at the 108 surveyed companies.
- In addition to the 11,540 jobs currently open, more than 17,435 jobs are forecasted to be open in the remaining three quarters of 2014.
- 41% of surveyed companies indicated that hiring would be better in 2014 when compared to 2013.
- **98% of companies plan on hiring at least one person in 2014.**
- 88% of companies *currently* have open jobs.
- 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, Construction and Technology.
- 79% of surveyed companies have not recruited anyone directly via social media (Facebook, Twitter, or LinkedIn). However, LinkedIn.com was responsible for 66 Central Florida hires in the surveyed group.
- Employers have experienced many hiring challenges in 2014. Number one on the list: the overwhelming number of unqualified candidates applying to open positions. **This is the #1 challenge for Central Florida employers for the sixth straight year.**
- The Hospitality and Leisure Industry is the true job creation leader for Central Florida.
- Call Centers are projecting more than 4,000 additional job openings in 2014.
- Sales jobs are abundant in all sectors.

## 2014 Central Florida Employment Landscape

### U-3 Unemployment Rate in Central Florida (December 2013)

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.

The “U-3” rate is determined by how many people are unemployed (collecting benefits) divided by the labor force. As you can see by the chart below, the U-3 rate is falling and is very close to getting back to where it was before the great recession.

MONTH & YEAR	LABOR FORCE	EMPLOYMENT	UNEMPLOYMENT	UNEMPLOYMENT RATE
<b>DECEMBER 2013</b>	<b>1,160,520</b>	<b>1,093,505</b>	<b>67,015</b>	<b>5.8%</b>
<b>DECEMBER 2012</b>	<b>1,156,753</b>	<b>1,067,743</b>	<b>89,010</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)

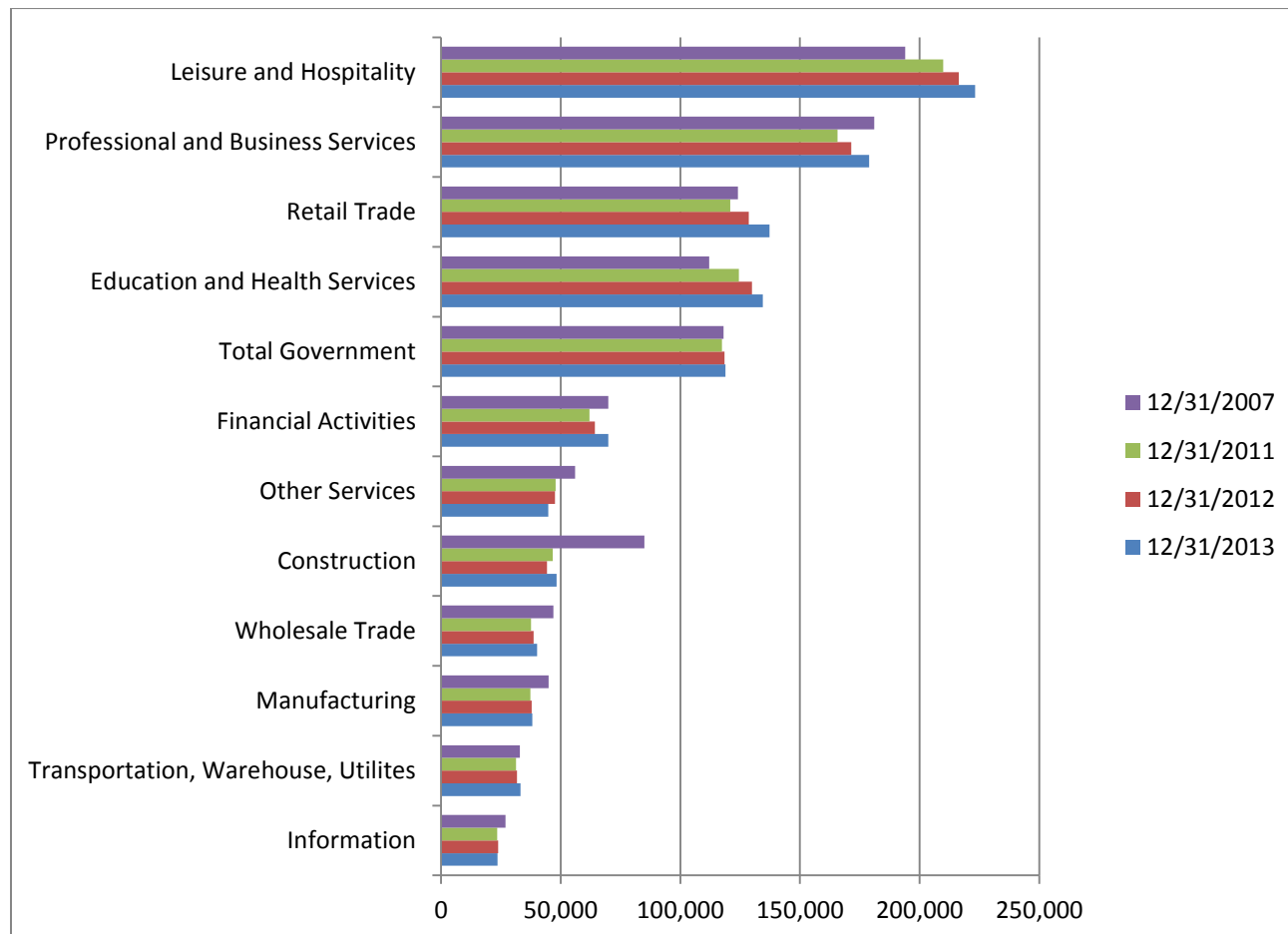
### The U-6 Unemployment Rate- Potential Concern

The “U-6” unemployment rate includes those people who have been looking for full-time but settled for part-time work during the last three months. Also included in the U-6 rate are discouraged people and those who are stopped looking but have looked for work in the last 12 months. For the Orlando MSA, this rate fluctuates between 14% and 15%.

The major concern is that the U-6 rate is not falling nearly as quickly as the U-3 rate. This is most likely due to many factors. One possible explanation is many are working two part time jobs which would cause the U-3 to come down, but add to the U-6. Since the Central Florida job market employs over 220,000 leisure and hospitality workers and many of these jobs are lower paying, many families may have to work two or three jobs to make ends meet. Also, with the beginning of the Affordable Care Act, many companies are creating part time jobs to get around the full time requirements built into this law.

Economic forecasters also note that as the economy continues to grow, discouraged workers who have disappeared from the U-3 unemployment rate will start re-entering the job market and may cause the U-3 rate to increase in 2014.

## Central Florida Employment by Industry December 2013, 2012, 2011, 2007



This chart illustrates our employment breakdown for the Orlando MSA (source: BLS.org). In Central Florida, 2007 is considered the beginning of the recession. The U-3 unemployment rate was below 4% and the economy was humming.

The construction sector came to a screeching halt in 2008 and lost over 50% of the jobs from just the year before. While this industry has a long way to go to be back at 2007 levels of employment (we may never see that again), it is certainly a “hot” sector in 2014. Employers are reporting brisk home sales and a lot of commercial construction has resumed. Home builders and construction companies are having a hard time finding qualified, skilled workers as this employment outlook has uncovered.

But it is the hospitality industry that is still the economic driver in Central Florida. It is because of the strength of the hospitality sector that Orlando is at the top of the chart on recovery of cities in the state of Florida, second only to Tampa/St. Pete. Central Florida is at an all-time high in terms of employees working in this industry.

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## 2014 Central Florida Employment Survey Breakdown

1. Compared to 2013, will your overall total hiring forecast be better, the same or worse in 2014?

	February 2014	January 2013	January 2012	December 2010	February 2010	December 2009
WORSE	7%	10%	7%	5%	10%	27%
SAME	52%	51%	56%	63%	51%	64%
BETTER	41%	39%	37%	32%	39%	9%

2. Does your company have any current job openings in Central Florida?

	February 2014	January 2013	January 2012	December 2010	February 2010	December 2009
YES	88%	89%	75%	74%	67%	45%
NO	12%	11%	25%	26%	33%	55%

Combined, this survey found more than 11,540 jobs currently open at the 108 surveyed companies.

3. If your company has current (February 2014) job openings, what types of jobs are available?

Almost one quarter of the surveyed companies did not have a current job opening. The list of open jobs and a sampling of companies hiring can be found on page 17-19.

**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 2014, by number of future hires?**

Number of Forecasted Hires for the Next Three Quarters	Feb.* 2014	Jan.* 2013	Jan.* 2012	Dec.* 2010	Feb.* 2010	Sept.* 2009
NO Hires	4.3%	2.1%	4.9%	8.6%	9.1%	41.5%
1-5 Hires	31.52%	13.7%	23.5%	26.4%	27.3%	24.4%
6-10 Hires	9.7%	13.7%	9.3%	11.4%	13%	10.4%
11-20 Hires	13%	16.3%	13.6%	7.1%	10.4%	7.4%
21-50 Hires	9.7%	21.8%	16.7%	14.3%	15.6%	11.9%
51-100 Hires	10.8%	8.6%	8.6%	12.9%	7.8%	5.2%
101-200 Hires	9.7%	9.6%	7.4%	5.0%	9.1%	3.7%
201 or More Hires	17.3%	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.

Combined, this survey found more than 11,540 jobs currently open at the 108 surveyed companies. In addition to the 11,540 jobs currently open, **more than 17,435 jobs are forecasted** to be open in the remaining three quarters of 2014.

**5. If you are hiring in the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> quarters of 2014, what positions will be open at your company?**

23% of Central Florida employers may not have a current job opening (February 2014) but the hiring future looks bright for the rest of the fiscal year. Only 5 companies said they will not be hiring at all in 2014. The companies hiring are also hiring a lot of people. Almost 50% of the surveyed companies are hiring more than 21 employees in 2014.

**6. Employers, what are your greatest hiring challenges in Central Florida in 2014?**

We love asking this question every year. We feel this information is the BEST advice jobseekers can get to help understand why employers may seem to dismiss your credentials when applying to a job.

As this survey indicates, Central Florida employers **are** hiring. The unemployment rate is low. The national economy is picking up steam. Central Florida has a growing population and workforce with

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many people moving to the area. Since 2010, we have seen a 4.3% gain in our Orlando MSA population and all estimates point to this trend escalating (not to mention the harsh winter in most northern states). ([Source link: Population Growth](#))

You would think the economy's uptick and the growth of the population would help employers fill their open jobs with great candidates. As we found out, employers have even more challenges this year. Here are the top ten responses from employers about their greatest hiring challenges:

1. Quality, Quality, Quality. This was the same response as last year. The word quality was cited by employers more than 80 times during this survey. For whatever reason, job seekers are applying to jobs for which they do not qualify. We are in a skill match economy. Employers realize that job seekers "think they can learn or do the job" so they apply. This causes an influx of unqualified resumes and a lot of work for the HR personnel.
2. The labor pool is shrinking, making it harder to find excellent people. The theme of this survey is a skill-based economy for the higher paying jobs. The skills needed for many sectors just cannot be found easily.
3. Finding skilled workers in healthcare, technology and sales is tough. Many of the open jobs are found in these sectors. For employers, these are key positions and are very costly to the economy of the company if they go unfilled.
4. Employers report interviewing too many candidates that have no energy, enthusiasm and even desire to work.
5. Hospitality employers are finding it challenging to find people due to the competitiveness of the entire sector. A record number of Central Floridians work in this sector (223,200). The biggest challenges for these employers are competition for good talent. Adding to that is that it's hard to recruit with money since many of these jobs fall into the hourly category. Many employers lose employees to the competition because they can't pay enough. Employers indicated many of these workers will leave their jobs for very small raises of 25-50 cents an hour.
6. Finding great candidates they want to hire who can't pass a background or drug screen. Some employers who do complete background checks on candidates, verifying job dates and education, report finding many false items.
7. Finding great sales professionals. When an economy is growing, almost every company needs to add to their sales teams. Employers who hire sales people are finding this very challenging.
8. Too many applications for certain jobs. It is very time consuming to sift through resumes (many of which are unqualified), just to fill one or two jobs.
9. Management that wants spots filled "yesterday."
10. Unexpected turnover adding to open jobs. Typically, when an economy is growing, those who have "waited out the storm" are ready to see if the grass may be greener elsewhere. It appears that workers are leaving companies to take jobs at similar companies. While this is a frustration and challenge for employers, job change is very common in a good employment market, and this is actually a positive sign for Central Florida.



8. Has your company hired anyone directly using social media (Facebook, LinkedIn or Twitter) in 2014? If yes, please indicate the source and number of total hires.

	YES	NO	Number of Companies Reporting	From LinkedIn	From Facebook	From Twitter
Feb. 2014	21%	79%	107	66	15	0
Jan. 2013	27%	73%	187	123	12	0
Jan. 2012	19%	81%	159	57	2	0

For employers and job seekers in Central Florida, our survey has continued to ask how social media helps in recruiting talent. LinkedIn and Facebook lead the way again this year. For the companies using these resources, they are having success.

This year, we took this question one step further. We asked those companies that have hired someone through social media *how* they were actually doing it. With LinkedIn, most of the hires made came from direct recruiting. Employers are basically using LinkedIn as an internal or external resume database and reaching out directly to potential candidates. With Facebook, most of the successes reported were from very large companies that use their name brand and large following to generate job seeker activity with well-placed Facebook “Come work for us” postings. Most companies use Twitter to tweet their job openings. While no one is reporting hires “directly” from Twitter, that is most likely due to the fact that systems can’t measure exact source of hire accurately for any social media.

## The 2014 Central Florida Employment Survey Analysis

### More than 11,540 jobs currently open and 17,435 are forecasted for Central Florida (March 2014)

Jobs. A lot of jobs. Our surveyed employers are hiring across the board in all sectors and plan on keeping this trend going throughout 2014. We sampled 108 companies from 16 sectors and found some surprising trends. In 2014, employment for Central Florida will continue its upward trajectory; however there is one major caveat: to fill the jobs that are open, employers are being very clear they will only hire people who have the exact skills they need.

Exact skill match is the rallying cry for 2014. In other words, employers are looking to hire employees who can walk into a job and put their past experiences and proven successes at previous companies to work immediately. While this may sound like a normal hiring process, before the great recession (when unemployment was under 4% in Central Florida), employers desperate for employees would pretty much hire anyone with skills even close to the requirements for the position. The BIG difference for 2014 is that even though the unemployment rate is below 5.5%, employers learned a great deal from the hiring mistakes they made a few years ago and are choosing to only grow their companies with quality hires. Employers also are still running lean and will hire people strategically when a position becomes available.

### Where are the Jobs?

#### CONSTRUCTION

New homes are beginning to sell again in Central Florida and that is good news for those looking for employment in the construction industry. It is one of the top six sectors currently hiring in the Orlando area. All the commercial and residential construction companies surveyed had open jobs. Included in their offerings were project managers, sales professionals, mortgage brokers, general laborers, estimators, cabinet installers, inspectors and many others.

#### HEALTHCARE

Healthcare jobs were strong during the recession and they are still strong now. However, often they require specialized skills and education, such as the many open listings for nurses, physical therapists, medical assistants, pharmacists, caregivers, lab medical technologists, cardiac techs, nurse case managers and physician assistants. If you don't have these skills and education, these jobs are not options for your employment. That stated, hospitals, health care facilities, retirement communities and doctors' offices also recruit for housekeepers, cooks, accounting, administration, customer service and numerous support roles that do not require a healthcare background or schooling.

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Healthcare employers we surveyed informed us the competition for the talent that is available is very costly to hire. Many employers in this sector travel the country and the world attending healthcare recruiting events to find and relocate talent to Central Florida.

### **HOSPITALITY AND LEISURE**

Central Florida is leading the state in rebounding from the recession. Not surprisingly, our hospitality and leisure industry is the number one reason this is happening. More than 223,000 (an all-time record!) work in this industry and that is a driving force behind our dropping unemployment rate. Jobs available in this industry are numerous and employers are having a very hard time hiring fast enough to keep up with the demand to be fully staffed. For example, Lowes Hotels at Universal Orlando are opening up a new facility called Cabana Bay Resort, and need to hire more than 600 people in just the first wave of hiring. Hospitality jobs in engineering, security, housekeeping, food and beverage, and stewarding are all currently available.

Also, like the healthcare sector, hospitality employers are becoming very creative to attract and recruit talent to their operations. Employers stated they are recruiting worldwide by developing six month to one year work programs that hire, train and house employees. Make no mistake about it, the hospitality industry is booming and according to our surveyed employers, they see no sign of slowing down in 2014.

### **EDUCATION**

The Central Florida education sector is seeing no sign of slowing down either. Full Sail University, University of Central Florida, Seminole State College and Orange County Public Schools all have large numbers of jobs open, with many more forecasted for the rest of 2014. While they are obviously looking for teachers, many schools are also looking for maintenance people, administration, accounting, culinary, housekeeping and admission specialists.

### **CALL CENTERS**

Central Florida is also home to very large call and customer service centers. All these facilities look for the coveted customer service professional that can service inbound and outbound calls. Many very good jobs exist at companies like Convergys, Disney Vacation Club, Wyndham, Verizon, Staples and many more. The challenge many of these companies are having is keeping up with demand, competition amongst each other and high turnover. This industry has many current job openings for call center managers, team leaders, trainers, administration, recruiting and supervisors.

### **PROFESSIONAL SERVICES**

Finally, the professional services sector is also growing. Typically, these are your business white collar jobs that require expertise and training to perform. Jobs in engineering, consulting, accounting, etc... all make up this sector. While we still have not reached pre-recession numbers for this sector, it grew by 4.4% in 2013 and added almost 8,000 jobs that are typically higher-paying jobs. Current openings are exemplified by companies like Harris Corporation, which is looking for finance and accounting professionals, auditors, software engineers and compensation analysts.

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Overall, the job market is as good as it has been in the last six years. The biggest difference in what the employers told us is that even though they have open jobs, most are being very specific to make sure the hires they make match the skill sets available. For those job seekers with matching skills sets and experience, this is a great market. However, as our survey found out, many job seekers are not skill matches to the open jobs. Employers were very clear; this is an exact-skill driven economy at this time.

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

Central Florida is one of the state leaders when it comes to job growth. Here is a snapshot of positive Central Florida trends:

- **Orlando Metro Area adds 32,400 private sector jobs in 2013 (15,000 in 2012).** *Bureau of Labor Statistics (BLS)*
- **Orlando tourism industry is stronger than ever.** Orange County collected more than \$186 million in resort taxes in in 2013 (\$175 million in 2012). *Orange County Comptroller*
- **57 million (unofficial as of publication) visitors to Orlando in 2013 is an all-time record.** *Visit Orlando*
- **The Orlando MSA unemployment rate fell to 5.5% in January 2013, down from 7.7% in December 2012.**
- **Construction projects everywhere.** If you drive around Central Florida, you can't help but notice the uptick in construction projects. Orlando Health, Florida Hospital, Dr. Phillips Performing Arts Center, Citrus Bowl, VA Hospital, downtown condo and office complexes and Medical City are just a few of the large projects being built or expanded. On the books for construction in 2014 are the new MLS soccer stadium in downtown Orlando and the new mixed use development and entertainment complex being built next to the AMWAY Center by the Orlando Magic.
- **SunRail is opening.** The new rail system is slated to open in May of this 2014. This will open up the area to jobs and development. *Sunrail.com*
- **Technology Hub is robust.** Central Florida employs more than 65,000 people in this sector. Our aerospace, simulation, optics, photonics, information systems and digital media industries are thriving. Coming online soon will be the Creative Village at the site of the old Amway Center, which, when complete, will produce thousands of jobs.

## Conclusion

For the last six years, we have been calling Central Florida employers and asking them what jobs they have open and their job forecast for the coming year. We appreciate the time the employers take to share this information with us, and ultimately to job seekers.

This year was the most positive survey we have ever produced from an open and forecasted jobs perspective. This is good news for job seekers, our region's economy, and every single one of us.

Employers were very clear in telling OrlandoJobs.com that the influx of open jobs is a double-edged sword. It's great to be growing, but many of the jobs open need very specific skill sets that many job seekers who are applying don't have, therefore causing a lot of work for internal recruiting and Human Resource departments. In many cases, employers are not giving status updates to those who applied, causing many job seekers to never know where they stand on a particular position (the infamous black hole), and thus lose heart in the job search. Employers surveyed just flat out don't have enough time to get back to everyone who applies. (Read more on this in TIPS for JOB SEEKERS, page 16)

Overall, we see jobs in all sectors. In the hospitality industry, three of the hardest to fill positions are housekeepers, bus drivers and life guards. All sectors are looking for sales professionals. Many companies are looking for administration assistants at all levels. Customer service jobs are everywhere. Air conditioning companies are in need of service techs. Healthcare is looking for nurses and food service workers. Technology companies can't find JAVA and .Net developers. Trained project managers are hard to come by. Overall, no matter what the job pays, employers are spending a lot of time recruiting people who have a history of positive performance in similar jobs.

For job seekers who may be frustrated reading this report and still be unemployed or under-employed, you may have to rethink your job search. Employers want to hire you in 2014, if, and only if, your skills match the job. If you are a sales professional, you better show a track record of success. If you are an accounts payable professional who uses QuickBook Pro exclusively, you need to be looking for jobs that use that skill. This was the number one message from employers.

More than 11,000 jobs are open right now and another 17,000-plus are forecasted for Central Florida in 2014! While Central Florida continues to grow, employers will hire. The grass roots approach to find out what is really going by contact employers directly on verifies many things but mostly confirms Central Florida is hiring!



## TIPS FOR JOB SEEKERS IN 2014

If you're a job seeker in Central Florida, you may have applied to numerous positions only to fall into that proverbial "black hole," in many cases never even acknowledged by the employer. Or, you may finally get that dream interview only to get eliminated from contention, despite feeling perfectly qualified.

You may be confused by reading this very positive jobs report and yet you know how hard you are struggling to get hired. If you can't seem to get the job and salary you want, consider whether you fall into one of these categories:

- a) You are underemployed and may be working two different jobs
- b) You are over 50 and have been out of work for over 6 months (considered long term unemployed)
- c) And/or, you apply to numerous jobs but never hear from the company because many of the jobs you are applying to are not a "direct hit" for your skill set.

The employers who participated in this survey provided some very candid, valuable information about where the jobs are, what types of jobs are open and how they are making hiring decisions for 2014. Basically, the feedback OrlandoJobs.com has solicited will tell you why you are not getting the jobs you want, and why other candidates are. By talking to each employer via telephone and in person, we were able to get a real sense about employment in Central Florida.

The Central Florida employment marketplace is VERY competitive in ALL sectors right now. The Orlando MSA has a great many 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. **TIP: Set job search alerts from online job boards to your specific title and top specialized skill.**

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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 very often means you will never get a call back from the company. Many online application systems do not have spell check, so job seekers need to do this before they cut and paste their resume and cover letter in. These mistakes are automatic red flags!
4. **Job seekers do not research the company before the interview.** Many companies mentioned this during the survey. **TIP: Job seekers, you have no excuse here! Do some research so you can speak intelligently about the company to which you are applying. Questions such as, "How does XYZ Company make money and how does this job impact the bottom line?" are things you should know before you go into the interview.**
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. If a company emails you with some interview times, do not pull out your smart phone and correspond like you're talking to a buddy. Incomplete sentences, spelling, grammar and just plain bad email etiquette will lose you the opportunity. Additionally, you must 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. Even if you've been in the job search for a long time, you have to show them you want this job!
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 100 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 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 how you've had such bad luck in finding new employment. You can't come across desperate, but do want to showcase honesty.**



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**OrlandoJobs.com, part of the Great Job Spot Network**, is the powerful, pre-eminent career platform in Central Florida, and the only digital job board optimized for mobile, on-the-go usage by jobseekers. With more than 200,000 visitors per month, and over 2,400 employers, there is no better place to find a job. The site was founded in 2005 by Roger Lear and Scott Kotroba, and is the official employment website of the Great Orlando Society of Human Resources ([www.GoSHRM.com](http://www.GoSHRM.com)). OrlandoJobs.com's sister company, the GreatInsuranceJobs.com Network, is the leading insurance employment network in the nation. The OrlandoJobs.com and Great Job Spot Network proudly partner with and power the career centers on OrlandoWeekly.com, GOSHRM and WKMG Local 6 ClickOrlando.com.

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

*(Survey written by Roger Lear)*

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### Sampling of Companies and Forecasted Jobs for 2014

(This is just a sampling of companies and jobs. For job seekers, this is a good list of companies that you may have never heard of before and the types of jobs they have available. Many of the jobs in Central Florida are found at these types of companies; many with less than 100 employees.)

<b>COMPANY</b>	<b>Sample Job Openings</b>
Sage Hospitality Resources	Everything from Entry Level to Management
AcariaHealth	Pharmacists, Technicians, Management
Halifax Health	Certified Nurse Assistants, Nurses, registered Nurses, Case Managers
Hilton Worldwide - Talent Acquisition Center	All Positions
Orlando Health	3,000 - expanding ORMC, not sure if they are flex labor or adding positions.
Hilton Grand Vacations	Call center, sales & marketing, resort ops
Loews Hotel	500-700 - hourly, F&B, rooms, everything across the board
Omni Orlando Resort at Champions Gate	Additional servers, culinary.
Central Florida Press	Bindery folder, Quality Control Manager Expansion in the press for 2014 Warehouse person
Wells Fargo	Teller and Bankers- external
KFC - Corp	Assistant Store managers, customer service
Convergys	2,000 - customer service, tech support
Levy Restaurants - Amway Center	Mix of F&B part-time, seasonal, front of the house roles and some culinary.
Maingate Lakeside Resort/Richfield Hospitality	specialized engineering, controller, front desk agent, public space attendant
Harris - Corporate	20 - new hires to corp office
Curascript / Express Scripts	800-1,000 - contact center, patient care advocate, supervisors
Wyndham Grand Orlando Resort Bonnet Creek	front desk, culinary - everything associated with hospitality
View Media LLC	Sales
B Resort located in the Walt Disney World Resort	Front Desk Housekeeping, Restaurant Staff, Convention Services
St. Cloud Regional Medical Center	Nurse, Nurse education, certified medical assistants, physical therapists, air conditioning mechanic
Brevard Achievement Center	Custodial, food service, cashier, and Employment Coordinator
ACD Telecom	Engineers with an extensive background in public safety industry. Electrical Engineers
Pearson Embanet	Enrollment advisor, Program Coordinator
Sears Holdings - Lake Mary	600 - call center
La Petite Academy/Learning Care Group	teachers
Impower	Targeted case managers, psychiatrists
The Florida Hotel & Conference Center	Guest Service
Wet ' n Wild	400 - seasonal, hourly - lifeguards, cashiers, F&B

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Collins Manufacturing	Machinist
Charisma Media	Marketing Positions Administrative
Sitek Corporation	construction related positions - pipe layer driver, equipment manager
Carroll Fulmer Logistics Corporation	Shop, operations, office and drivers
YMCA Central Florida	referee, lifeguard, wellness instructor, grant writer, teacher, swim instructor, Wellness Coach, Personal Trainers
Bankers Life and Casualty	Insurance reps.
World Recovery Service LLC	Customer Service
LRM Industries International, Inc	Production Floor and Maintenance
BAGS	Human resource Cord., Valet, dispatchers, CSR (calls)
Walt Disney World	reservations, custodial, Guest research, culinary cook, merch., parking, food and beverage, monorails, Gameday photo, accounting, recruiter, procurement
Lake Cardiology	MA's front office, PA, Transcriptionists
FAS Windows and Doors	Office and administrative
City of Orlando	500. 350 will be seasonal.
H-Wave	Office Collections Administrative
Tuscawilla Country Club	Food And Beverage
Embassy Suites Orlando - Lake Buena Vista South	Front office, F&B, housekeeping, operations
Caribe Royale	80 - housekeeping, F&B
The Reedy Creek Improvement District	Safety Coordinator, Fire Protection Engineer, Plumbing Inspector
Orlando Marketing Events	Marketing and Sales
Clear Channel Communications	Sales, Production
Go Convergence	copy writer, free lan
Cybis Communications	Producers Assistant Positions
Florida State Distributors	Service Warehouse
LMG, Inc.	Technicians
Nordair USA Inc	Office Sales Clerk Warehouse
Nick Hotel	Food And Beverage, purchasing receiver, entertainment supervisor, F & B Manager, front desk
Lighthouse Key Resort	Housekeepers, bartenders
Dial America	Inbound and Outbound sales
Florida Mentor	Direct Support Professionals
City of Bushnell	Replacement of positions.
Courteous Communication Corporations	operators
Mobil Dialysis	Dialysis nurses
AAA National	Sales -
City of Groveland	Labor jobs
Blue Sky Commercial Cleaners	entry level cleaning
One Call Care Management	Customer Support
One Way Valet	Valet attendants
XL Soccer World Orlando	Administrative Coaching Bartender
Burriss Logistics	Quality control, trick drivers
Drury Hotels	Hourly- housekeeping
Grendene USA	office and warehouse

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Tropical Escape Vacation Homes	Reservations
Victory Packaging	administrative warehouse Driver Sales
Florida Catastrophe Corp	Construction related positions
The Home Mag	Sales
Evok Advertising	Graphic Artist Account Service
Lincoln Technical Institute	Admissions -
Standard Parking	customer service
Pasadena Villa Network of Services/Renaissance Healthcare Group	Admin-Healthcare