

Massachusetts Digital Companies Are Hiring

2010 Hiring Intentions Survey

- Highlights -

MITX, the Massachusetts Technology &
Innovation Exchange



Background and References

- The Massachusetts Innovation & Technology Exchange is the trade organization for the Internet business and marketing industry.
- 250 corporate members: digital marketing, media and technology companies, brand marketers and professional services firms
- 2010 Hiring Intentions Survey conducted Oct 2009, 22% company response rate
- “The IT Industry: Hub of the Massachusetts Technology Economy” – UMass Donahue Institute, Dec 2009



1,400 MITX Entry Level Hires in 2010

- 95% of MITX respondents hiring BA/BS, 81% hiring grad students, 77% both
- Average 6 new hires per company, one company expects 50+ hires
- No set hiring time - 88% of respondents, 2% only Spring, 9% only Fall
- Economy still affecting decisions, but less so - 61% affected vs. 71% year ago



Diverse Jobs, Higher Pay

- MITX companies are a big part of the Mass IT economy
- “The IT Industry: Hub of the Massachusetts Technology Economy “– Donahue Institute, Dec 2009
 - “(Non-technical workers) make up the majority of IT industry employment ... in the myriad occupations from business development and management to human resources and marketing.”
 - Mass IT industry tech jobs pay 14% higher than similar jobs in Mass non-IT industries
 - Mass IT industry non-tech jobs pay 30% higher than similar jobs in Mass non-IT industries



MITX Companies Hire Interns

- 81% of respondents provide internships
- 76% of internships are paid
- 16% support academic credit



What Do MITX Companies Recruit For?

Recruiting for:	% of Responses
Web Development	60%
Creative	49%
Marketing	49%
Account Services	47%
Design	47%
Information Technology	40%
Admin	37%
Sales	33%
Other	28%
Public Relations	16%



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WHAT'S NEXT.

How Do MITX Companies Find You?

Recruiting Method:	% of Responses
Colleagues/Networking	70%
Internships/Co-ops	70%
Craig's List	63%
Word of Mouth	63%
Job Boards	58%
Career Fairs/Consortia	33%
Faculty Referrals	30%
College Recruiting	28%
Other	14%
Newspaper/Advertising	9%



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