

ADOBE EXPERIENCE MANAGER

MARKET REPORT
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COMMUNITY
Solution Partner

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**THE SPECIALISTS IN
IT RECRUITMENT SINCE 1986**

“There are 21 jobs for every AEM candidate on the market”

A CANDIDATE'S PERSPECTIVE: WHAT'S MOST IMPORTANT?

We have discussed market trends with countless candidates in this space- from administrators to architects. They have given us valuable feedback on their priorities when selecting projects.

Most of these candidates are actively interviewing for their next opportunity while still in their current role, to avoid time gaps between projects. When choosing a project there are several factors to consider: location, contract length, company name/reputation, scope of project, and AEM version.

First and foremost, candidates look at location. As this market grows, more and more candidates are choosing local or remote projects. They understand how marketable they are and do not wish to live apart from their families for an extended period of time.

Contract length is also a huge point of consideration. Candidates are more willing to relocate for a contract that is long-term (12+ months) than they are for one that is short term (less than 6 months), as lengthy contracts provide more stability.

We have also noticed that candidates care about a company's name and reputation. They have a strong desire to work for the big players (Fortune 500 and 1000 companies) who are known for treating their employees with respect, and have exciting and innovative projects. They also prefer employers who respond with feedback in a timely manner with feedback and those who have a concise interview process.

Candidates are beginning to ask more detailed questions about potential projects, such as: How will AEM be implemented? What is the specific role on the team? They want to know the vision of the project- these details are essential to their choice and they wish to know all of this prior to the interview. This ensures that they join a project at the right time and their skills will be fully utilized.

We also have noticed that candidates care about the version of AEM being utilized. They want to work with the most recent versions and continue to grow their skill-set. Interest is also surging in working with newer technologies such as Sightly.

As potential employers, it is important to understand these motivating factors so that you have a clear understanding of how your project stacks up to other companies in this competitive labor market. Making small changes to your hiring process, based upon these industry trends can help you attract high quality talent.

“ EACH DAY OUR CONSULTANTS SPEAK WITH A WIDE
ARRAY OF CANDIDATES FROM ACROSS THE COUNTRY. ”

TIPS FOR CANDIDATES: WHAT MAKES YOU MORE MARKETABLE?

Over the last year, we have noticed several key factors that make our candidates even more sought after.

Certifications

An Adobe certification on a resume automatically puts a candidate ahead of the competition. Certifications provide instant credibility: employers know someone with a certification has been successfully tested on the core aspects of AEM, and the latest associated technologies. Adobe offers exam scheduling and study guides through their website.

Long Contract Durations

Since contract projects dominate the AEM market, managers do understand that consultants will be switching projects routinely. However, shorter contract durations make hiring managers worry about two things: the consultant was not brought on for the entire scope of the project (meaning the consultant doesn't have a full understanding of what an implementation takes) or the consultant was let go from the project for performance reasons. The same goes for gaps in employment, hiring managers like to see consistent, long-term contracts with no gaps in between projects.

References

While references may not be visible directly on a resume, a good reference can push an individual to the top of the candidate pool. A manager can find the perfect resume: long contract lengths, experience latest technologies, and a detailed work history. However, without a reference to provide verbal confirmation of the consultant's experience and strengths, a resume is just a piece of paper. Failure or refusal to provide references is seen as a red flag and makes employers apprehensive about hiring.

Provide Visuals

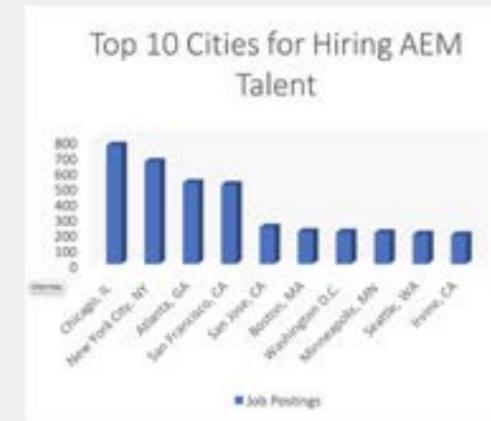
Many managers like to see visual representation of a consultant's work. It can be beneficial for a candidate to provide links to websites, and describe which components they had a hand in creating. It gives the manager a way to see what a consultant is capable of, and it re-enforces everything listed on the resume.

Communicate Effectively

First round interviews are often with a non-technical person, or someone with a very basic technological understanding. A consultant will truly shine if they can explain their technical skills in a way that a non-technical person can understand. Even when speaking with the technical lead on a project, a consultant needs to be able to articulately explain their skill-set and strengths. We also suggest preparing questions about the project, team, company culture, or anything that shows curiosity and interest in the project.

Hourly Rates

As we move into 2016, digital experience continues to climb the ladder of importance for marketers. As a result, companies are upgrading to AEM 6.1 and planning their redesign projects. 6.1 is in its infancy and the skilled candidate pool is small. As this technology continues to evolve, the demand for talent increases. We've seen rates jump \$10-\$15 from last quarter.



| Skill | Low | High |
|-----------------------------------|-------|----------|
| Testing | \$70 | \$95.00 |
| Developer | \$110 | \$130.00 |
| Lead Developer | \$120 | \$150.00 |
| Project Manager /Business Analyst | \$95 | \$150.00 |
| Technical Architect | \$155 | \$200.00 |
| Solution Architect | \$155 | \$200.00 |

Retention Suggestions

There has never been a more secure time to be employed in the AEM space; there are over 21 positions for every candidate. As an employer, you must ask yourself how you are ensuring that your employees are happy and growing.

- ▶ Are you challenging your team by giving them opportunities to learn new skills or technologies?
- ▶ Are you giving them opportunities to lead teams and manage?
- ▶ Are you upgraded to the latest version of AEM?
- ▶ Are your pay rates in line with the market?
- ▶ Is your contract length suitable?
- ▶ Are your working conditions flexible?
- ▶ Are you offering the opportunity to work remotely?

INDUSTRY SPOTLIGHT: FINANCIAL SERVICES



The Financial Services industry is a top player within the AEM market. They were responsible for 958 of the 11,574 job postings throughout Q1 of 2016, encompassing 8.28% of the market.

Companies that are continuously seeking AEM talent across banking, investor relations, insurance, solutions providers, and credit bureaus. Some are new to the market, while others have been long term players.

The majority of the candidates working within financial services were completing projects with following companies: JP Morgan & Chase, UnitedHealth Group, Blue Cross Blue Shield, State Farm Insurance, Farmers Insurance, John Hancock Life Insurance, US Bancorp, and Visa Incorporated.

THE 5 CANDIDATE COMMANDMENTS IN THE AEM MARKET

1. THOU SHALT NOT LIE ABOUT THEIR SKILL LEVEL:

With modern technology and various forms of cross referencing, it is easier than ever to find out if someone is exaggerating the truth about their skill level. The AEM market is constantly growing, but it is also small enough to be one connection away from any candidate's direct manager. Honesty is key and karma is real.

2. THOU SHALT ALWAYS BE READY TO GIVE REFERENCES:

When a recruiting firm submits a candidate to their client, they are putting their neck and reputation on the line. Firms like ours refuse to submit any candidates for positions without a manager reference. We will even go as far as referencing your reference, to make sure that a candidate does not just have one of their friends speaking kindly on their behalf.

3. THOU SHALT HAVE AN OPEN MIND WHEN IT COMES TO RATES:

In an ever-changing industry, a coneey were making in their previous role. Often the same candidate would end up staying on the market for two months. Different locations and industries play a major part in what rates get paid for the same skill set.

4. THOU SHALT NOT DECLINE AN OFFER AFTER ACCEPTING IT:

An old proverb states that a man is only as good as his word. The last thing any candidate wants to do is get a reputation as an indecisive person. We actually have a black list of candidates that we never work with, because they have been known to accept and decline projects, or not show up on the first day of work. This is a horrible way to do business and a sure way to lose out on the best opportunities.

5) THOU SHALT NOT RESCHEDULE INTERVIEWS:

We have spoken to countless employers across the country over the last 3 years. The number

one thing that frustrates them is when they have to reschedule an interview. Hiring managers are not just responsible for themselves, but for entire teams and projects. It may just seem like a small tweak in your day, but can cause a manager to revamp their entire week if they are eager to get this interview done. If you absolutely must reschedule, then make sure you at least give twenty-four hour notice. Candidates must understand that changing times on managers reflects poorly on their ability to be organized. If a person cannot keep their word on an interview time, then it is hard to believe that they would be good at adhering to deadlines. Most of the mangers we deal with are in back to back meetings all day, so please be respectful of their time.