



Media Jobs Remain Recession-Proof, Says EmploymentCrossing

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Pasadena, CA — According to EmploymentCrossing (www.employmentcrossing.com), the job board catering to the needs of niche professionals, media job openings have remained stable and are the latest addition to the 2008 list of recession-proof jobs. Despite recent layoffs in traditional media, mainly in the daily newspaper segment, the media industry in general has remained strong.

“There are more media jobs out there than people think,” says A. Harrison Barnes, CEO and founder of EmploymentCrossing. “Especially robust is the job market for entry-level professionals. The latest addition to the employer-favorite media job profile is social media jobs. Top companies like Microsoft, IBM, Intel, Google, and others have created new job titles such as social media marketer, community manager, and social media strategist.”

Backing this claim is a new survey conducted by the University of Georgia’s James M. Cox Jr. Center for International Mass Communication Training and Research. According to the survey, the job market and salaries for journalism graduates have remained largely unchanged over the second half of 2007 and the first half of 2008. The survey also found that job satisfaction among graduates has improved significantly, reaching a 20-year high.

Seeing the growing demand for media professionals, EmploymentCrossing has started work towards launching a new job board exclusively for media professionals. “MediaCrossing should hopefully be live next month. Presently, we have divided all segments of the media into niche job boards, such as JournalismCrossing, PRCrossing, AdvertisingCrossing, WritingCrossing, PublishingCrossing, and EditingCrossing. We also offer media positions on MarketingCrossing and SellingCrossing,” says Barnes.

Various media jobs available on EmploymentCrossing are listed below, along with their respective job counts:

- Media marketing jobs (5,597)
- Public relations jobs (4,186)
- Writing jobs (4,496)
- Advertising jobs (4,473)
- Editing jobs (3,174)
- Journalism jobs (1,414)
- Media sales jobs (1,216)
- Publishing jobs (498)

EmploymentCrossing has a dynamic research team comprised of hundreds of professionals who search for job openings from every possible resource — career websites, employer websites, newspaper classifieds, local magazines, and many more. Additionally, EmploymentCrossing does not charge employers to post jobs on its site, which gives job seekers access to a broader range of available positions, including those not listed on other job boards or in classified ads.



Press Release

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About EmploymentCrossing

EmploymentCrossing is the largest portal of employment opportunities in the world, seamlessly bringing job seekers and employers together throughout the career cycle. The site continuously monitors the hiring needs of 250,000-plus employers, serving as the flagship site for about 90-plus industry-specific job boards that find and collect all current and active job listings in a single convenient location.