

Communications practitioners

Is it me or are there just too many of us out there leading to a decline in demand perhaps?

I'm in the job market at the moment and the last time I looked for a job was about four years ago. I know I'm good at what I do but I recently met with a recruiter and when I named my price she said I might struggle to get placements as there are too many of us offering the same thing. I agree with the former but the latter is somehow misinformed. In this line of work (PR/Communications) I see a lot of people who are good at talking the talk, but when it comes to doing the work it's a completely different ballgame. I mean, the talk is not cheap in our business but there are basics that most people lack, and the biggest area of lack in my assessment is in the writing department - and I'm not saying writing and the liaising part are the only facets of the practice. I know I got that covered, and so I think that should give me an edge above the rest, shouldn't it? If someone has for instance, seven working years experience is in middle management and looking to take the next step, are they dreaming if they are expecting a salary of say upwards of R350k? I just saw an ad here for a Corporate Communications Manager listed for R200k, is that a joke? Has the emergence of way too much "talent" led to a decline in demand for communicators from companies? I mean, the fools who advertised for this position will find someone because people are either desperate or worth R200k because they don't know what they are doing anyway...

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