

Spanish, much less read and write it."

And companies often take too narrow a view when recruiting workers to serve Hispanic/Latino markets. "Employers hire people who speak Spanish without making sure they're qualified for the job," says Dave Stafford, CEO of bilingual insurance shopping service Hablamos Seguros.

### **Wanted: Job Seekers Who Understand Hispanic/Latino Markets**

But plenty of jobs do require Spanish language abilities, and marketing and customer contact are where Hispanic/Latino cultural skills are most needed. Recent [Monster job postings](#) specifically targeting this knowledge include these job titles:

- Director of Hispanic markets
- Senior media manager for Hispanic and youth
- Bilingual recruiter
- Bilingual escrow assistant
- Social services case manager.

"The Hispanic market is growing, and more and more companies need people that know that market -- not just the Spanish language -- for key positions in sales, marketing, advertising, support and customer service, among others," says Carolina Reyna, founder of the [National Society for Hispanic Professionals](#).

Understanding the psychology of Hispanic/Latino communities is critical. "It's not enough to just understand the social and demographic aspects -- you have to understand how Hispanics think and the lifestyle trends of Hispanic consumers," says [Edward Rincon](#), president of market research firm Rincon & Associates and a teacher at Southern Methodist University's Cox School of Business.

Those seeking work in the Hispanic/Latino labor economy should also understand its many dimensions of diversity. "This community's new dynamics hinge on emerging second and third generations, native- and foreign-born differences and broad geographic growth," says the HispanicBusiness.com report.

Finally, it's important for job seekers of any background to recognize that many opportunities in the Hispanic/Latino labor economy are open to everyone. "There are probably plenty of jobs in marketing to Hispanics, but those jobs aren't necessarily going to Hispanics," says Kochhar.

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