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# Market Insights Update: HR Market & Insights Trend



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Welcome to our Monthly Market Insights update for the Digital/Marketing/Tech sector. We would like to thank all those who participated to produce the monthly reports. We hope you find this report useful.

If you have any questions please get in touch!

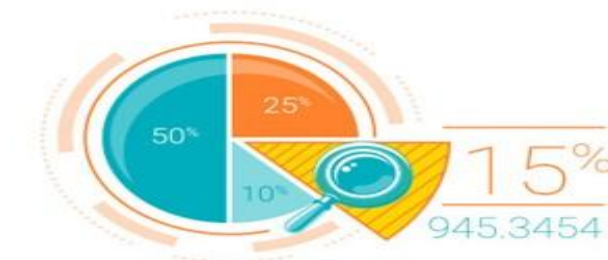
Best wishes,

**Toby Day – Head of Digital**  
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# Who We Are

The Digital Recruitment Company was founded in London in 2010 with the sole vision of becoming the leading specialist provider of global recruitment solutions to the Digital & Marketing sectors. With an initial focus on Marketing, Innovation, and Social Media, the company quickly expanded in line with the wider Digital Sector. As technology continues to transform the sector our business has similarly adapted to include Creative, Strategy and Tech.





# What We Do

We work across the Digital Sector in both the UK & Internationally. We aim to create long-lasting partnerships with our clients.

We work across the following specialisms:

Client Services, Creative, Data & Analytics, Executive Appointments, Innovation & Service Design, Insight & Research, Sales, Strategy, Tech & UX. Marketing, Media Planning & Buying, Performance Media, Project Management / Product Management.

We also supply permanent hires, executive search, freelance & fixed term contracts and payroll management services.



# Our Service

With our clients we work alongside them not to only recruit but to consult on the current market, how best to structure, hire and retain new Marketing, Creative, Technology, Digital & Data & Insights divisions.

Our service is split into two distinct services:

*Our Purpose is to strengthen the target market so that the business will increase*

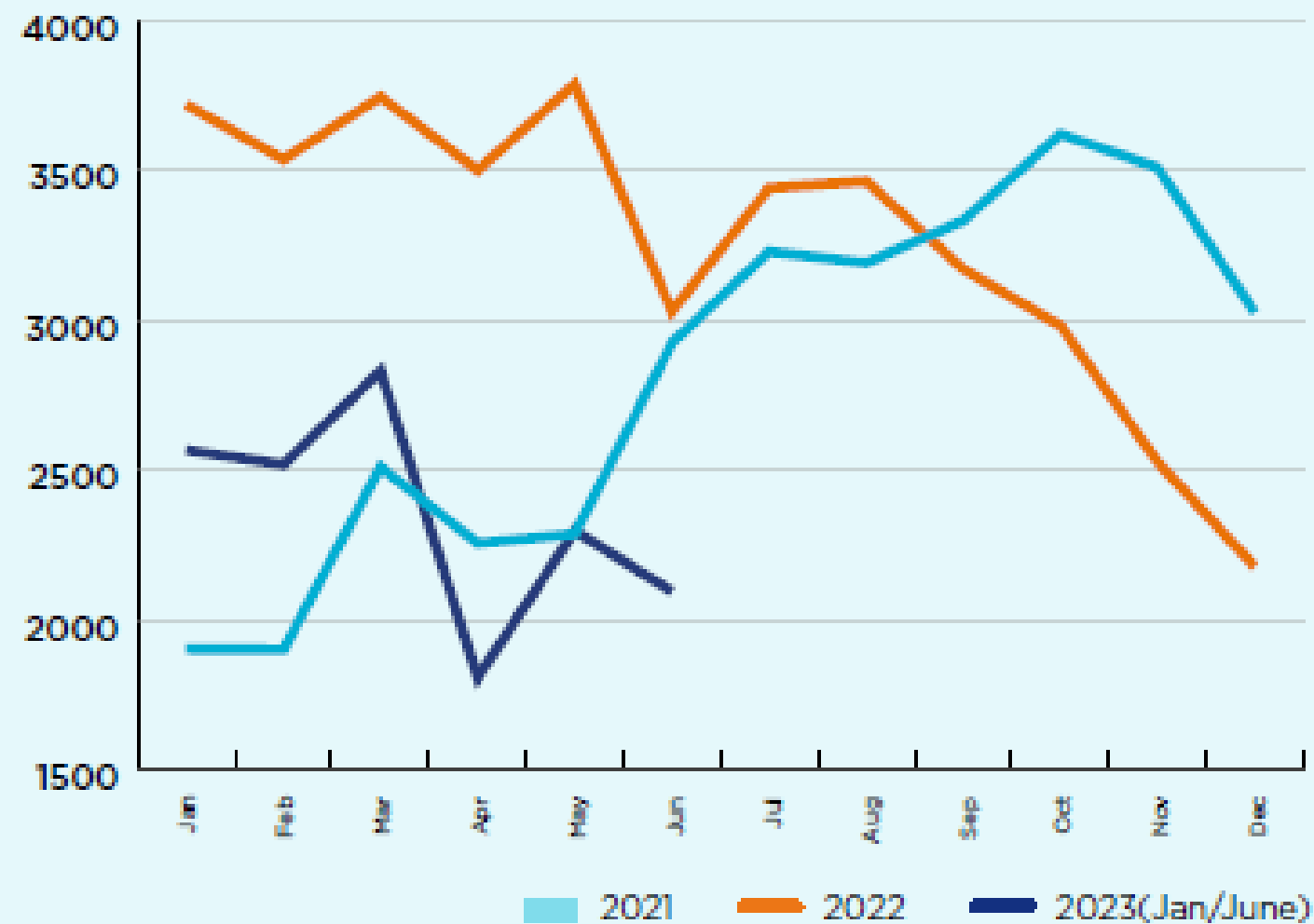
- **Initial consulting** - a scoping of your requirements and a follow up document putting forward our recommendations on market insights, department structure, salaries, packages etc - this is completely free of charge and does not come with any obligation to use us for the hiring.
- **Recruitment & Retention** – delivery of a recruitment strategy and hiring plan to identify, attract and retain the ideal talent for your organisational culture and goals. Our fee structure is based upon the scale of any project.



# Overview

## Monthly Totals

HR Professional,  
All sectors, 2021-23, England & Wales



HR has gone through profound changes over the last three years, as the sector first grappled with Covid, remote working and associated issues. The subsequent surge in recruitment meant that departments were under pressure once again, in a way not seen before. Now as the market slows down, HR is facing a new wave of challenges, as the cost of living crisis hits, and business managers are looking to HR for guidance on everything from performance to compensation.

Hence in terms of what we have seen in recruitment terms this year, it is quite up and down. To start with, the 2023 forecast suggests a decrease of -27.7%, resulting in the number of vacancies falling below the 30,000 mark, with an estimated 28,242 positions available.



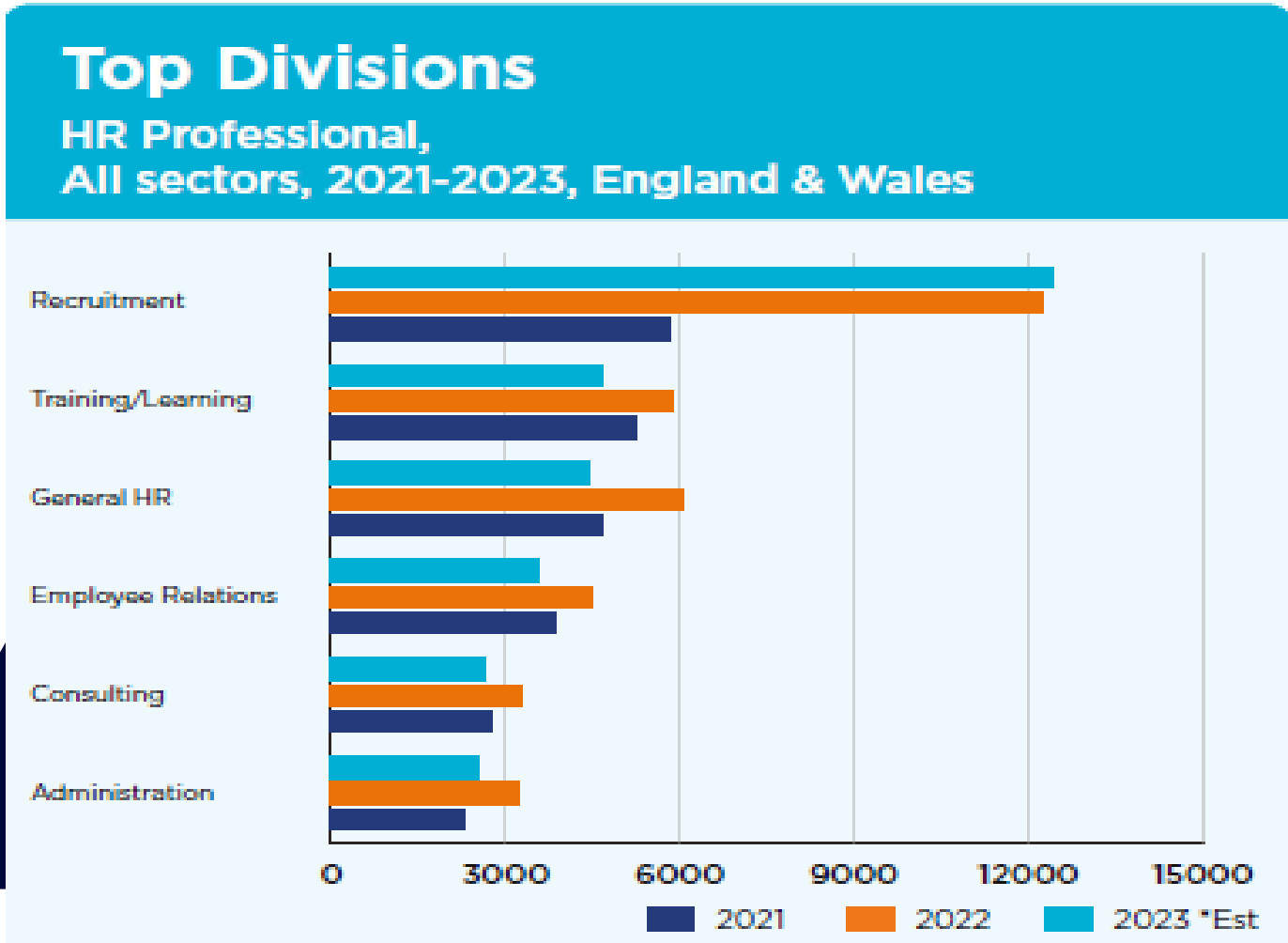
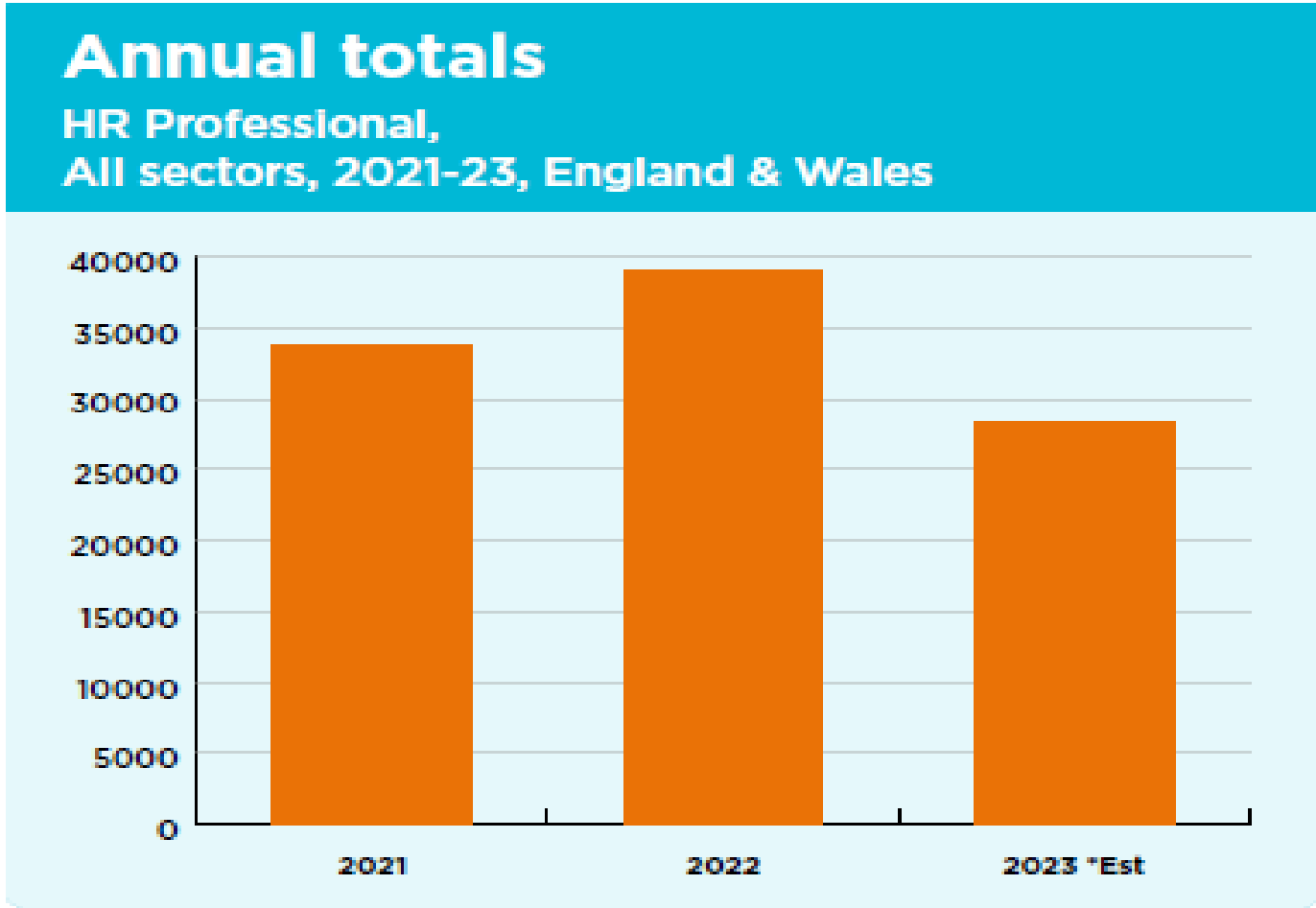
# Overview

March stood out as the most productive month in 2023, with a total of 2,831 HR professional vacancies. However, when comparing Q2 2023 to Q1, we can see a dip of 22%, which will cause concerns for recruiters in this space.

The Recruitment Division has consistently held the highest number of vacancies across the period. In 2021, it accounted for 36.7% of vacancies, but a sharp drop of -52.5% is projected for 2023, reducing its share to 20.6%. A sign of shifting priorities in the department.

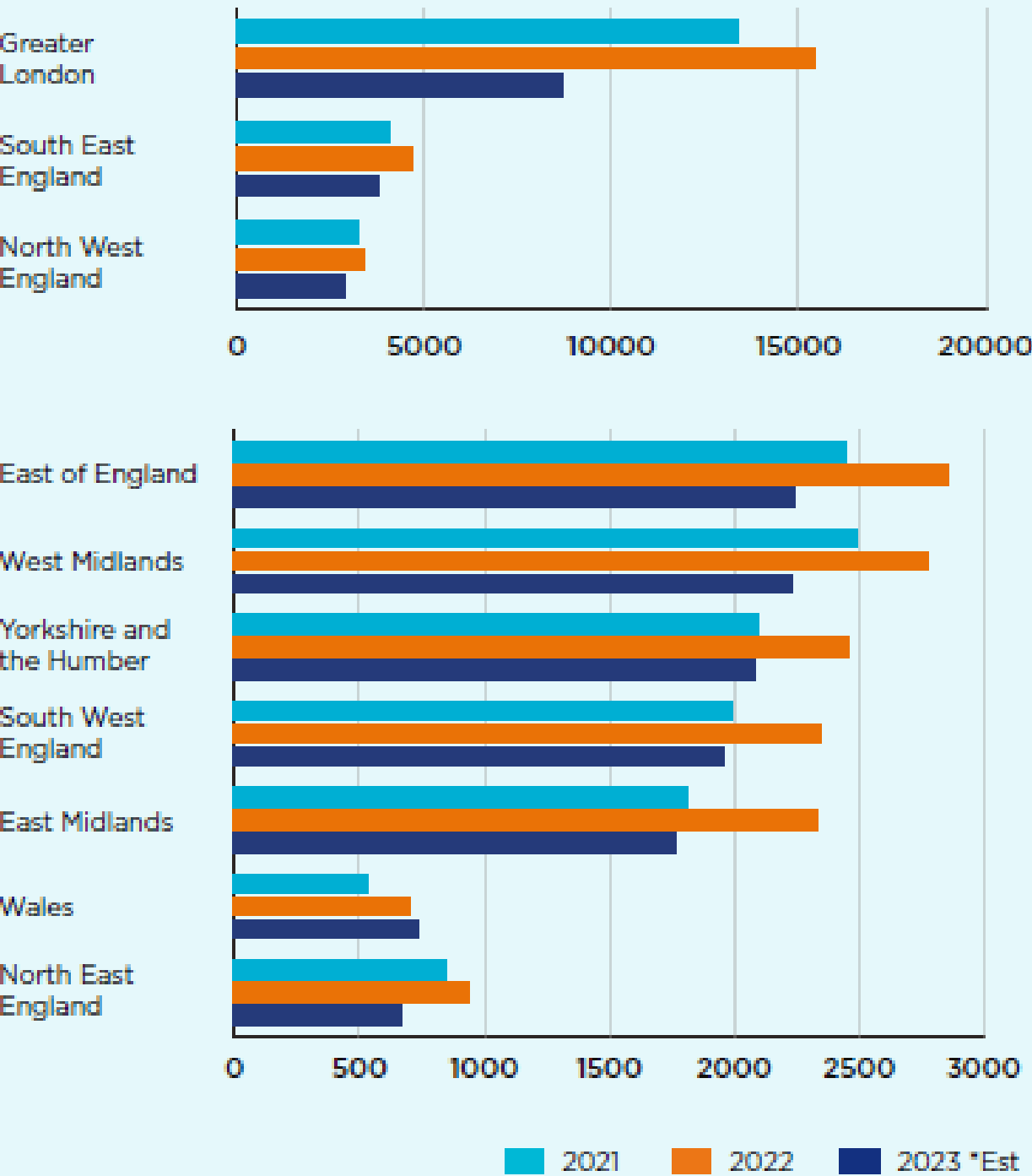
Despite the overall decline, the Training/Learning Division is projected to be the least affected, with a relatively minor -10.9% decrease. It is expected to maintain annual totals above the 5,000 mark, making it the second most productive division in 2023.

London continues to lead in HR professional job vacancies, peaking in 2022 with 15,404 jobs published and holding a 39.4% share of vacancies. However, a significant decrease of -43.6% is estimated for 2023, indicating a slowdown in recruitment activity.



# Regional Analysis

HR Professional, All sectors,  
2021-2023 \*Est, England & Wales



The Yorkshire and the Humber region is anticipated to be the least affected, with a comparatively modest -15.3% year-on-year change. It is expected to maintain annual totals above 2,000 (2,080 estimated).

Wales, after experiencing a 32.9% year-on-year change, is projected to maintain or slightly grow its annual volumes, with a potential 5% growth in 2023.



In terms of sectors, the Not-for-Profit (NFP) sector is expected to be the leading sector in HR professional recruiting in 2023. With an anticipated 28.4% year-on-year change, it is projected to surpass the numbers from 2021, approaching the 8,000 mark (7,926 estimated). The Retail/CGS sector had its peak in 2022 with 7,161 HR professional vacancies, accounting for 18.3% of total vacancies. However, a significant drop of -31.4% is projected for 2023.

The Technology sector is anticipated to face the most drastic decline, with an estimated -69.5% decrease in HR professional vacancies. This contrasts with the 5,923 vacancies in 2022, which accounted for 15.2% of the sector's total vacancies.



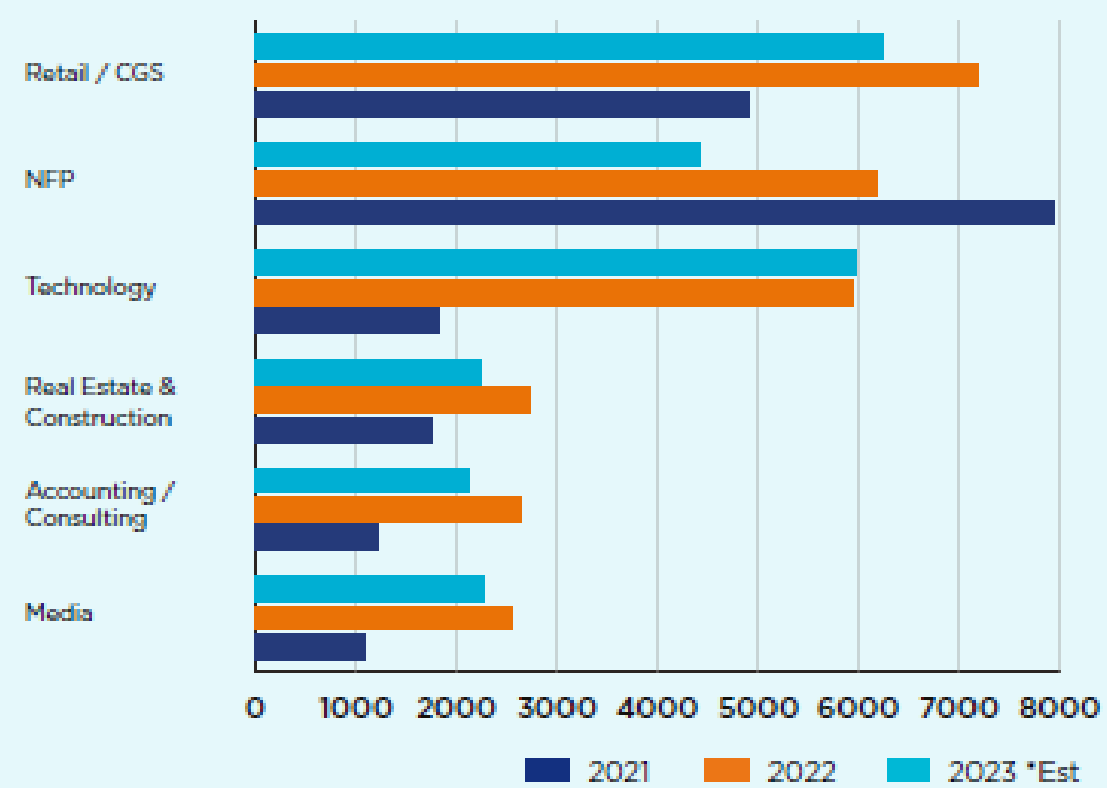
## Top 10 Companies

HR Professional, All sectors,  
2022, England & Wales

Company	2021	2022	2023 *Est
Network Rail	64	115	242
UK Ministry of Justice	126	128	188
HLS	298	173	180
Barclays	85	173	128
Publicis Groupe	126	141	120
Seetec	163	95	120
AECOM	101	139	106
St John Ambulance	144	163	86
PPWC	220	180	80
Amey	116	178	80

## Sectorial Breakdown

HR Professional, All sectors, 2022, England & Wales



Some companies also experienced notable changes in their HR professional job market. Network Rail saw a substantial 79.7% year-on-year increase in 2022, followed by an estimated 110.4% increase in 2023, reaching over 200 vacancies (242 according to estimation).

PwC, on the other hand, is expected to face a second consecutive negative year-on-year change, with a projected -55.6% decrease in HR professional vacancies in 2023.

Barclays experienced a remarkable 103.5% surge in HR professional vacancies in 2022. However, a -26% decrease is anticipated for 2023.

Bullhorn Been tracking activity on a daily basis



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# Thank You



We hope you've enjoyed our Market Insight Survey. If you would like to discuss the survey or would like to work with us on your next hire or your next career move, then please get in touch.



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