# DIGITAL RECRUITMENT COMPANY

DRC

# Market Insights Update:
# IT
# Market & Insights Trend

Breakdown of Ad Spend

FROM AGENCY REPORTS

7.8%  3.4%

15.4%

38.2%

11%

22.3%

🌐 toby@digitalrecruitmentcompany.com

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**
**toby@digitalrecruitmentcompany.com**

# 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.
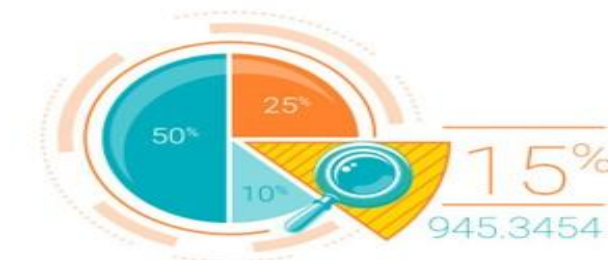
# What We Do

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:

- **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.

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

# Overview

The number of IT vacancies in Q2 2023 is not only significantly down on Q1, but has also dropped when compared to 2022 volumes. While there is still demand for specialist IT professionals, particularly in areas such as cybersecurity and digital, the economic slowdown is having a major impact on hiring, with many tech companies forced into making thousands of layoffs.

## Key Trends

- The number of vacancies recorded in June 2023 (just under 16,000), which fell by over 4% month-on-month, was the lowest level recorded during the last 18 months (December 2022 excepted).
- The second biggest month-on-month fall was also April 2023's drop of 23%. Four of the six months of 2023 so far have posted sub-20,000 monthly figures (only December in 2022 achieved the same level).
- If we look at the year-on-year numbers, we see a 36% fall in June 2023 compared to the same month in 2022. Cumulatively, total Q2 2023 vacancies are down by 38% compared to Q2 2022.



**VACANCIES**
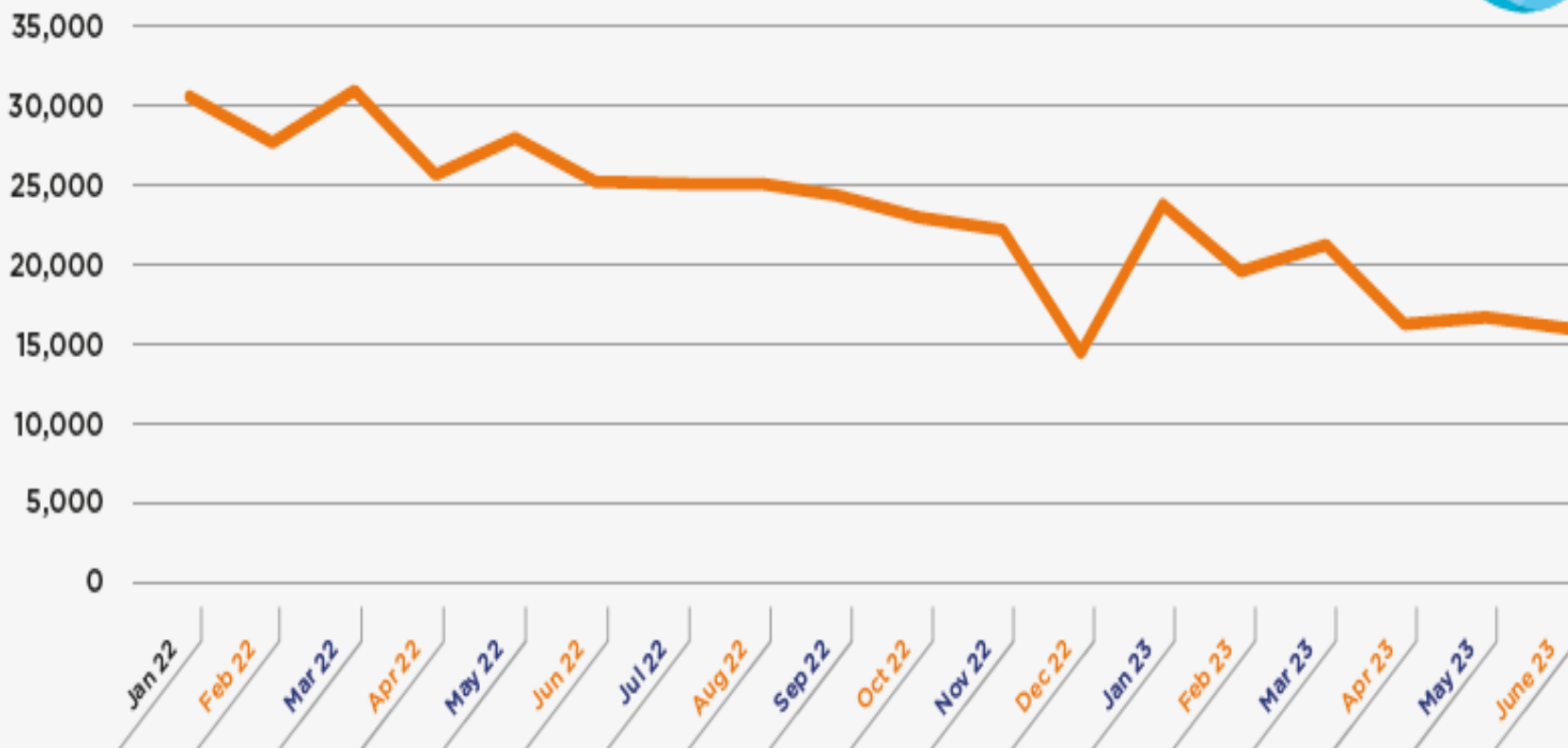
# Application Numbers

Application numbers have remained steady throughout the period with most months registering in excess of one million. The application per vacancy (APV) rates have shot up in 2023, which is good news for employers looking for specialist IT talent. These numbers are not altogether surprising given that many IT professionals have either been made redundant or fear that they might be let go.
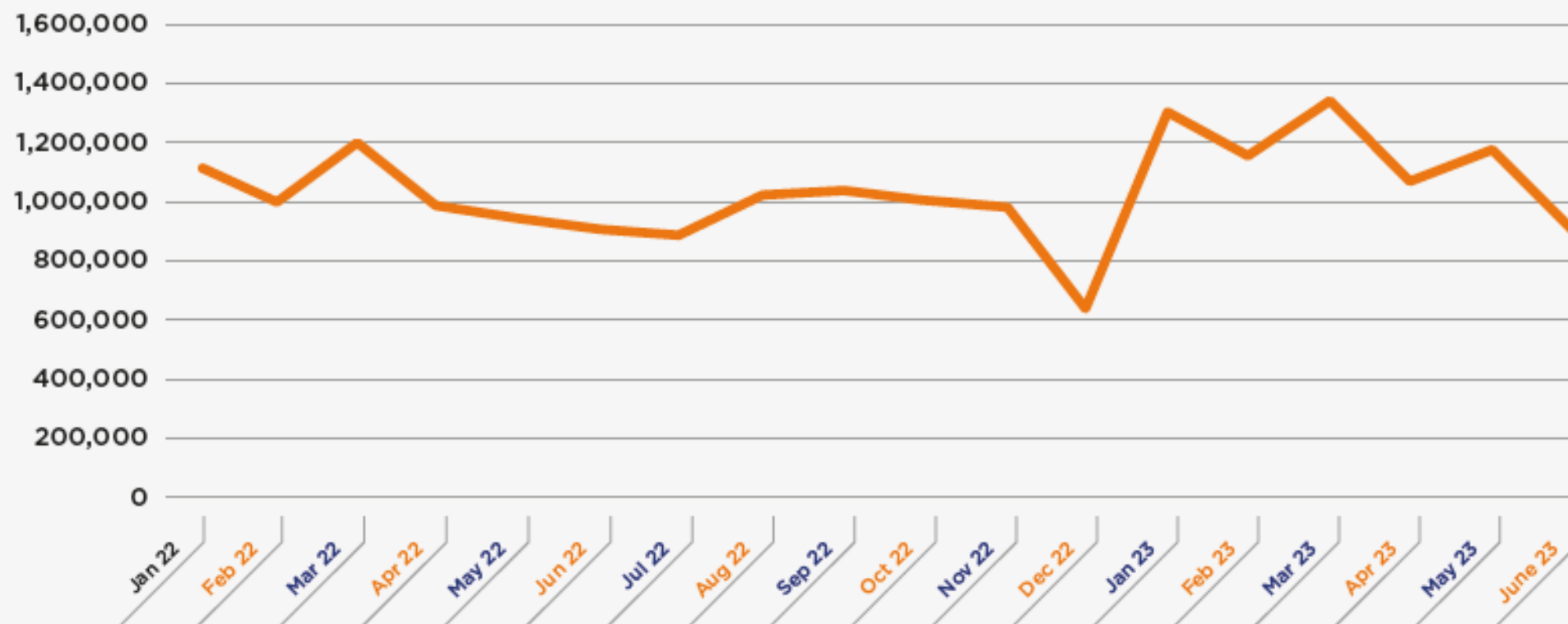


## Key Trends

- The 23% month-on-month fall in people applying for IT roles in June was the highest of the period (if we exclude the 36% drop in December 2022). April put in the best performance, surpassing 1.3 million applications.
- Year-on-year applicant numbers in June 2023 are only very slightly down (0.06%) on June 2022 figures. However, Q2 2023 statistics reveal a year-on-year increase of 11% compared to 2023.
- Analysing APV rates, we observe that May recorded the highest number (70) followed by April (65). Indeed, APV numbers have been well above 50 for 2023, considerably higher than 2022.

# Salary

There has been precious little movement in permanent IT salaries over the past 18 months with the average consistently around the £58-60k mark. The monthly rises that we have seen have been relatively small and have not kept up with the almost double-digit levels of inflation. Employers must however offer competitive rewards and benefits packages if they want to compete for top talent.

**Key Trends**
- Following the near 2% month-on-month drop in May, salaries rose fractionally in June 2023 by 0.4%. The best performer was October 2022, with average salaries reaching more than £60k for the only time recorded in the period.
- The biggest month-on-month drop was seen in January 2023 (-2%) but that was offset by the figure for February, which posted the biggest rise of more than 2%.
- Year-on-year numbers reveal a very similar picture, with June 2023 salaries less than 1% higher than June 2022. The cumulative average for H1 2023 shows a rise of 2.3% compared to 2022.



**AVERAGE SALARY**
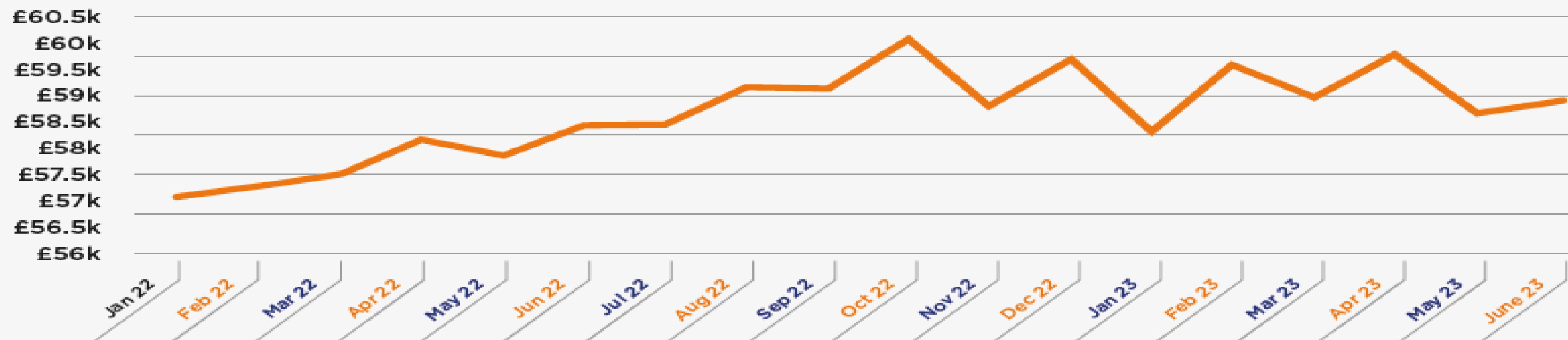
# DIGITAL RECRUITMENT COMPANY

# 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.

**+44 (0) 203 640 2133**

**info@digitalrecruitmentcompany.com**

**www.digitalrecruitmentcompany.com**