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# Market Insights Update: MARKETING, MEDIA AND SALES (MMS) SECTOR REPORT



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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!

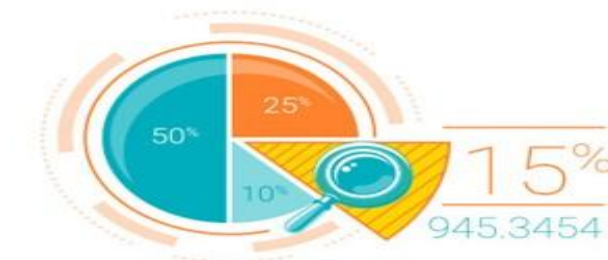
Best wishes,

**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*

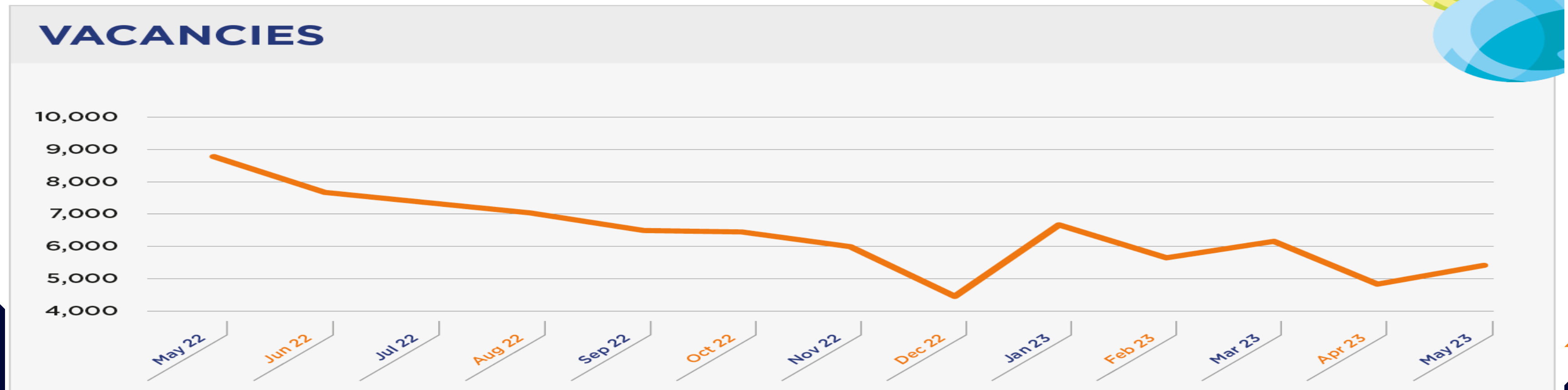
- **Initial consulting** - a scoping of your requirements and a follow up document putting forward our recommendations on market insights, department structure, salaries, packages etc - this is completely free of charge and does not come with any obligation to use us for the hiring.
- **Recruitment & 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.



# MMS Vacancy Breakdown

Although there has been a slight pickup in vacancies during May 2023, we have seen a sharp fall in vacancy numbers since the beginning of the year, particularly between March and April. This downward trend is largely influenced by the prevailing economic uncertainty that has adversely affected consumer spending in the UK throughout 2023. However, we expect demand to begin to increase again now that signs of a recession are behind us for this year at least.

- May's 13% month-on-month rise (the second highest of 2023 after January's 51%), followed a drop of 22% in April, the biggest monthly fall that we've seen in the last year (December 2022 excepted).
- The best performing month over the year was May 2022, with vacancies nearing 9,000. December 2022 aside, April 2023 registered the lowest number of vacancies.
- Year-on-year data shows that May 2023 vacancies are down by 38% compared to 12 months ago. June, July and August 2022 were the only other months to post more than 7,000 jobs.

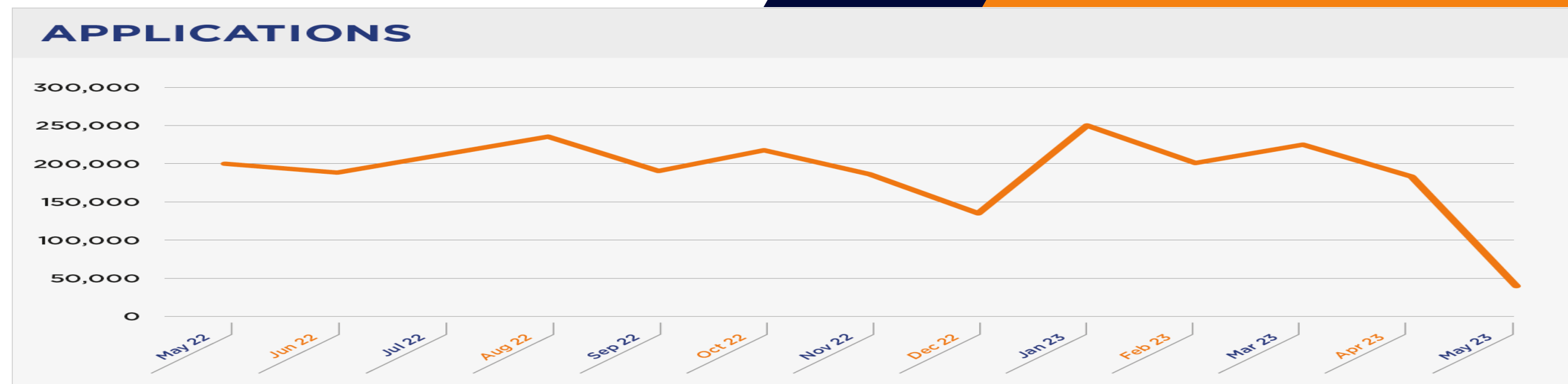




# Application Numbers

After a solid Q1 when applications per month were consistently above 200,000, numbers have taken a turn for the worse in April and May. Falling application per vacancy (APV) rates are a warning bell as they will make sourcing talent even harder. Organisations will need to enhance their employee value propositions (EVPs) and improve their packages to attract the best candidates.

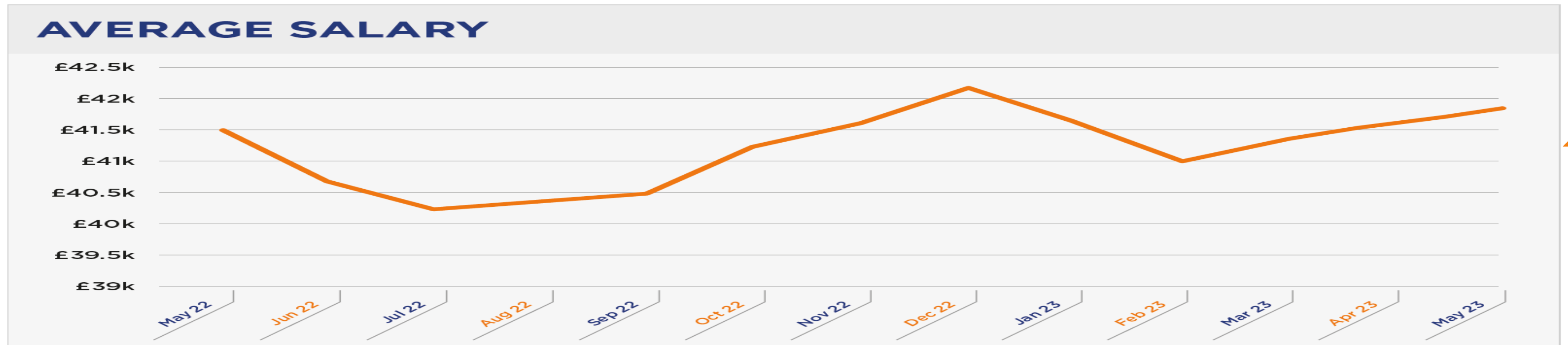
- January 2023 was the only month to surpass the quarter million mark for applications. Except for December 2022, applications in May 2023 were the lowest of the past year.
- February 2023 posted the biggest month-on-month fall (26%) of the year, closely followed by April (23%) and May (21%). The biggest monthly drop of 39% occurred in December 2022.
- Taking the year-on-year May comparisons, applications are 25% lower in 2023 than a year ago. The APV rate was, however, significantly higher in May 2023 compared to May 2022.



# Average Salary

There has been very little movement in average permanent salaries for marketing, media and sales roles over the past 12 months, with annual pay settling in the £41-42k bracket. Given the cost-of-living crisis and inflation, the reluctance on the part of employers to offer pay rises could lead to an exodus of talent.

- The highest average salary was reported in December 2022, the only month to exceed £42k. August 2022 registered the lowest figure of the past year, with salaries just over £40k.
- The biggest month-on-month increase occurred in October 2022, which was lower than 2%. This increment is small compared to the levels of consumer price inflation over the period.
- While salaries crept back towards £42k in May 2023, a year-on-year comparison shows that salaries have stagnated and are barely 1% higher compared to the same month in 2022.



Bullhorn Been tracking activity on a daily basis





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# Thank You

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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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