



DIGITAL  
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# Market Insights Update: August 2024 Market & Insights Trend



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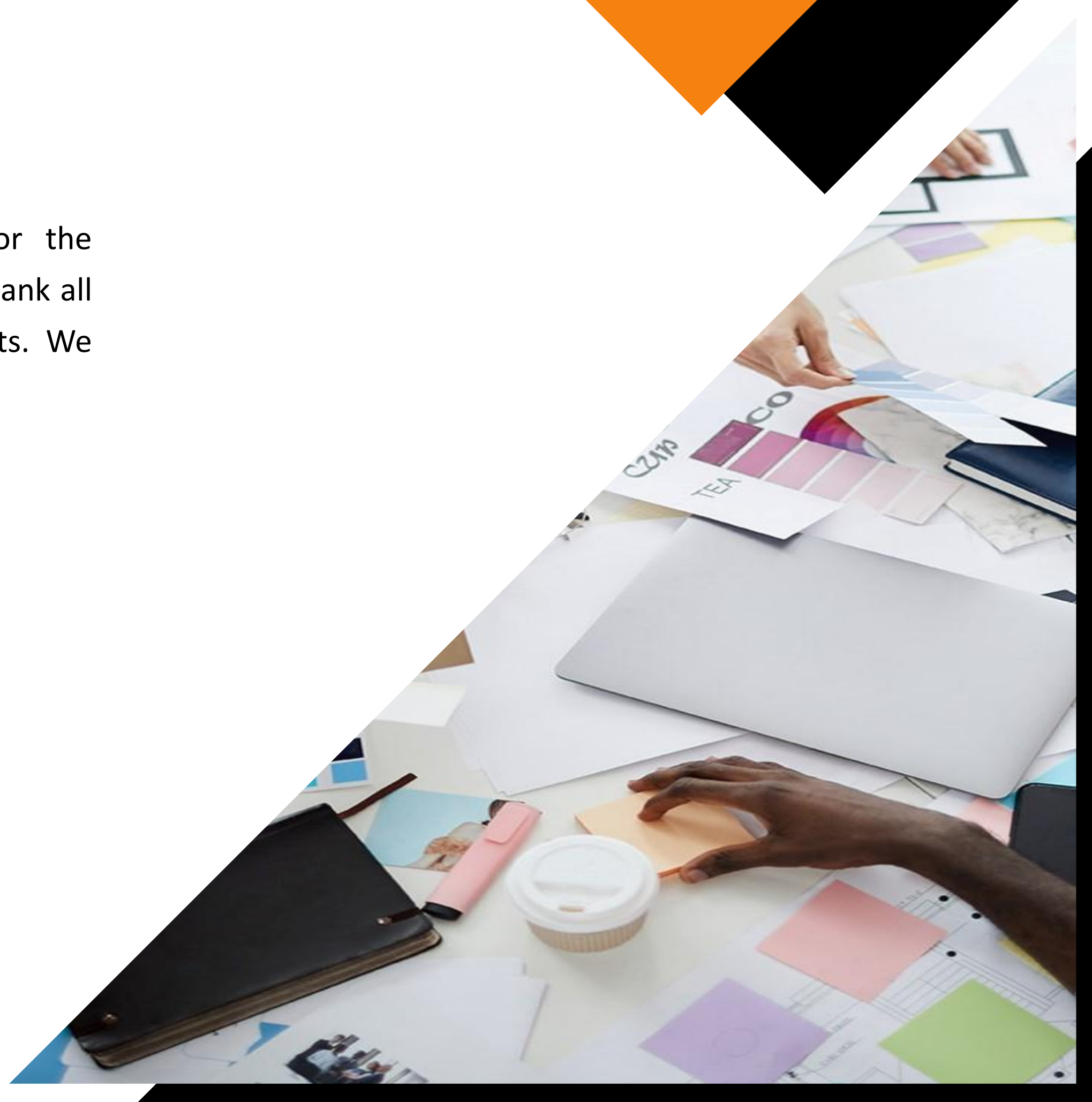


Welcome to our Monthly Market Insights update for the Technology,/Digital/Marketing sector. We would like to thank all those who participated to produce the monthly reports. We hope you find this report useful.

If you have any questions please get in touch!

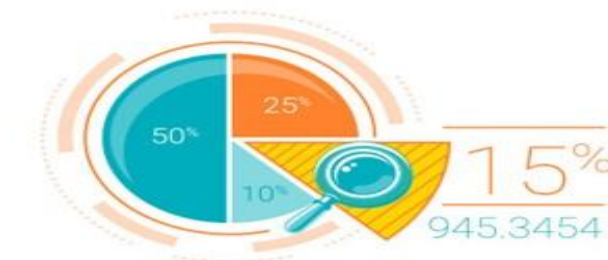
Best wishes,

**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 Technology, Digital & Marketing sectors. With an initial focus on Developers, Marketing, Engineers 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 AI.





# What We Do

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

We work across the following specialisms:

Client Services, Sales, AI, Creative Software, Developers, Engineers, Data & Analytics, Executive Appointments, Innovation & Service Design, Insight & Research, CRM, 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, Sales, 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*





# 4 Key Take Aways

## New vacancies:

Both contract and permanent vacancies saw an upturn after faltering last month, increasing by over 11% and 12%, respectively. formerly dipping by 2% and the latter by five times that rate. While YoY figures are better than that of last month's, there were still dips of 16.3% (perm) and 6.3% (contract)

## Sales Revenue:

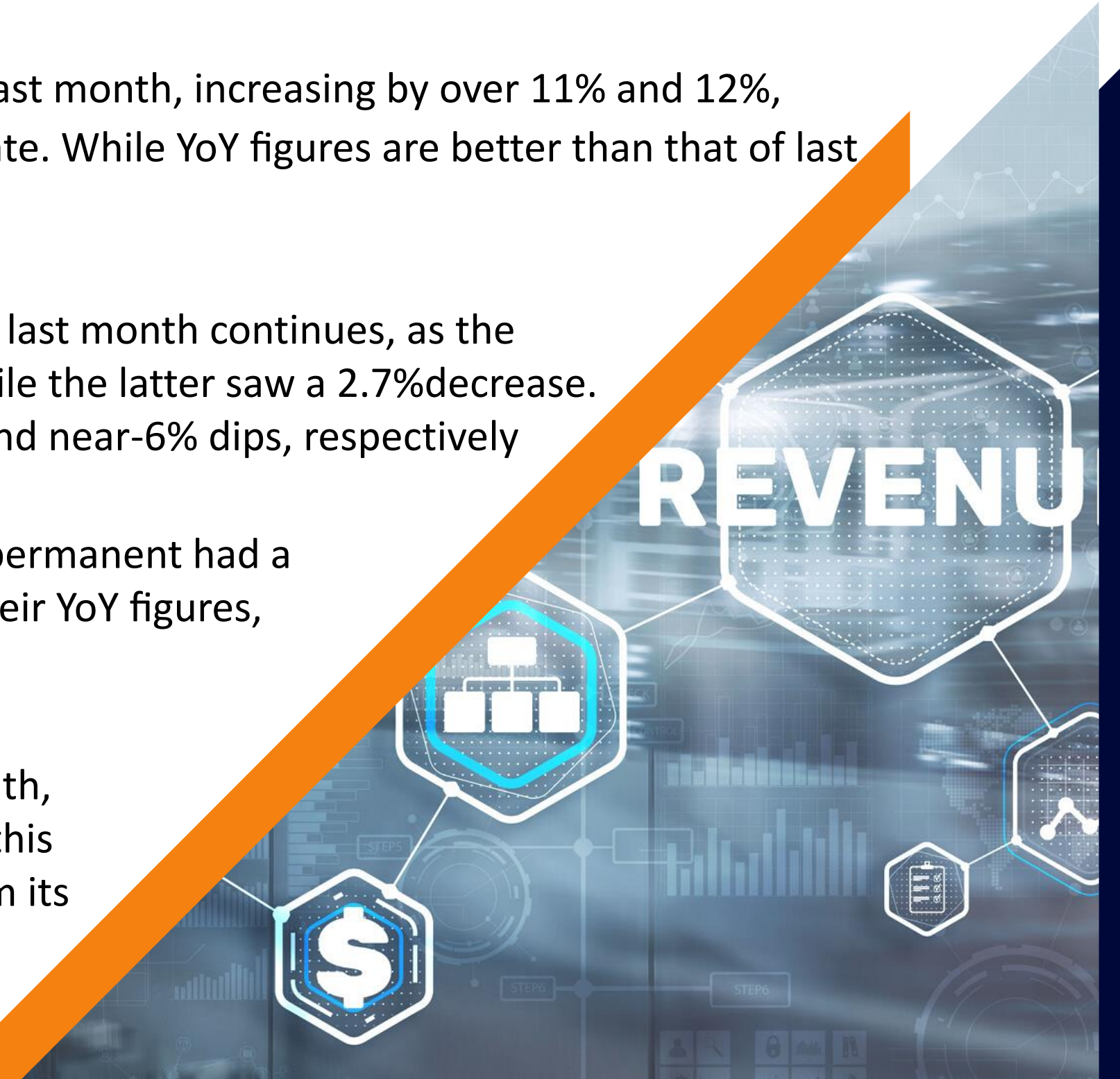
The stark contrast between permanent and contract's activity over the last month continues, as the former saw a sharp near-35% increase in placement sales revenue, while the latter saw a 2.7% decrease. Year-on-year figures also continued their downward trend, with 13% and near-6% dips, respectively

## Placements:

While contract placements saw an upsurge of nearly 20% last month, permanent had a negligible increase of 0.1%. Both, however, have seen sizable dips in their YoY figures, sporting 18% and 24.6% decreases, respectively.

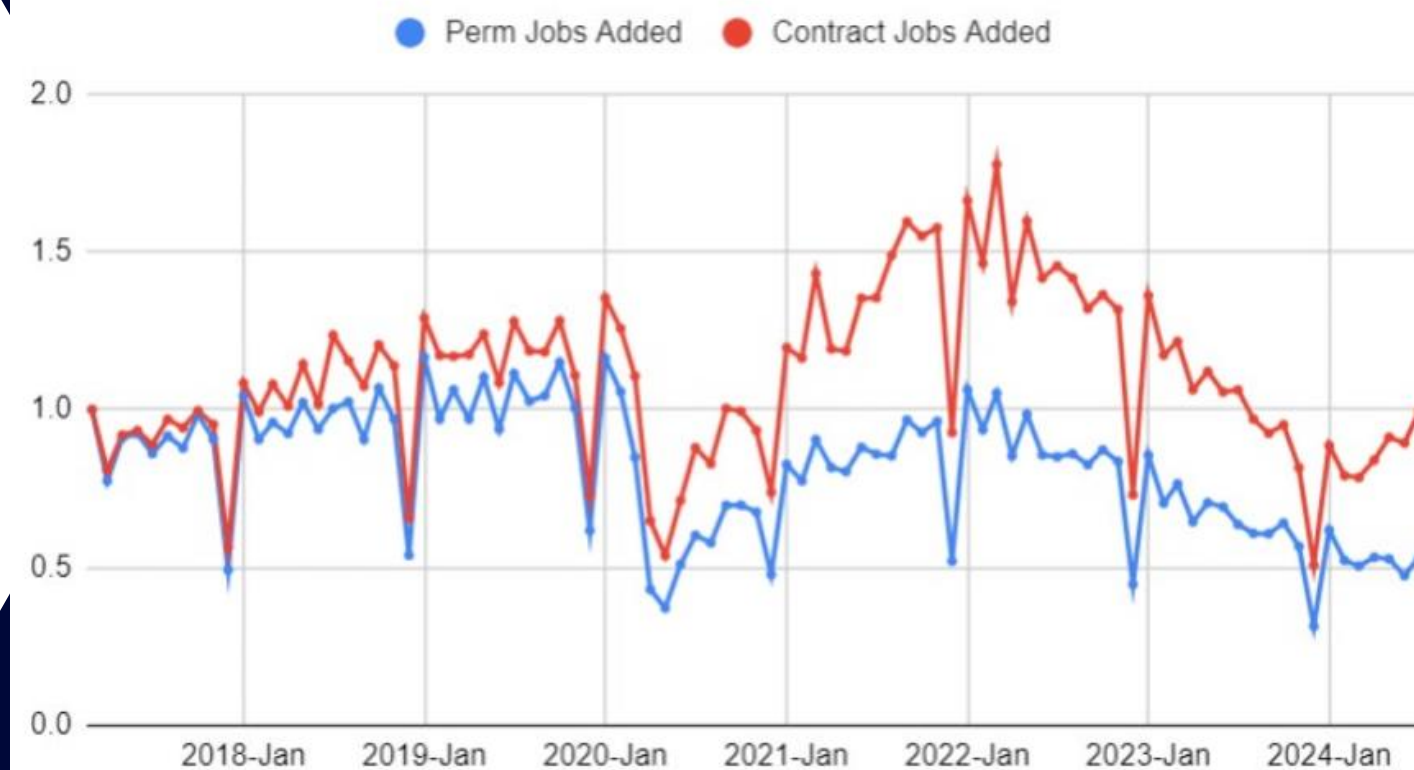
## Job Coverage:

The ratio of CVs to permanent jobs continued its steady trend this month, with no movement past the 1% mark, which is only just below its rate this time last year by 0.1%. Contract, on the other hand, bounced back from its slump the month prior with a 7.4% increase, translating to a near-13% increase from its position this time last year.



# Vacancies

Perm Jobs Added vs Contract Jobs Added



The data last month showed that most major metrics throughout June took a decline with the holidays approaching. This report takes a more positive turn, with both contract and permanent vacancies increasing by over 11% and 12% respectively. The significant rise in contract placements per CV is also a substantial improvement from its position the month prior and is climbing steadily year-on-year. On the other hand, the continuing decrease in permanent CV-to placement positions raises a slight concern, but we will see if this data evens off after the summer months.

Overall, it is good to see that the recruitment market for August is sitting in a healthy position, with demand for workers, both contract and permanent, positions on the rise.

## VACANCIES

### PERMANENT

↑ 12.2% MoM      ↓ 16.3% YoY

### CONTRACT

↑ 11.2% MoM      ↓ 6.3% YoY

Both contract and permanent vacancies saw an upturn after faltering last month, increasing by over 11% and 12%, respectively. formerly dipping by 2% and the latter by five times that rate. While YoY figures are better than that of last month's, there were still dips of 16.3% (perm) and 6.3% (contract)

# Placements

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## PLACEMENTS

### PERMANENT

↑ 0.1% MoM

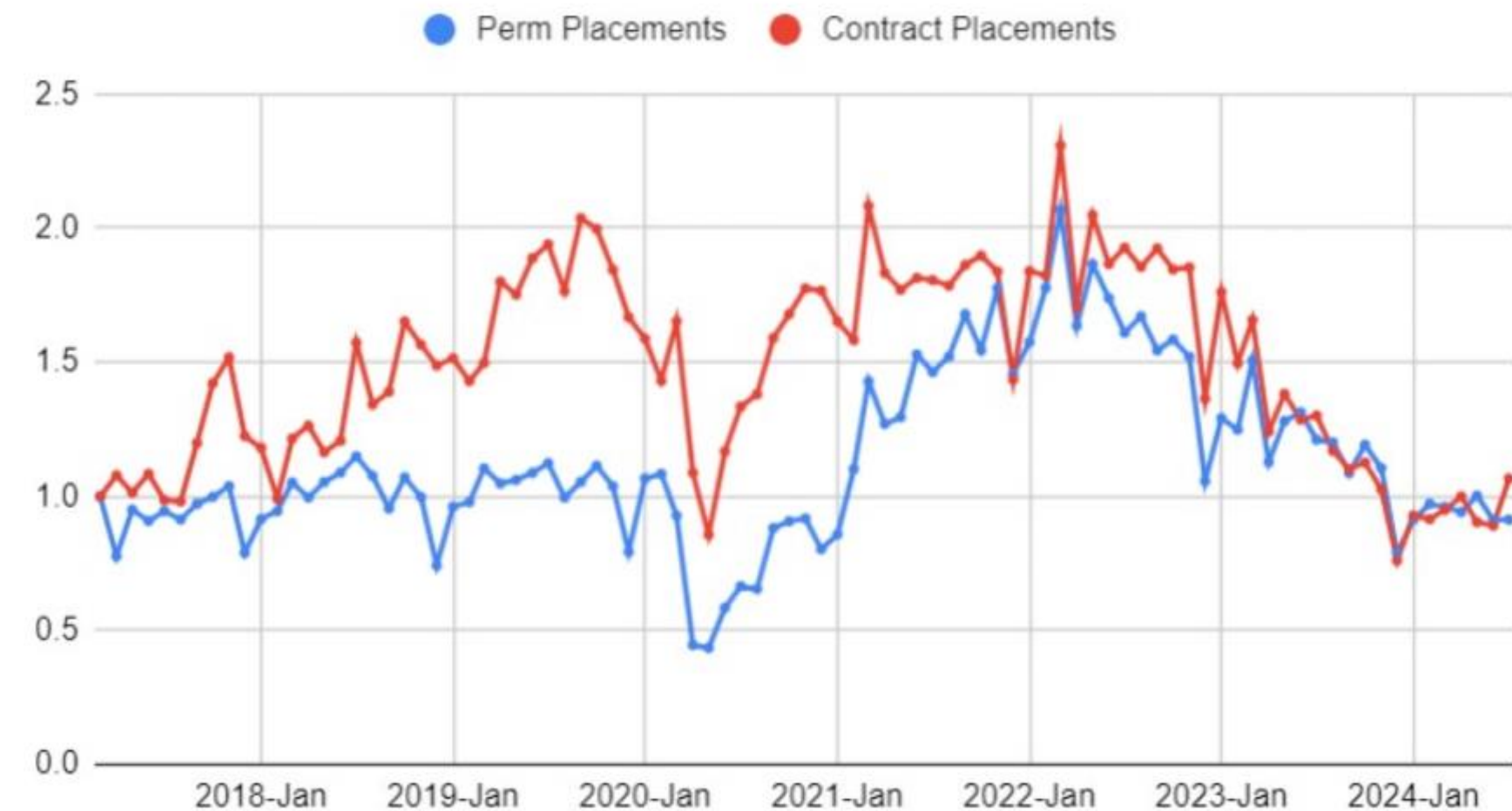
↓ 24.6% YoY

### CONTRACT

↑ 19.7% MoM

↓ 18% YoY

Perm Placements Vs Contract Placements





# Sales Revenue

The stark contrast between permanent and contract's activity over the last month continues, as the former saw a sharp near-35% increase in placement sales revenue, while the latter saw a 2.7% decrease. Year-on-year figures also continued their downward trend, with 13% and near-6% dips, respectively

## SALES REVENUE FROM PLACEMENTS

### PERMANENT

↓ 2.7% MoM

↓ 5.9% YoY

### CONTRACT

↑ 34.8% MoM

↓ 13% YoY

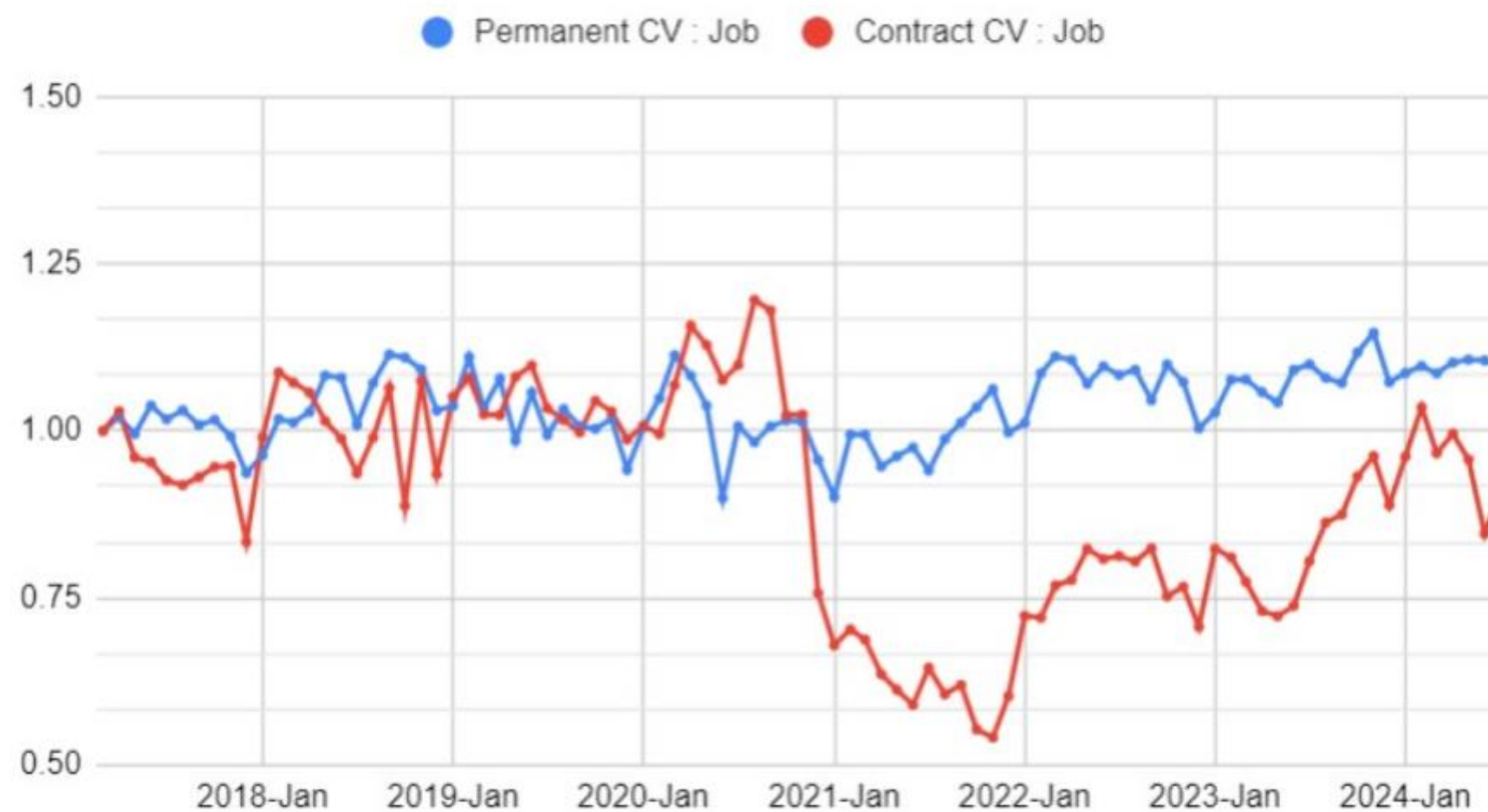
Perm Sales Vs Contract Sales



# Job Coverage

The ratio of CVs to permanent jobs continued its steady trend this month, with no movement past the 1% mark, which is only just below its rate this time last year by 0.1%. Contract, on the other hand, bounced back from its slump the month prior with a 7.4% increase, translating to a near-13% increase from its position this time last year.

Job Coverage - Permanent vs Contract



## JOB COVERAGE CVs : Jobs

### PERMANENT

↓ 0.6% MoM

↓ 0.1% YoY

### CONTRACT

↑ 7.4% MoM

↑ 12.9% YoY





# Placements Per CV

Contract placements per CV continued to widen the gap between its permanent counterpart, boasting an 8.2% increase while perm fell by 4%. Both, however, are worse off than they were a year ago: perm by 7.7% and contract by 1.6%.

## PLACEMENTS PER CV

### PERMANENT

↓ 4% MoM

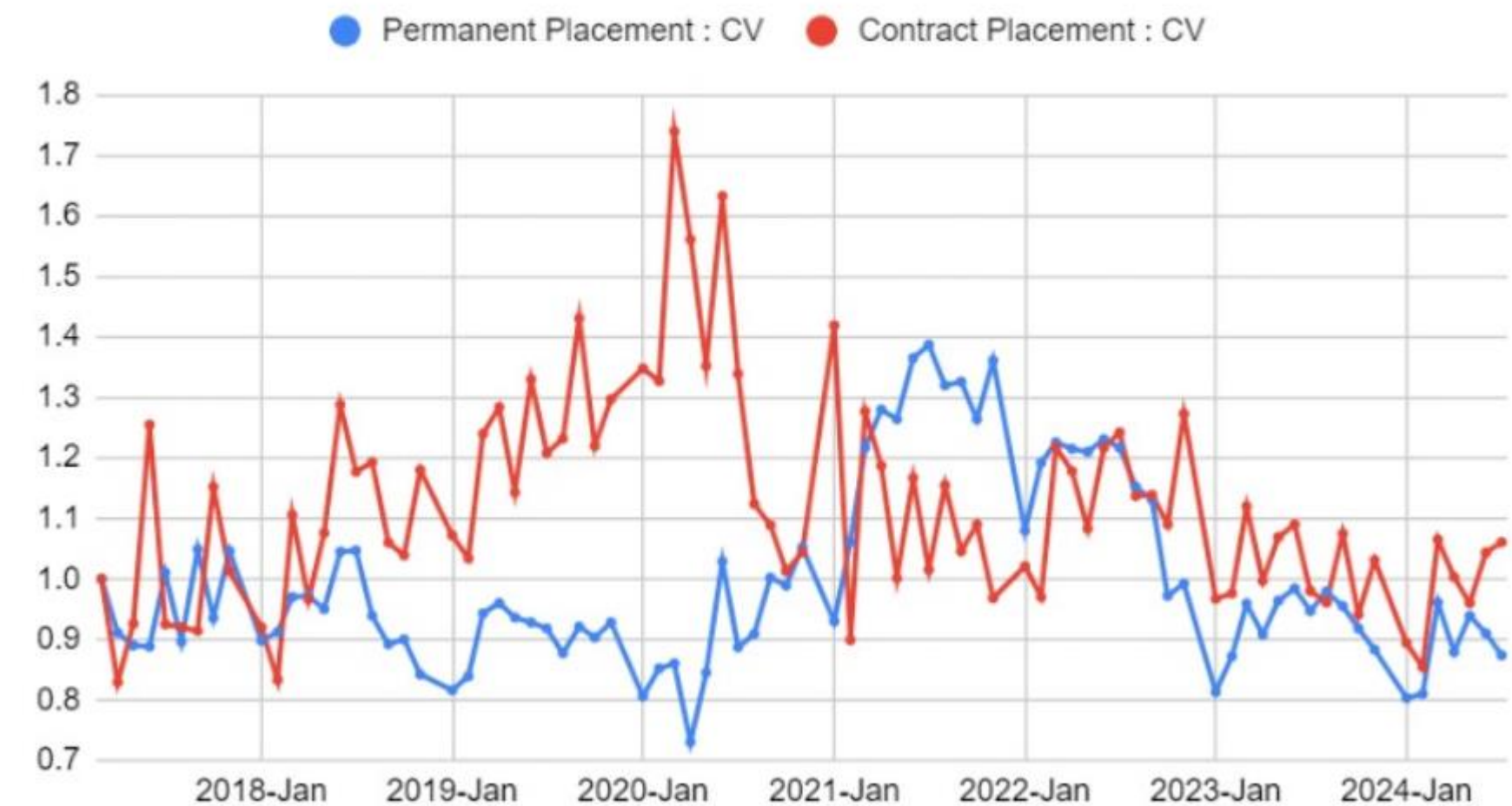
↓ 7.7% YoY

### CONTRACT

↑ 8.2% MoM

↓ 1.6% YoY

Placements Per CV - Permanent vs Contract





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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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