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Market Insights Update: February 2025 Market & Insights Trend



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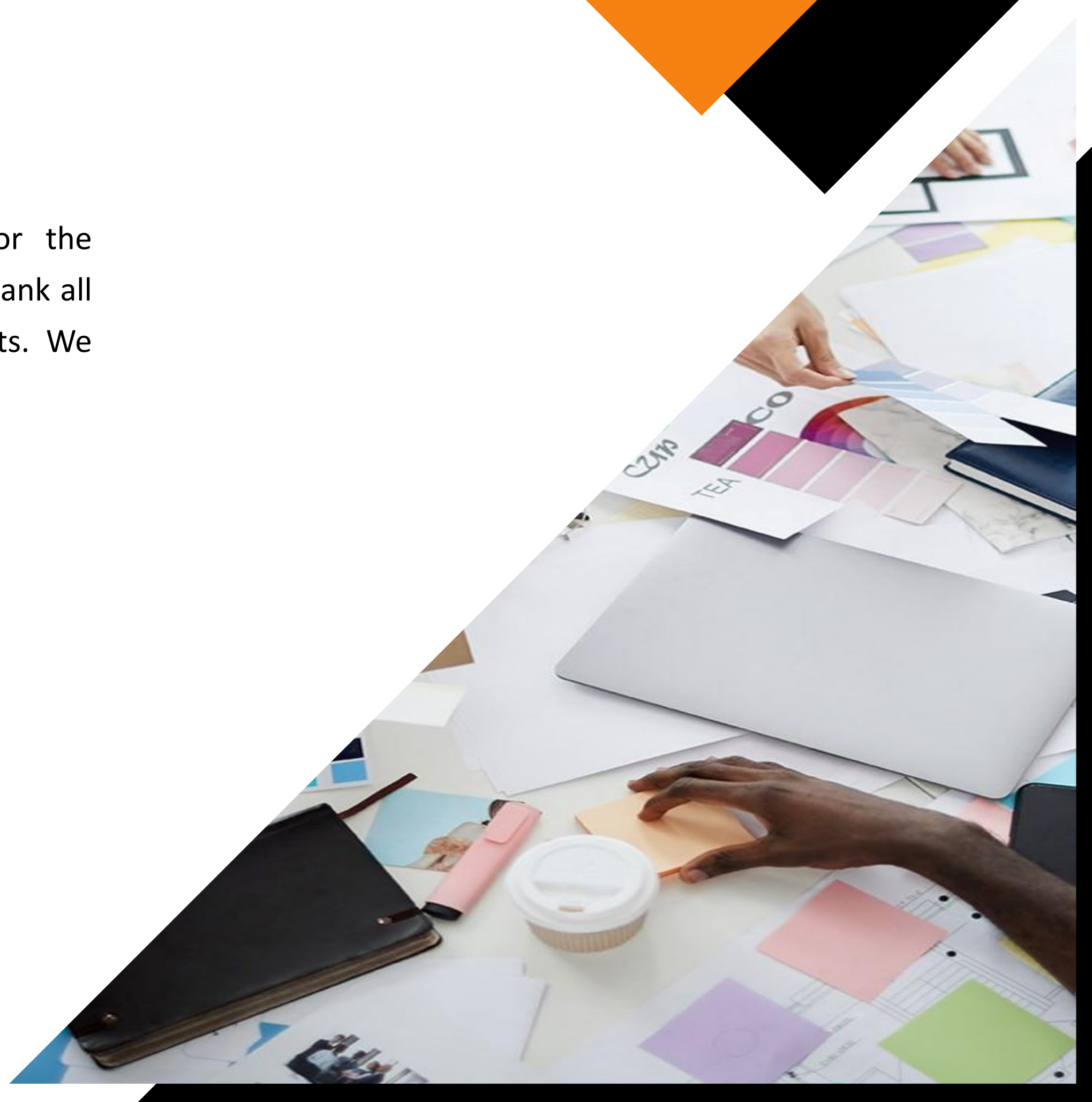


Welcome to our Monthly Market Insights update for the Technology,/Digital/Marketing sector. We would like to thank all those who participated to produce the monthly reports. We hope you find this report useful.

If you have any questions please get in touch!

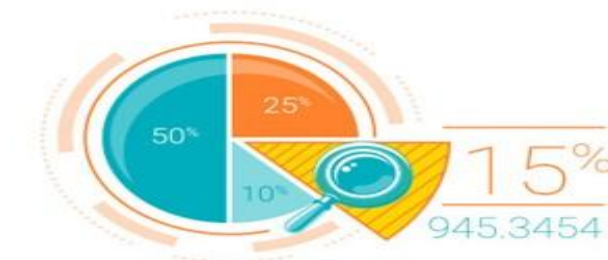
Best wishes,

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:

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.



4 Key Take Aways

New vacancies:

The YoY decline in perm placements improved from -30% in November to -15.8% in January, indicating a stronger market position.

Sales Revenue:

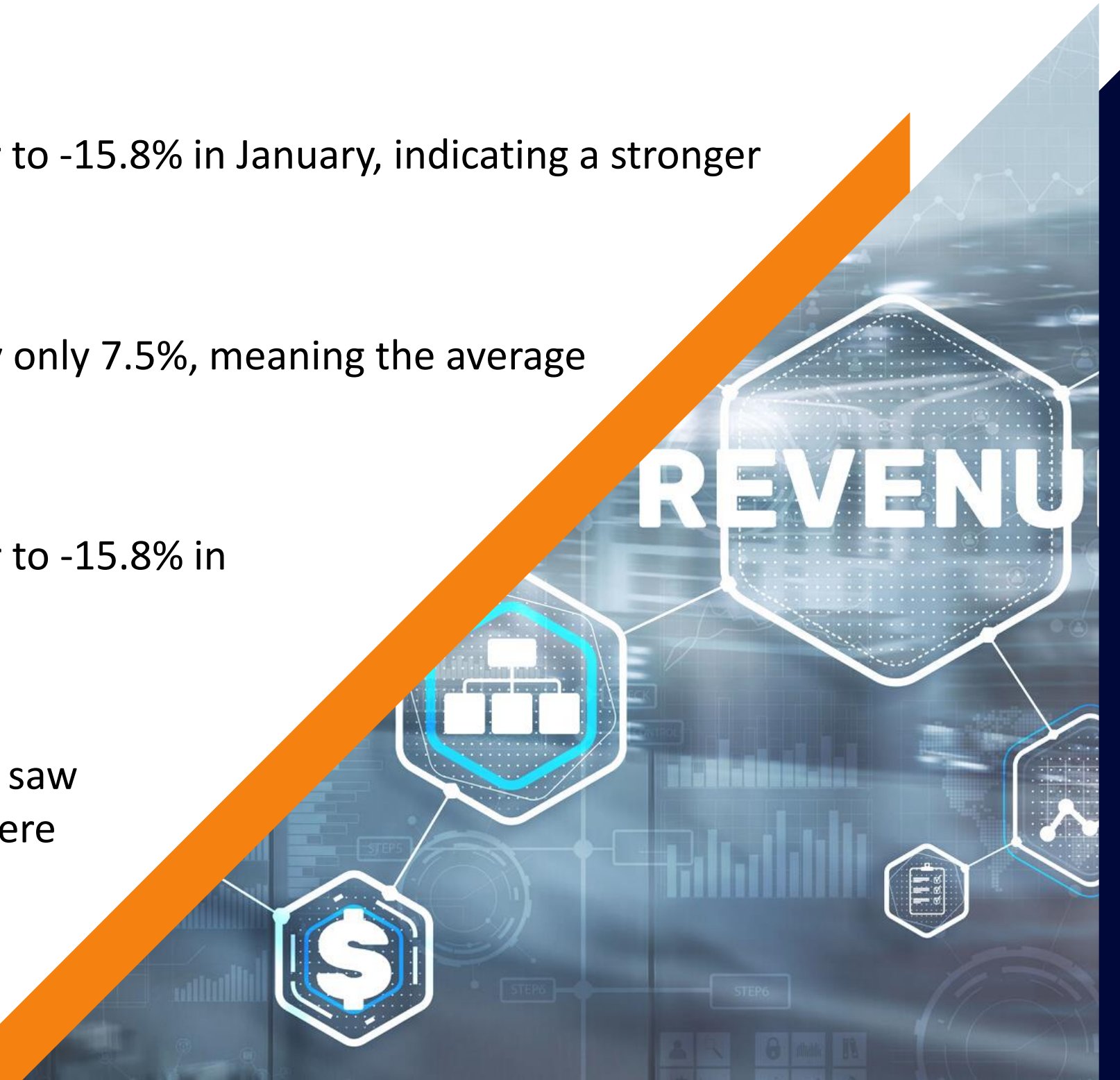
While perm placements fell 15.8% YoY, perm sales revenue dropped by only 7.5%, meaning the average revenue per placement has increased.

Placements:

The YoY decline in perm placements improved from -30% in November to -15.8% in January, indicating a stronger market position.

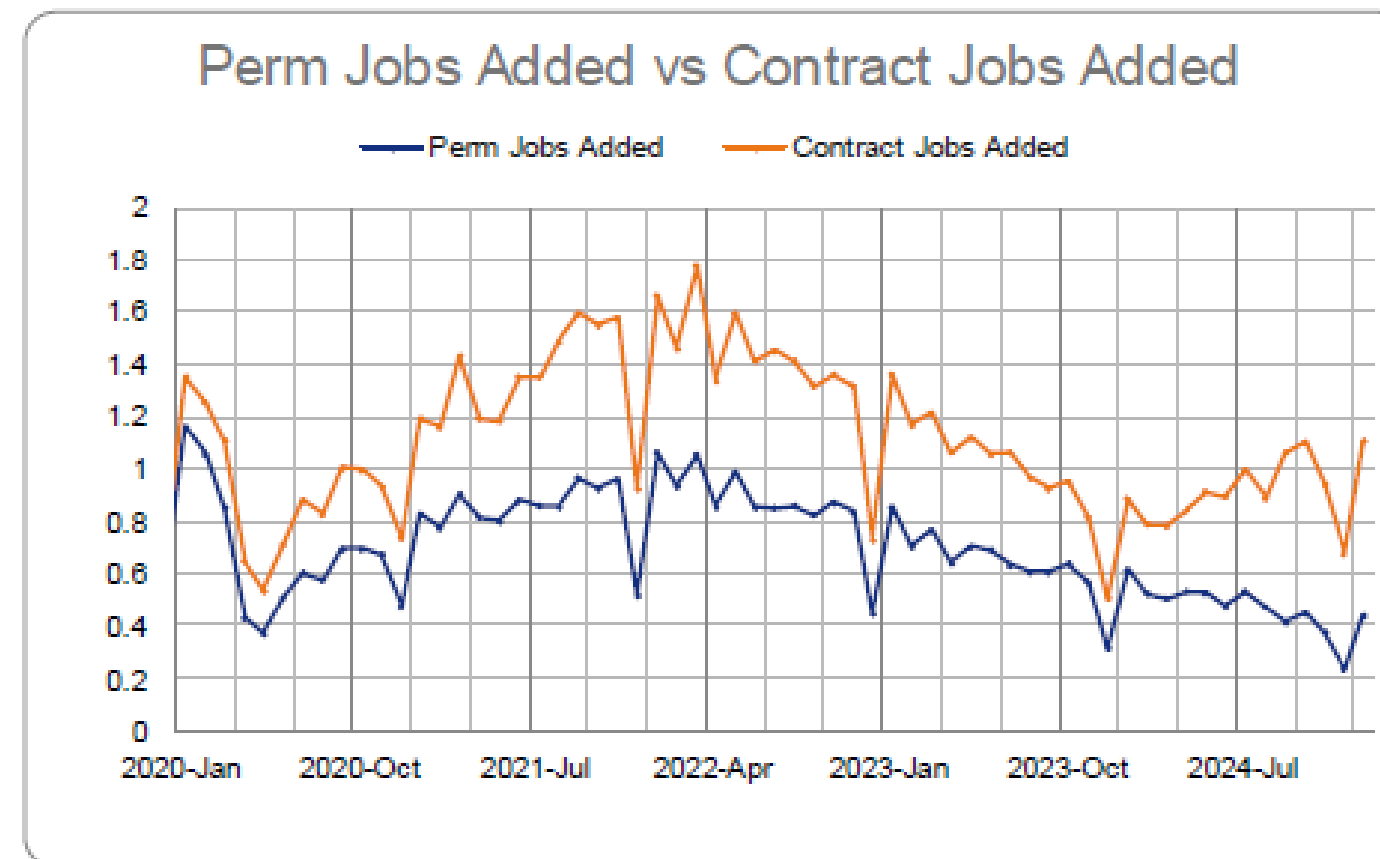
Job Coverage:

Despite perm CVs sent rising sharply MoM (+87.6%), job coverage only saw a marginal increase (+1.1%), indicating a highly competitive market where more applications are needed per vacancy.



Vacancies

A clear hiring resurgence is underway, with permanent jobs up 88.4% MoM and contract jobs up 62.3% MoM. However, these increases come off a December dip, meaning permanent vacancies are still down 28.6% YoY, while contract demand remains 24.6% higher YoY, reaching its strongest level in 20 months.



VACANCIES | I

PERMANENT

↑ 88.4% MoM

↓ 28.6% YoY

CONTRACT

↑ 62.3% MoM

↑ 24.6% YoY

Placements

Permanent placements recovered modestly (+16.5% MoM) but remain lower than November levels, reflecting a slower rebound (-15.8% YoY). Contract placements saw a stronger +28.7% MoM lift, bringing them closer to their November standing (-1.9% YoY), suggesting more stability in contractor demand.

PLACEMENTS | II

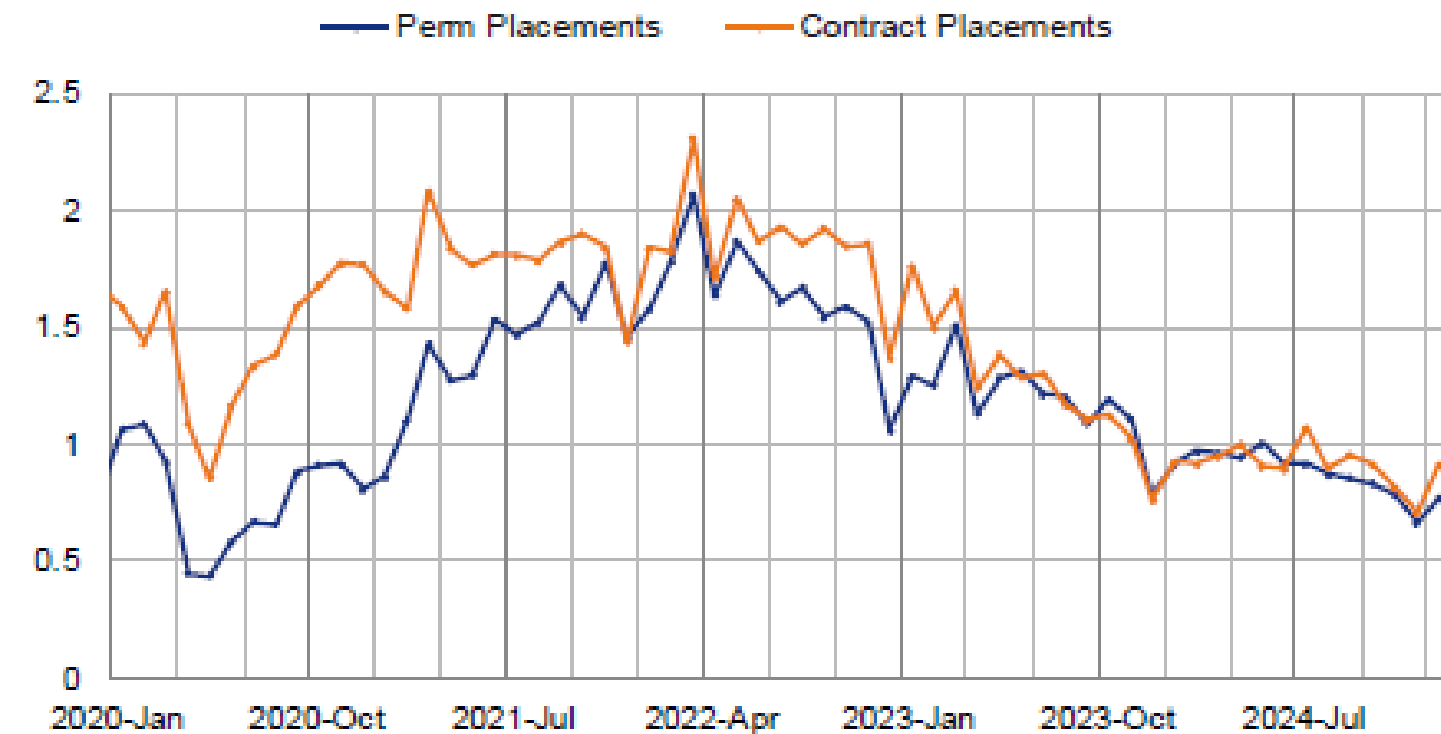
PERMANENT

↑ 16.5% MoM ↓ 15.8% YoY

CONTRACT

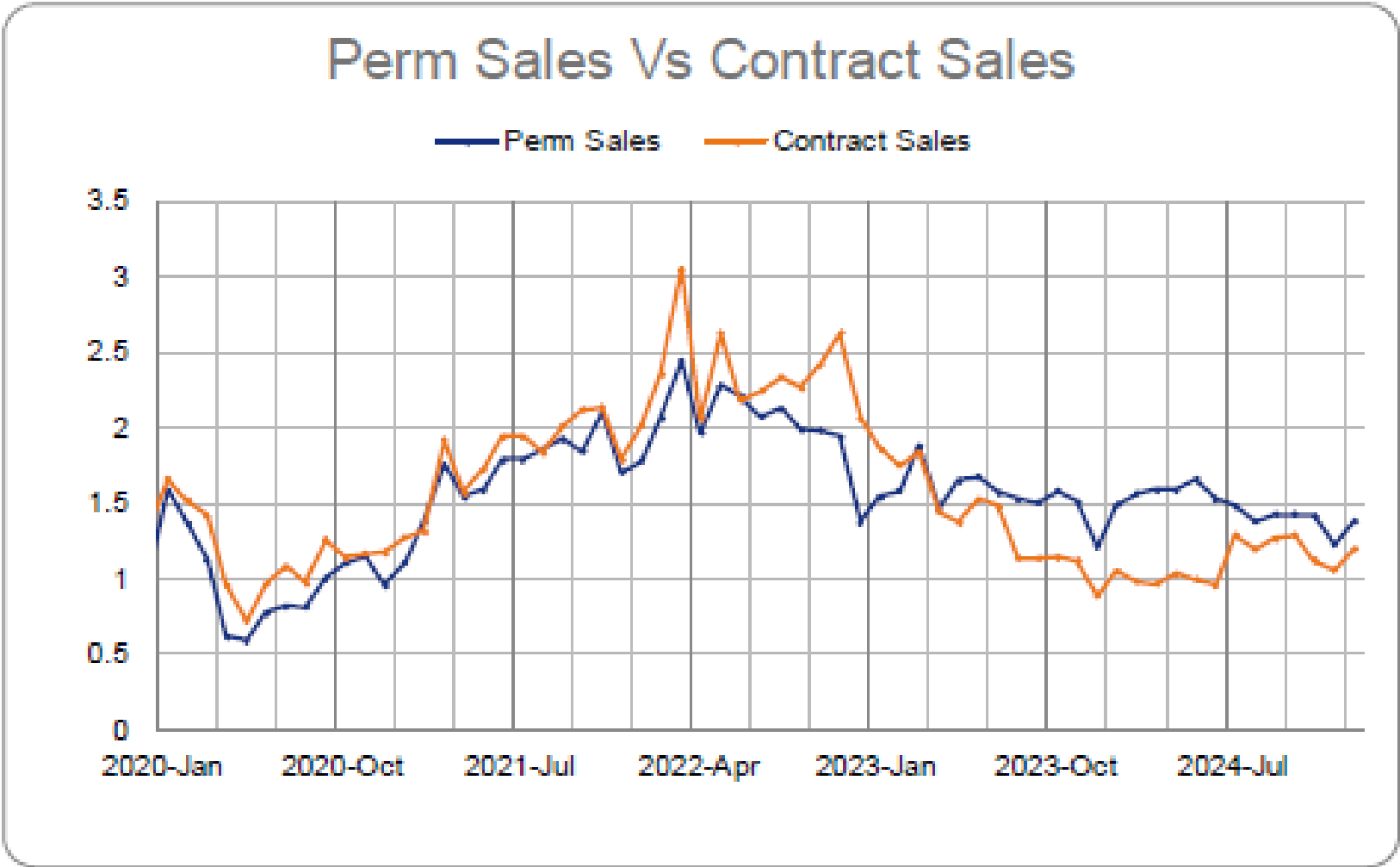
↑ 28.7% MoM ↓ 1.9% YoY

Perm Placements Vs Contract Placements



Sales Revenue

Sales followed a similar trajectory, with permanent up 12.3% MoM and contract up 13% MoM. While contract sales have surpassed their November level, permanent sales remain slightly below it, down 7.5% YoY and indicating some lingering softness in perm hiring confidence.



SALES REVENUE FROM PLACEMENTS | III

PERMANENT

↑ 12.3% MoM ↓ 7.5% YoY

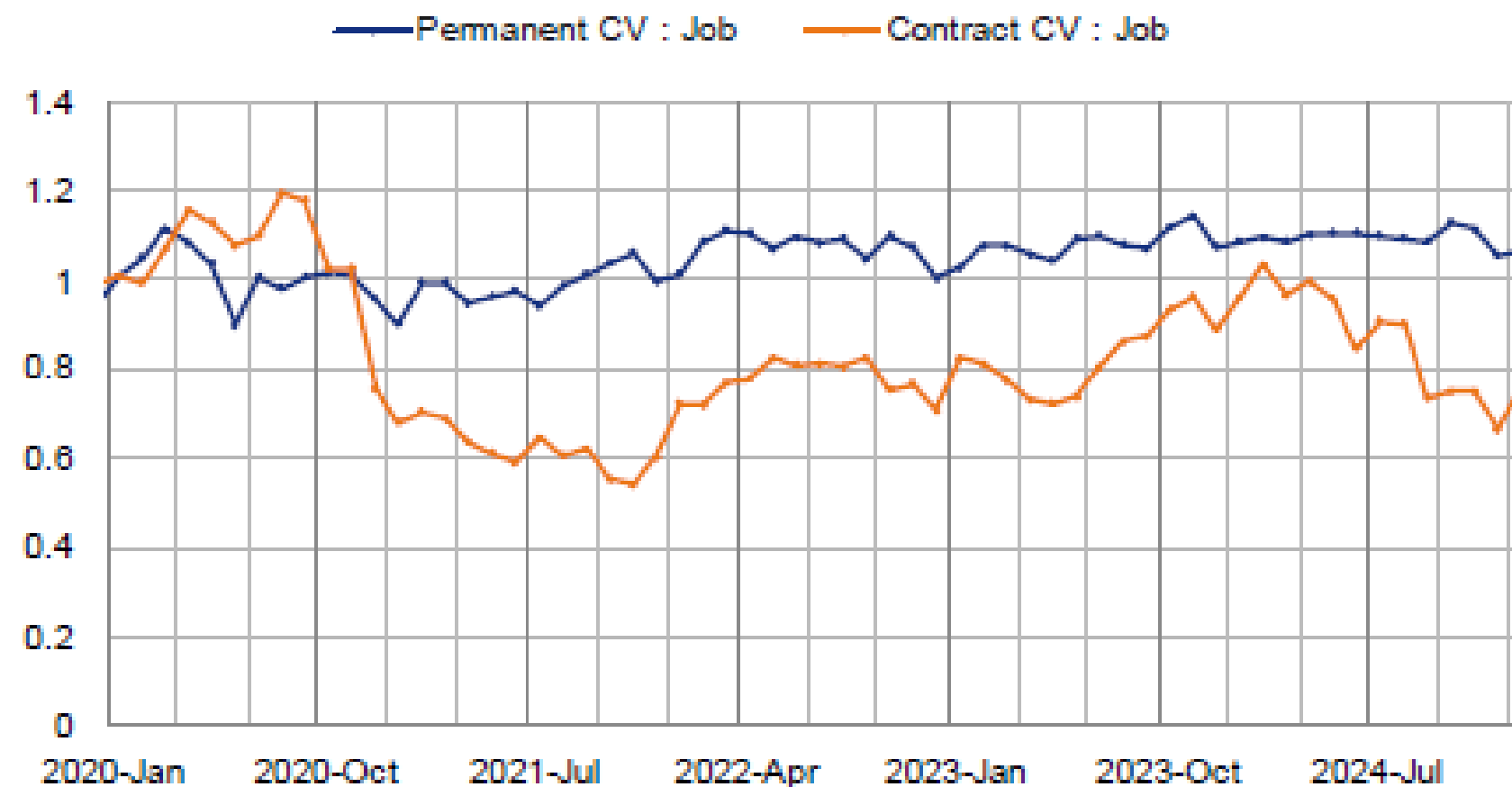
CONTRACT

↑ 13% MoM ↑ 13.5% YoY

Job Coverage

Contract job coverage bounced back after a December dip (+13.7% MoM), but remains lower YoY (-21.3%), suggesting recruiters are still playing catch-up. Permanent job coverage held steadier (+1.1% MoM, -1.8% YoY), indicating a more stable CV-to-job balance despite the December slowdown.

Job Coverage - Permanent vs Contract



JOB COVERAGE
CVs : Jobs | **IV**

PERMANENT

↑ 1.1% MoM

↓ 1.8% YoY

CONTRACT

↑ 13.7% MoM

↓ 21.3% YoY



Placements Per CV

CVs PER PLACEMENT |



PERMANENT

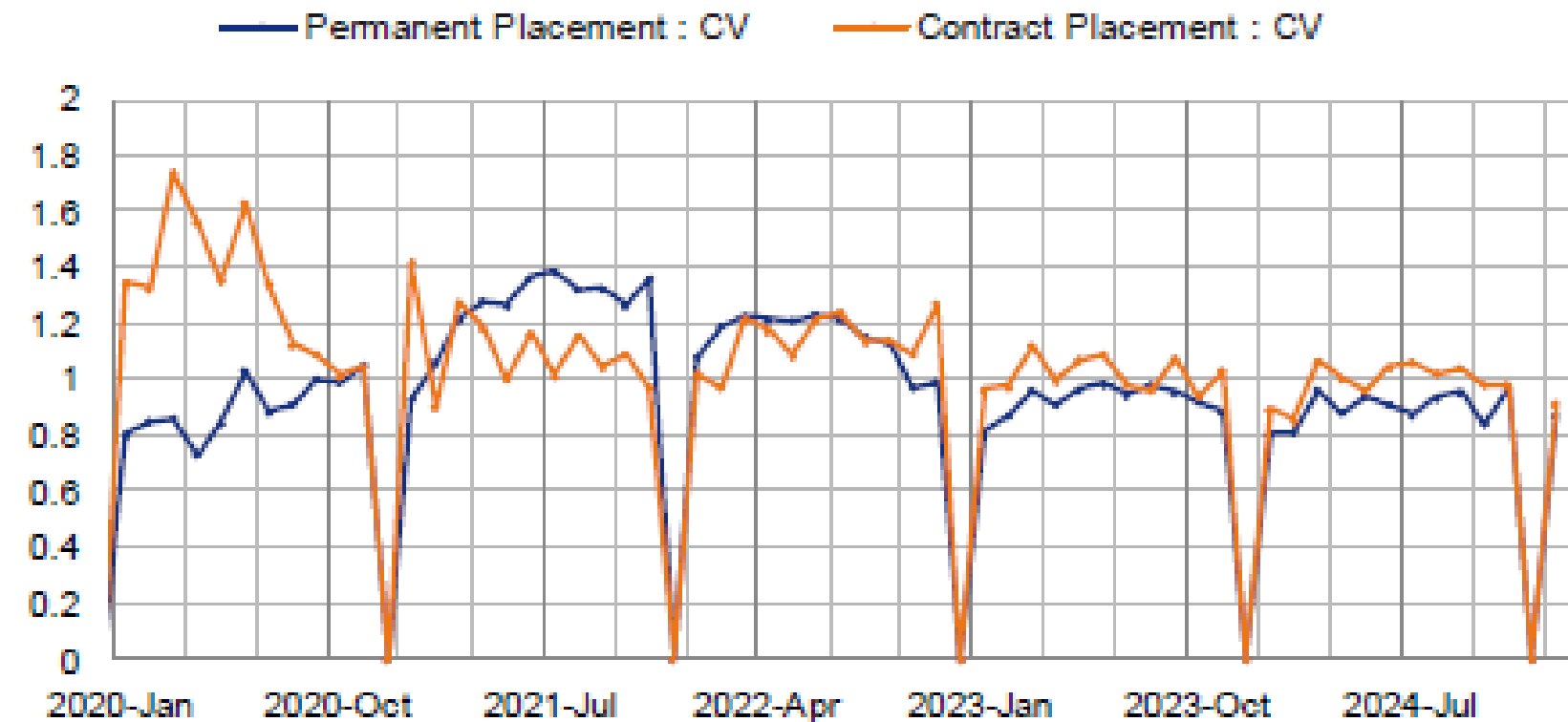
↓ 10.1% MoM* ↑ 8.9% YoY

CONTRACT

↓ 6.5% MoM* ↑ 2.2% YoY

(MoM changes compare Nov 2024 to Jan 2025.) Efficiency declined MoM, with perm down 10.1% and contract down 6.5%, meaning more CVs were needed per hire in January than in November. However, YoY trends (perm +8.9%, contract +2.2%) indicate an improvement over the past year, suggesting better candidate matching or reduced client selectivity.

CVs Per Placement - 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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