



Market Insights Update: November 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 - CEO
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Who We Are

About DRC Search

DRC Search is the executive search division of The Digital Recruitment Company, specialising in senior management and C-suite appointments. We partner with high-growth, investor-backed and transformation-focused businesses, helping them attract and retain leadership talent that drives growth.

Our Specialisms:

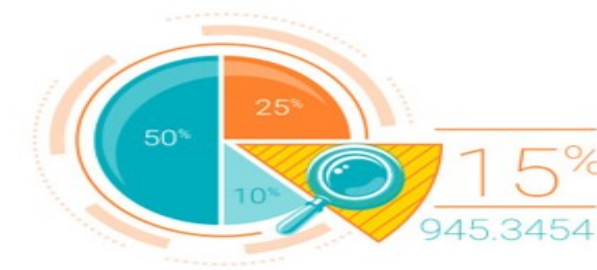
- All C-Suite & Leadership Roles: NED, Board Advisory, Chief Data, Chief Marketing, Chief Digital, Chief Information, Chief Technology, Chief Revenue, etc
- Non-Executive & Advisory Appointments: Access to our **exclusive NED Library** for board, growth, M&A and scale-up expertise.

Geographic Coverage: UK, East Coast US, and major European tech hubs.

About The Digital Recruitment Company

The Digital Recruitment Company was founded in London in 2010 and has become a leading provider of global recruitment solutions across the Technology, Marketing, Product, Data and Creative sectors.

The team focuses on mid-level to senior hires, providing permanent, freelance and fixed-term recruitment, as well as payroll management and market insight consulting.



What We Do

We work across the Technology, Marketing, Product & Data 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 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



Key Insights

Contract market continues to lead recovery | Contract vacancies and placements both rose in October, maintaining positive year-on-year growth. This steady momentum reflects employers' sustained preference for flexible staffing models as they navigate economic uncertainty.

Permanent hiring stabilises after September surge | While new permanent jobs plateaued after September's strong rebound, placement growth of nearly 2% month on month suggests earlier pipeline activity is now converting into hires, hinting at cautious but improving client confidence.

Sales revenue diverges across markets | Contract sales dipped 10% after several months of growth, while permanent revenue edged higher. This indicates differing billing or invoicing patterns between the two segments, rather than a fall in underlying demand.

Recruiter efficiency strengthens | Efficiency ratios improved for both markets, with contract placement-to-CV rates up nearly 4% month on month and permanent efficiency holding strong year on year. This stability signals consistent recruiter performance even as volumes fluctuate.

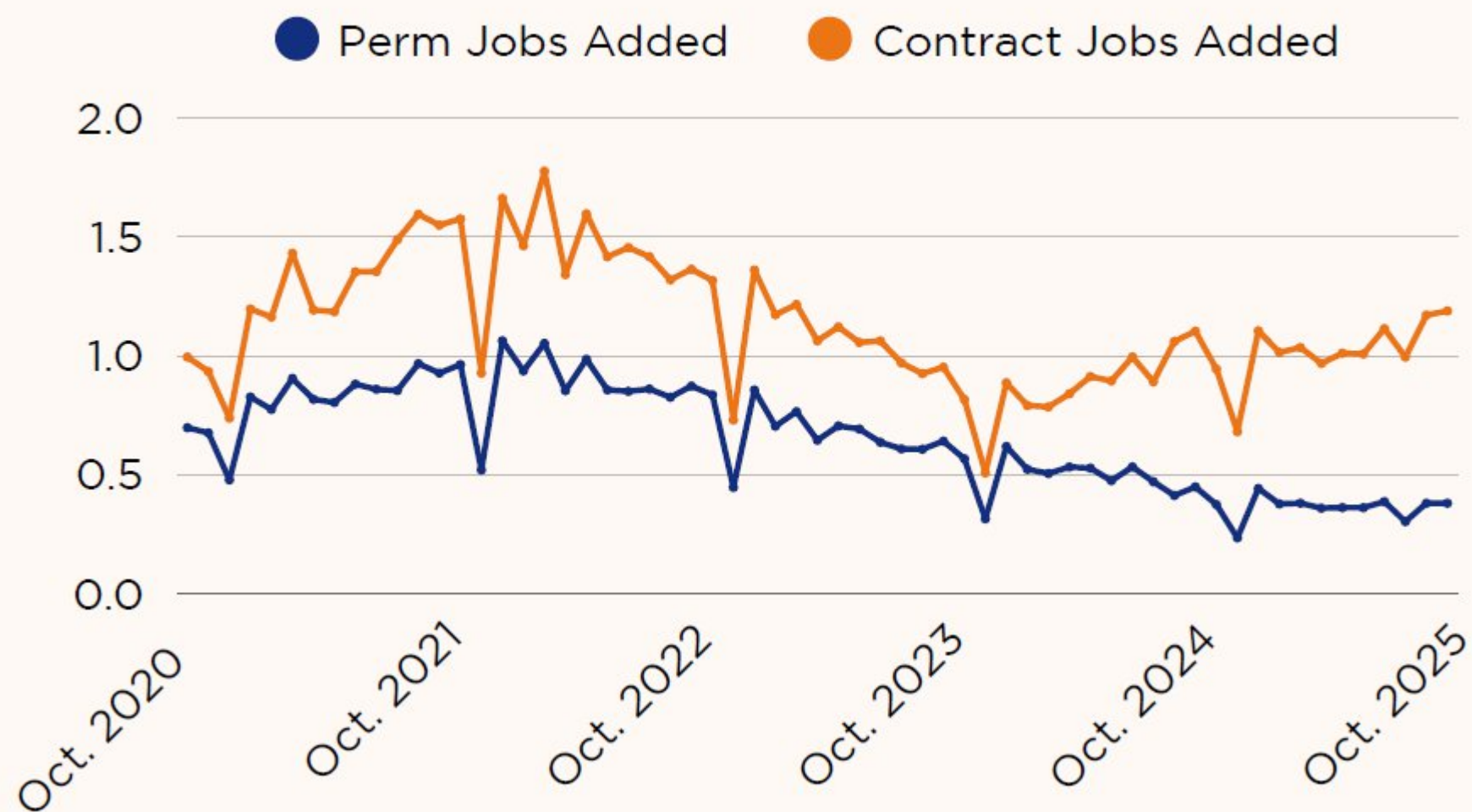
Candidate flow shows early signs of stabilisation | Although overall CV activity remains subdued year on year, the small monthly gains in permanent delivery and steadiness in contract suggest a gradual rebalancing of candidate supply and client demand heading into year end.



Vacancies

Contract vacancies rose slightly, up 1.5% month on month and 7.7% year on year, signalling sustained demand for contingent talent. Permanent vacancies were steady month on month, holding after September's sharp rise, though remain 15.3% below last year.

Perm Jobs Added vs Contract Jobs Added



Permanent | Month-on-Month **0%**

Permanent | Year-on-Year **15.3%** ▼

Contract | Month-on-Month **1.5%** ▲

Contract | Year-on-Year **7.7%** ▲

Placements

Placements increased modestly, with contract up 1.1% and permanent up 1.8% month on month. Year on year, contract placements rose 13.9% and permanent 3.8%, reflecting slow but steady client commitment.

Permanent Month-on-Month	1.8%	▲
Permanent Year-on-Year	3.8%	▲
Contract Month-on-Month	1.1%	▲
Contract Year-on-Year	13.9%	▲

Perm Placements vs Contract Placements

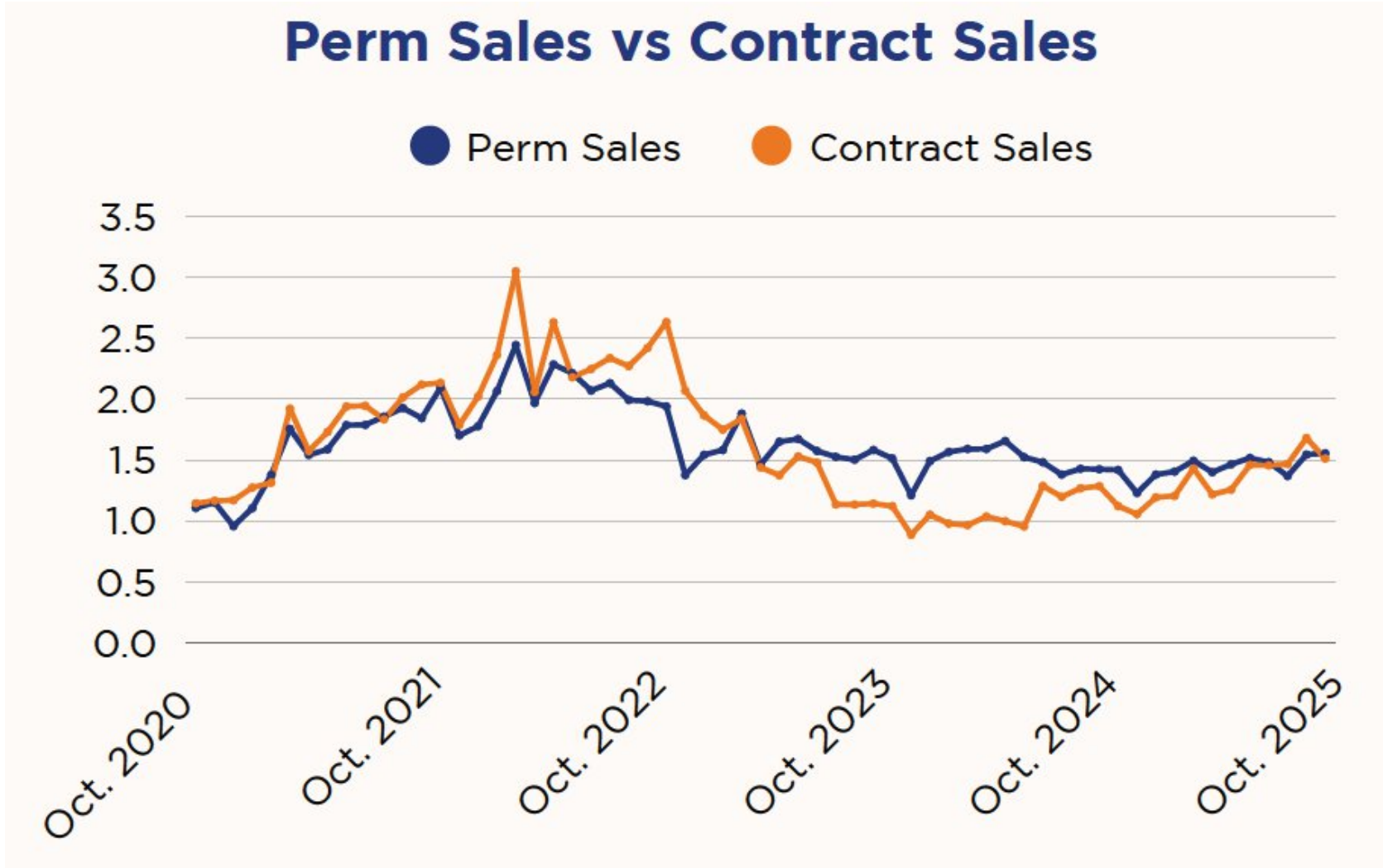


Sales Revenue



Sales trends diverged across markets, with contract revenue falling 10% month on month but still 17.7% higher than last year. Permanent sales edged up 0.7% monthly and remain 9.2% above October 2024, pointing to stable fee values despite lower deal volume.

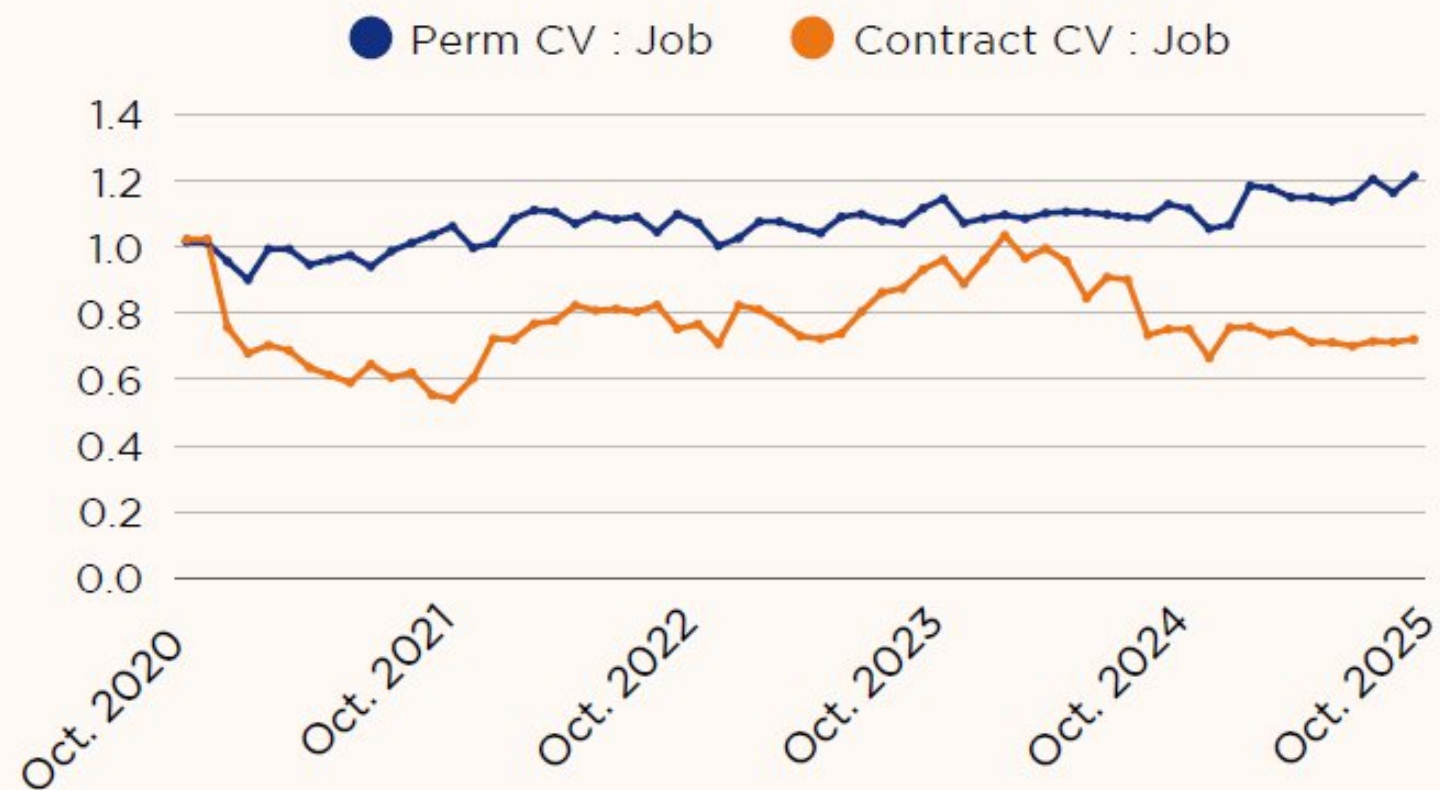
Permanent Month-on-Month	0.7%	▲
Permanent Year-on-Year	9.2%	▲
Contract Month-on-Month	10%	▼
Contract Year-on-Year	17.7%	▲



Job Coverage

Job coverage rose slightly in both markets, with CVs per job up 1.1% for contract and 4.3% for permanent. This indicates a marginally deeper candidate pool per vacancy, likely a sign of stabilising supply rather than weaker demand.

Job Coverage - Permanent CVs vs Contract CVs



Permanent Month-on-Month	4.3%	▲
Permanent Year-on-Year	7.6%	▲
Contract Month-on-Month	1.1%	▲
Contract Year-on-Year	4.1%	▼

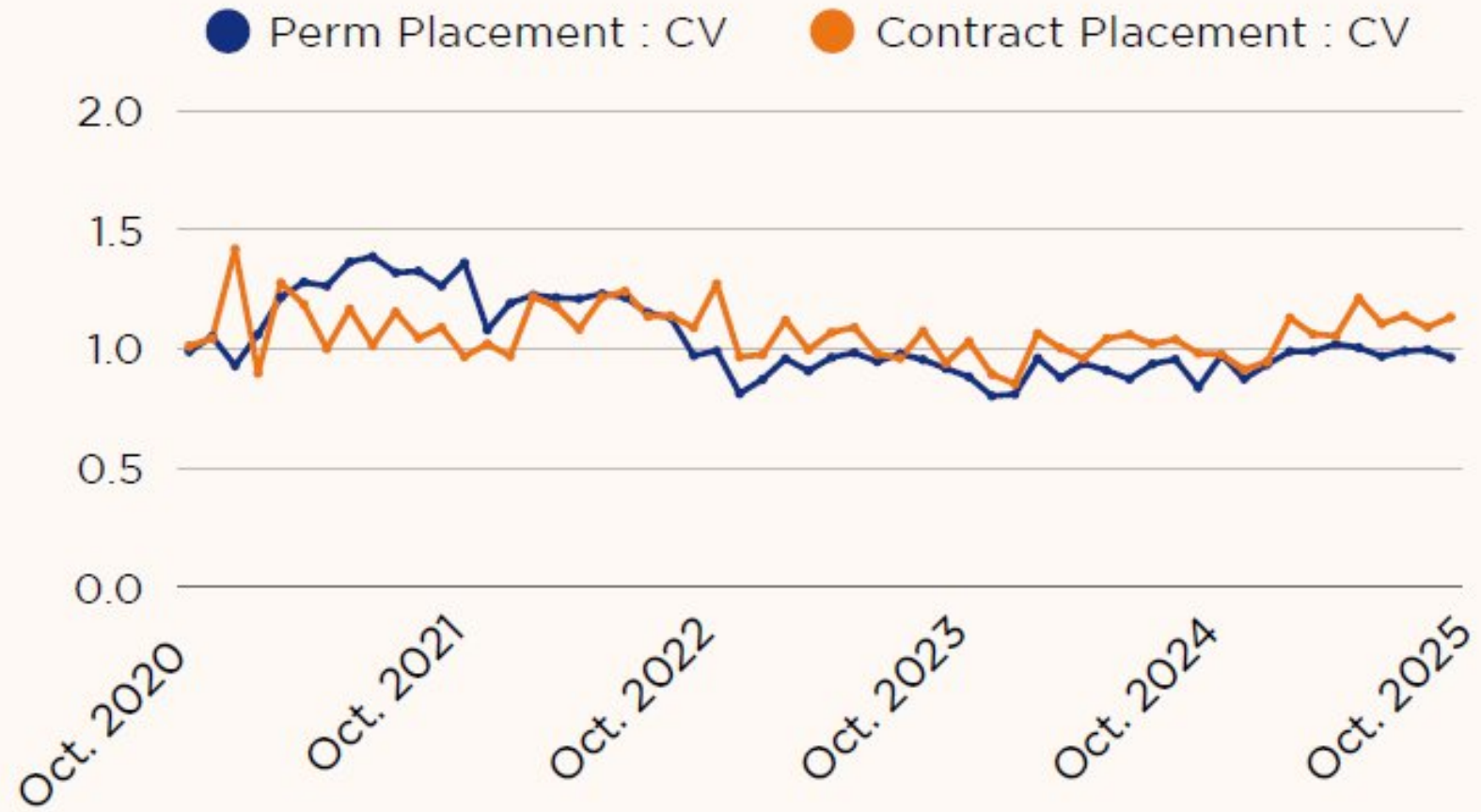


Placements Per CV

Recruiter efficiency improved overall. Contract placements per CV climbed 3.8% month on month and 15.5% year on year, while permanent efficiency dipped 3.4% monthly but remains 15% stronger than last year — evidence of continued quality matching and delivery consistency.

Permanent Month-on-Month	3.4%	▼
Permanent Year-on-Year	15%	▲
Contract Month-on-Month	3.8%	▲
Contract Year-on-Year	15.5%	▲

Placements Per CV - Permanent vs Contract



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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