



DIGITAL
RECRUITMENT
COMPANY

Market Insights Update: November 2022 Market & Insights Trend



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!

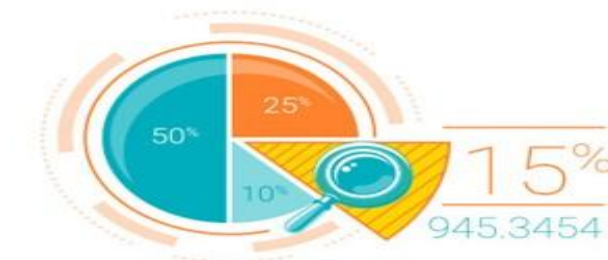
Best wishes,

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



4 Key Take Aways

New vacancies:

Despite noting an overall increase in demand throughout October, contract roles fell 7% in the final half of the month when compared to the first two weeks. Permanent jobs also declined, down 10% by the end of October.

Revenue:

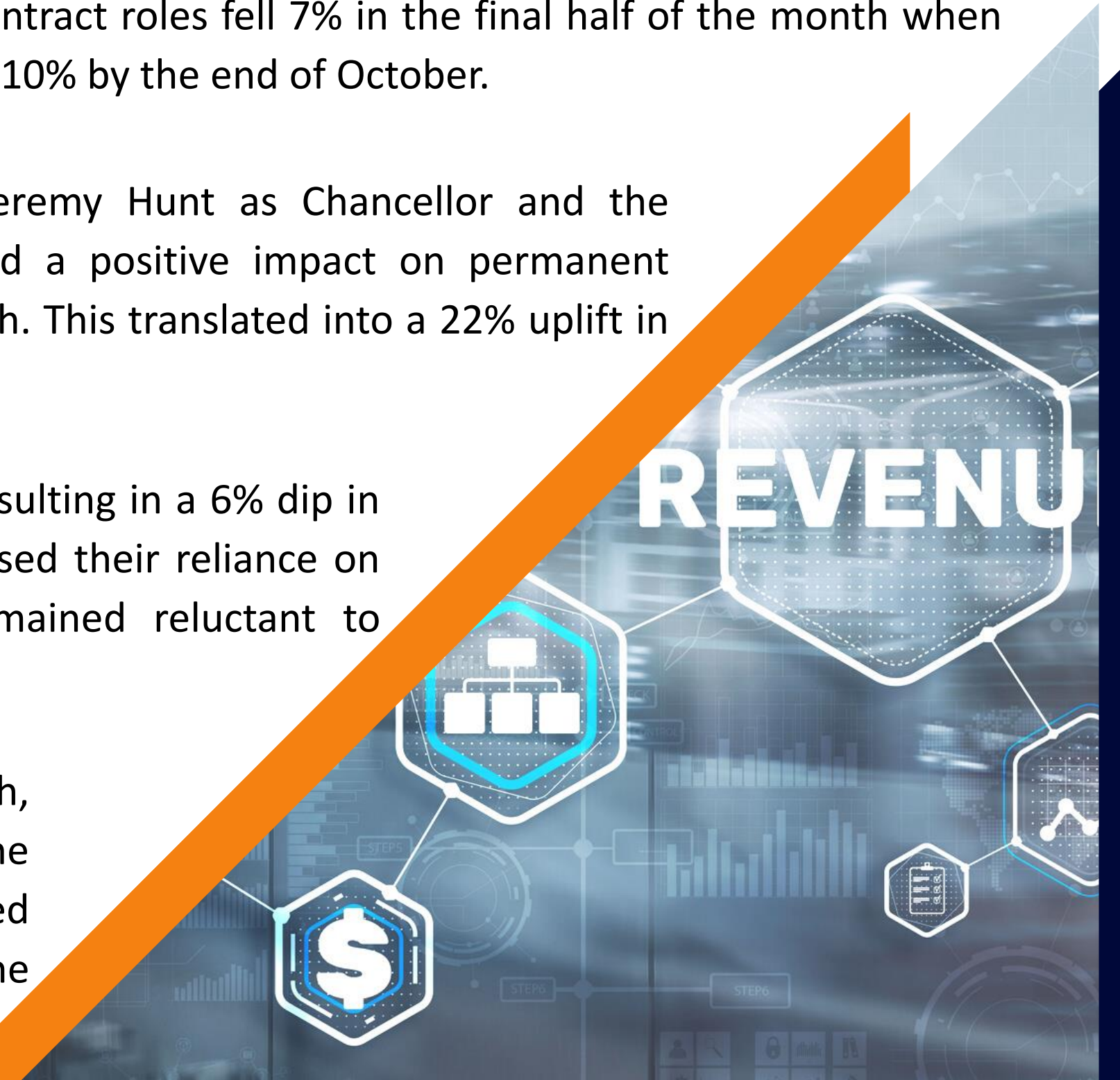
The daily tracking data does suggest that the appointment of Jeremy Hunt as Chancellor and the confirmation that a new Prime Minister would be announced had a positive impact on permanent placements which saw a 16% increase in the second half of the month. This translated into a 22% uplift in permanent sales revenue for recruitment firms.

Placements:

contract placements fell 12% in the final two weeks of the month, resulting in a 6% dip in sales revenue. These figures support the idea that employers increased their reliance on contractors during the initial period of uncertainty as many remained reluctant to permanently increase headcount.

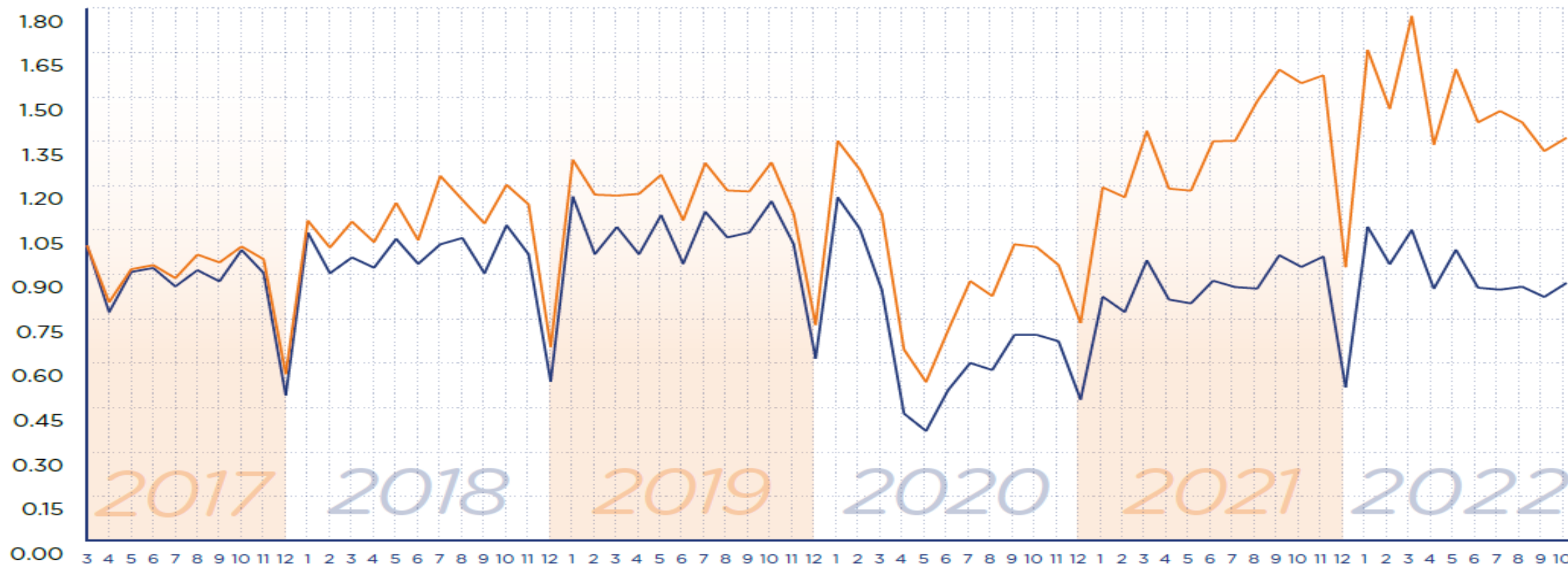
Interviews:

Interviews remained relatively stable throughout the entire month, down just 1% in the last two weeks of the month when compared to the start of October. With vacancies also dropping, this dip is to be expected and suggests November's placement figures will likely remain low in the initial weeks of the month



Vacancies

The latest hiring data demonstrates that the level of uncertainty in the UK market has led to a volatile recruitment market. Permanent hiring is showing a mixed picture. While annual comparisons are down 6%, month-on-month figures suggest recruitment increased by 5% in October. This is largely due to the decline noted in September during the period of national mourning for the Queen and an unexpected bank holiday. When we look at pre-Covid levels, however, the data shows a 24% decline in the number of jobs added between October 2019 and October 2022, suggesting that the recruitment slowdown the UK has been experiencing since the summer is continuing.



VACANCIES

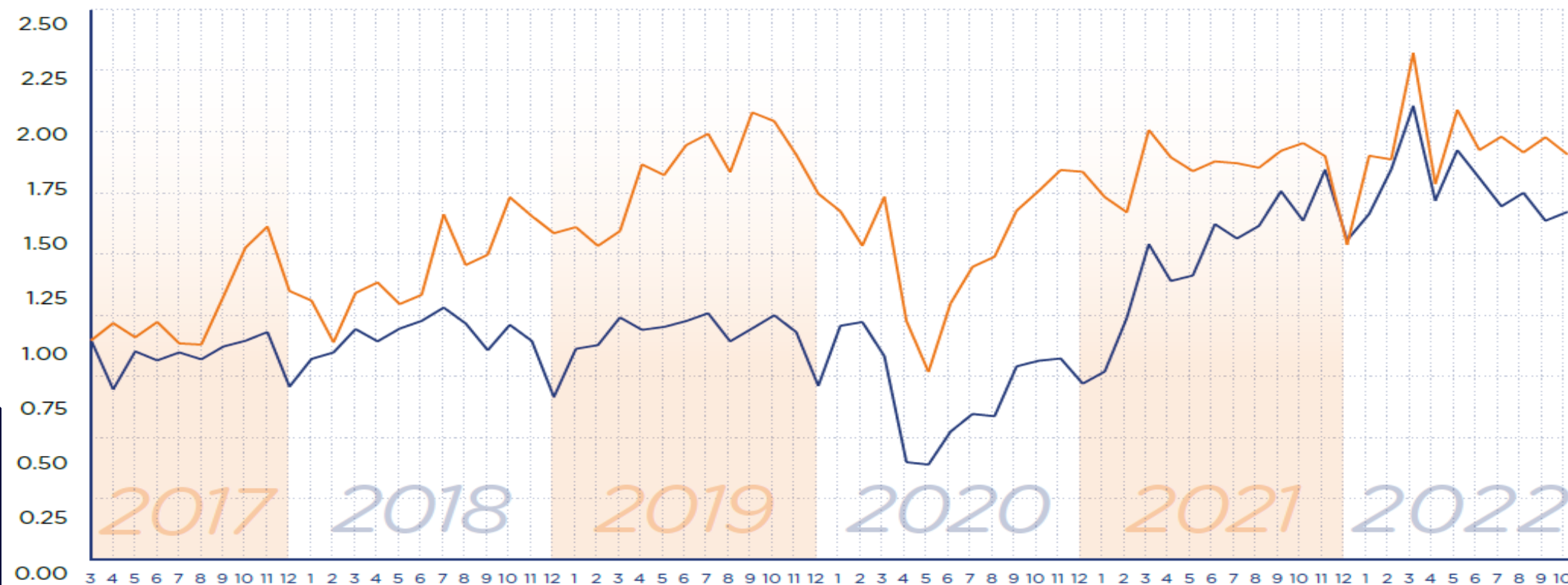
PERMANENT
↑5% MoM ↓6% YoY

CONTRACT
↑3% MoM ↓12% YoY

Vacancies

Demand for contract professionals does paint a clearer picture of the skills challenges across the country. The number of contract positions added was up 3% month-on-month in October, while these figures increased 6% when compared to October 2019. While the annual comparison does show a decline between October 2021 and 2022, this does follow a significant spike of over 50% between 2020 and 2021 and is indicative of a continuation of demand for temporary skills.

What is certainly interesting in this latest data is the comparison of contract sales revenue and placements figures. Despite the number of actual placements being made dropping across the board (down 4% month-on-month, 3% year-on-year and 7% since October 2019), sales revenue for recruiters has grown.



PLACEMENTS

PERMANENT

↑3% MoM

↑3% YoY

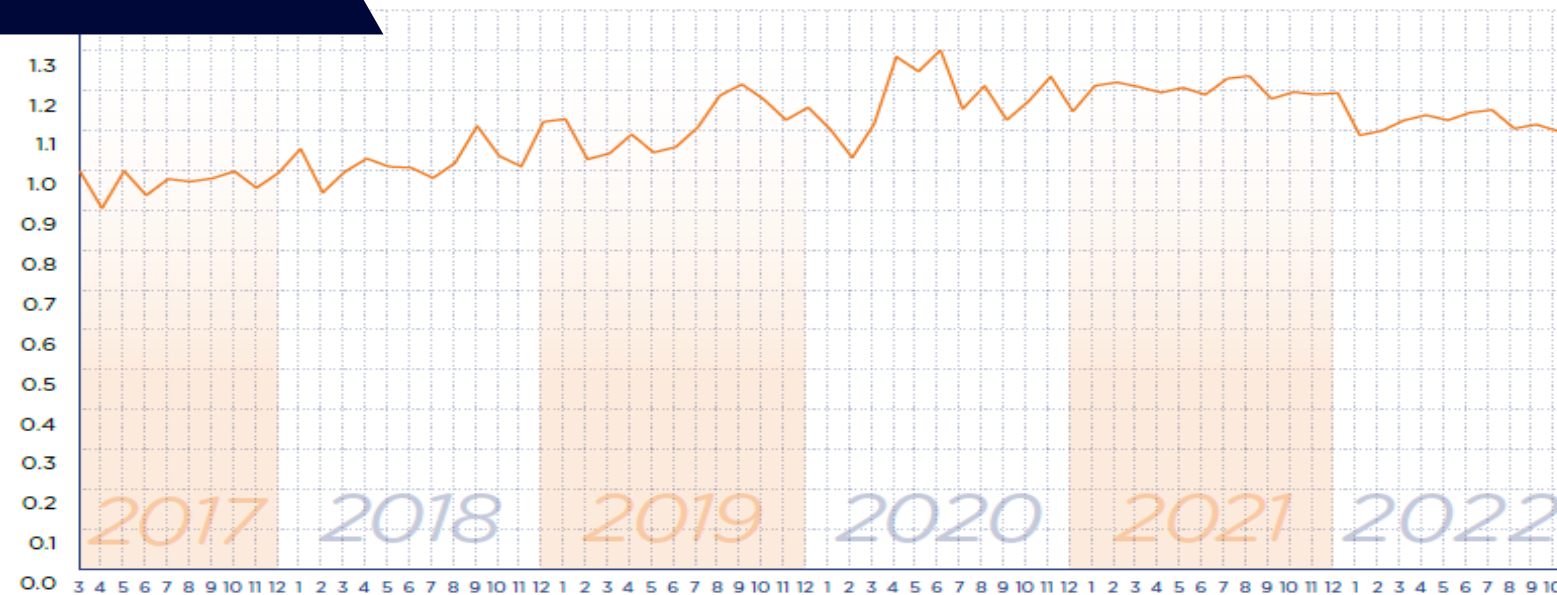
CONTRACT

↓4% MoM

↓3% YoY

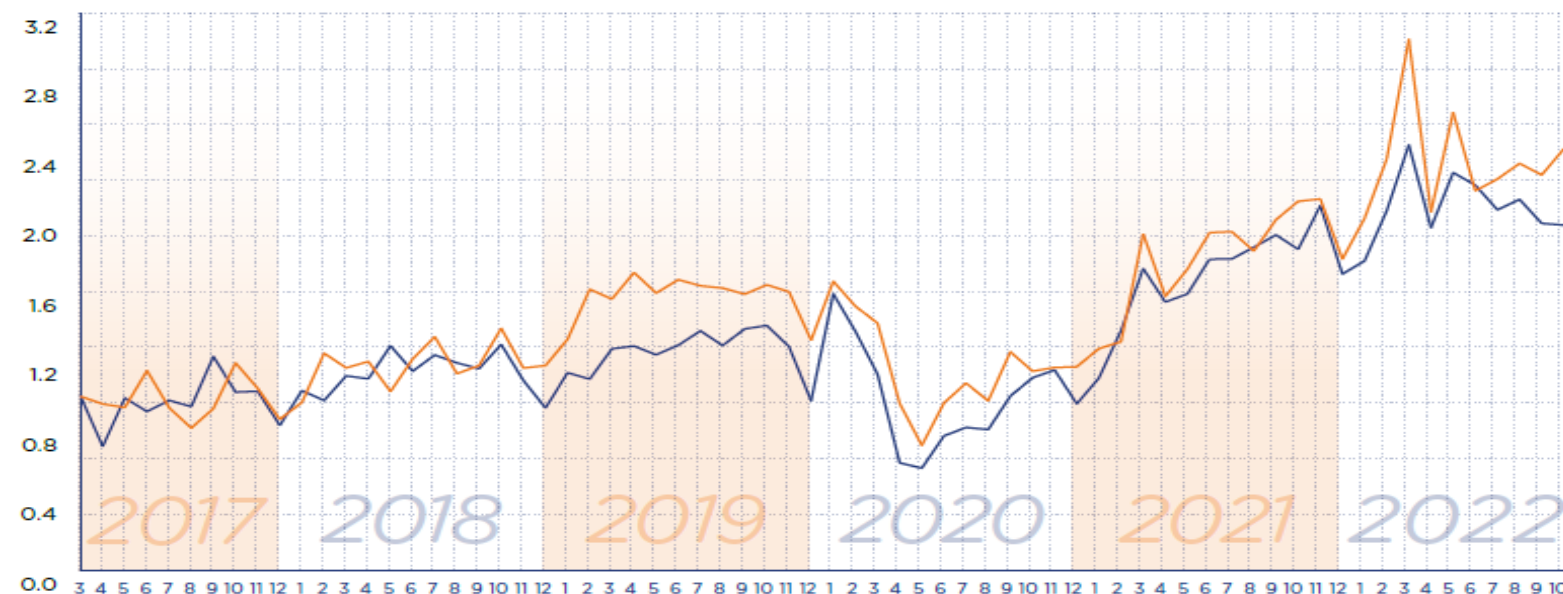
Vacancies

In October 2022 staffing firms reported a 7% increase in contract revenue when compared to September, while annual comparisons showed a 14% uptick in October. Pre-Covid levels saw the greatest increase, with sales up 48% since October 2019. With contractor costs inflated above the rates of placements, the data suggests that the costs of employing contractors are increasing as individuals can command higher rates in a tough skills climate.



AVERAGE PERMANENT SALARIES FROM PLACEMENTS

PERMANENT
↓7% MoM ↓8% YoY



SALES REVENUE FROM PLACEMENTS

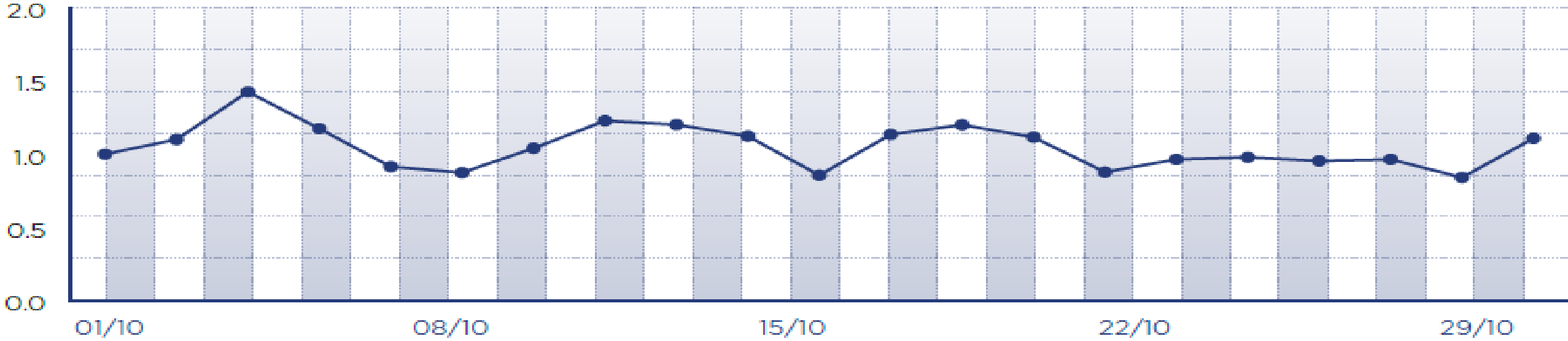
PERMANENT
↓1% MoM ↑8% YoY

CONTRACT
↑7% MoM ↑14% YoY

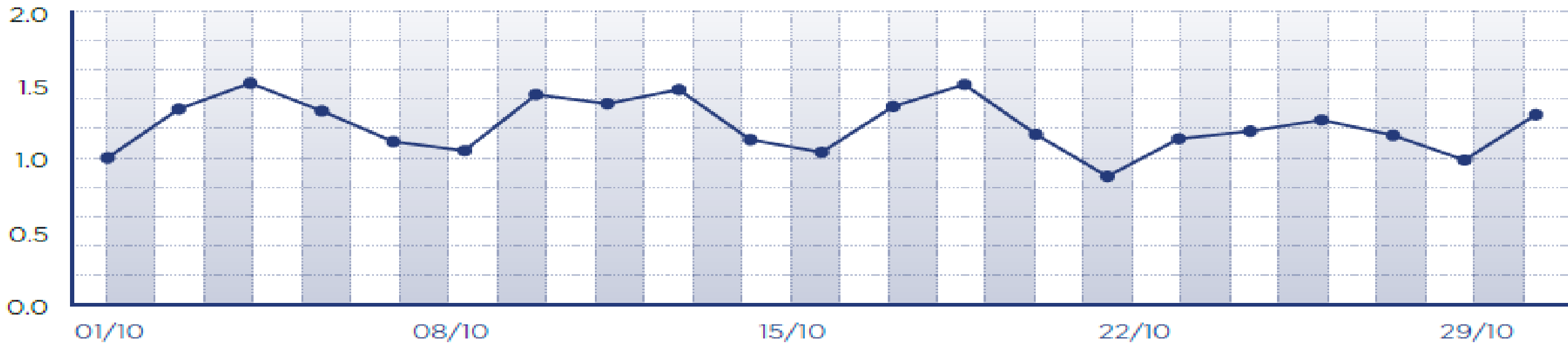
Bullhorn Been tracking activity on a daily basis

New Vacancies

Permanent Jobs Added



Contract Jobs Added



Despite noting an overall increase in demand throughout October, contract roles fell 7% in the final half of the month when compared to the first two weeks. Permanent jobs also declined, down 10% by the end of October.

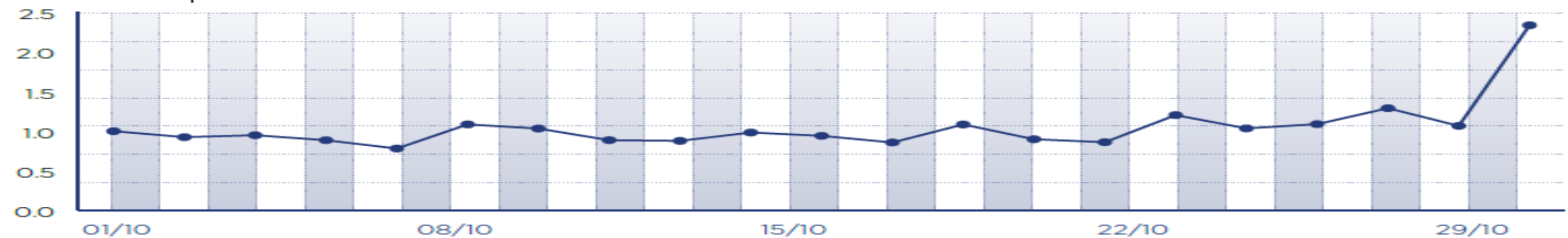
Placements & Revenue

The daily tracking data does suggest that the appointment of Jeremy Hunt as Chancellor and the confirmation that a new Prime Minister would be announced had a positive impact on permanent placements which saw a 16% increase in the second half of the month. This translated into a 22% uplift in permanent sales revenue for recruitment firms.

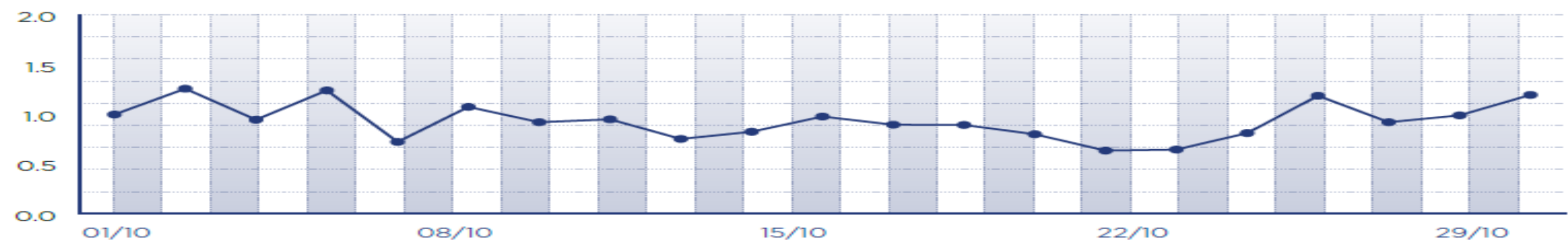
In comparison, contract placements fell 12% in the final two weeks of the month, resulting in a 6% dip in sales revenue. These figures support the idea that employers increased their reliance on contractors during the initial period of uncertainty as many remained reluctant to permanently increase headcount. With a new Prime Minister and Chancellor announced in a bid to bolster markets, the daily tracking data suggests this move had a positive impact on permanent recruitment.



Permanent Sales



Contract Sales





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

