



DIGITAL  
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# Market Insights Update: February 2023 – Midlands Market & Insights Trend



[toby@digitalrecruitmentcompany.com](mailto: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!

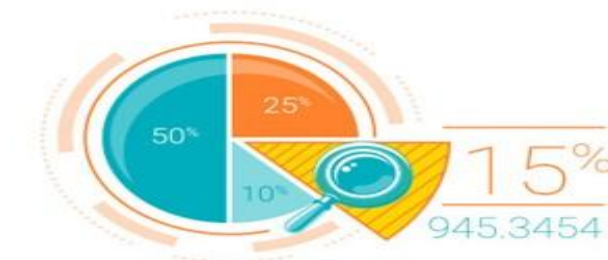
Best wishes,

**Toby Day – Head of Digital**  
**[toby@digitalrecruitmentcompany.com](mailto: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:

*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.





# Introduction

As the largest regional economy outside of the Capital, it is encouraging to see how buoyant the professional recruitment market in the Midlands was last year. While the latter part of 2022 was dominated by fears that the UK would enter a recession which, in turn, impacted business confidence, our research clearly shows that demand for talent has continued despite the environment.

And while we may not be completely out the woods from an economic point of view despite the confirmation that we've avoided a recession, the fact remains that demand for skills is outstripping supply in many sectors. With our data showing a considerable need for IT specialists and Engineers – two professions that have long been hit by talent shortages – it is clear that more needs to be done by the Government to ensure the UK has a highly skilled workforce that is fit for the future.



# 3 Key Take Aways

## Top roles:

When analysing the top roles operating across industries in the Midlands, we find that IT Professionals had the largest volumes in 2022, publishing over 15,500 new jobs. This resulted in a notable yearly jump of 31.2% in relation to 2021, albeit significantly lower than the previous year's incredible growth rate rise (83.7%). Engineers took the runners-up spot with volumes up 50.3% from 2021, achieving over 7,200 new jobs.

## IT:

The monthly average performance for Engineers in the Midlands shows that August 2022 was the peak month for vacancies, with over 800 jobs published, a month-on-month growth of 31.1%. The fastest monthly increase was recorded in July when over 600 jobs were recorded, representing a 47.5% month-on-month rise. The biggest drop occurred in December when numbers fell from 863 to 572 (down 33.7%).

## Marketers:

The most significant surge was experienced in May (up 24.7%), with numbers almost reaching 600. Conversely, the most significant decrease happened in November (down 22.6%), when vacancies fell from 562 to just 435. If we analyse in demand skills, vacancies for Professional Marketing specialists were the highest with over 1,200 new jobs, a year-on-year growth of 30.1% compared to 2021.



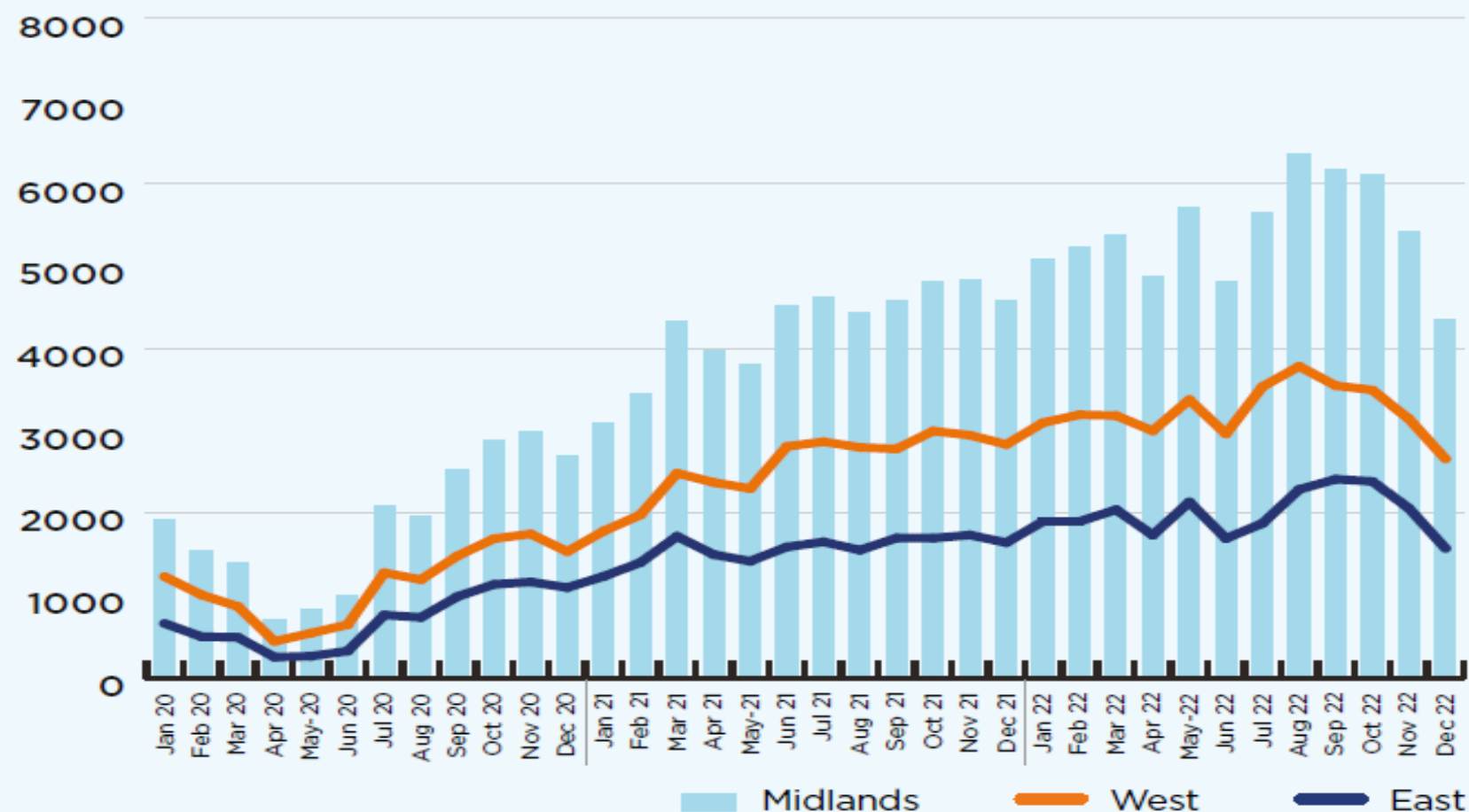


# Overview

The end of 2022 proved that the Midlands continues to be one of the best performing regions in the UK outside London. Besides the prominence of big car manufacturers and the requirement for technical skills, the past year also saw considerable demand for other specialist roles, such as marketers and IT professionals, despite the nationwide economic headwinds. In a bid to help solve some of the talent shortage issues, the government recently launched a new scheme to help women in the Midlands return to STEM jobs.

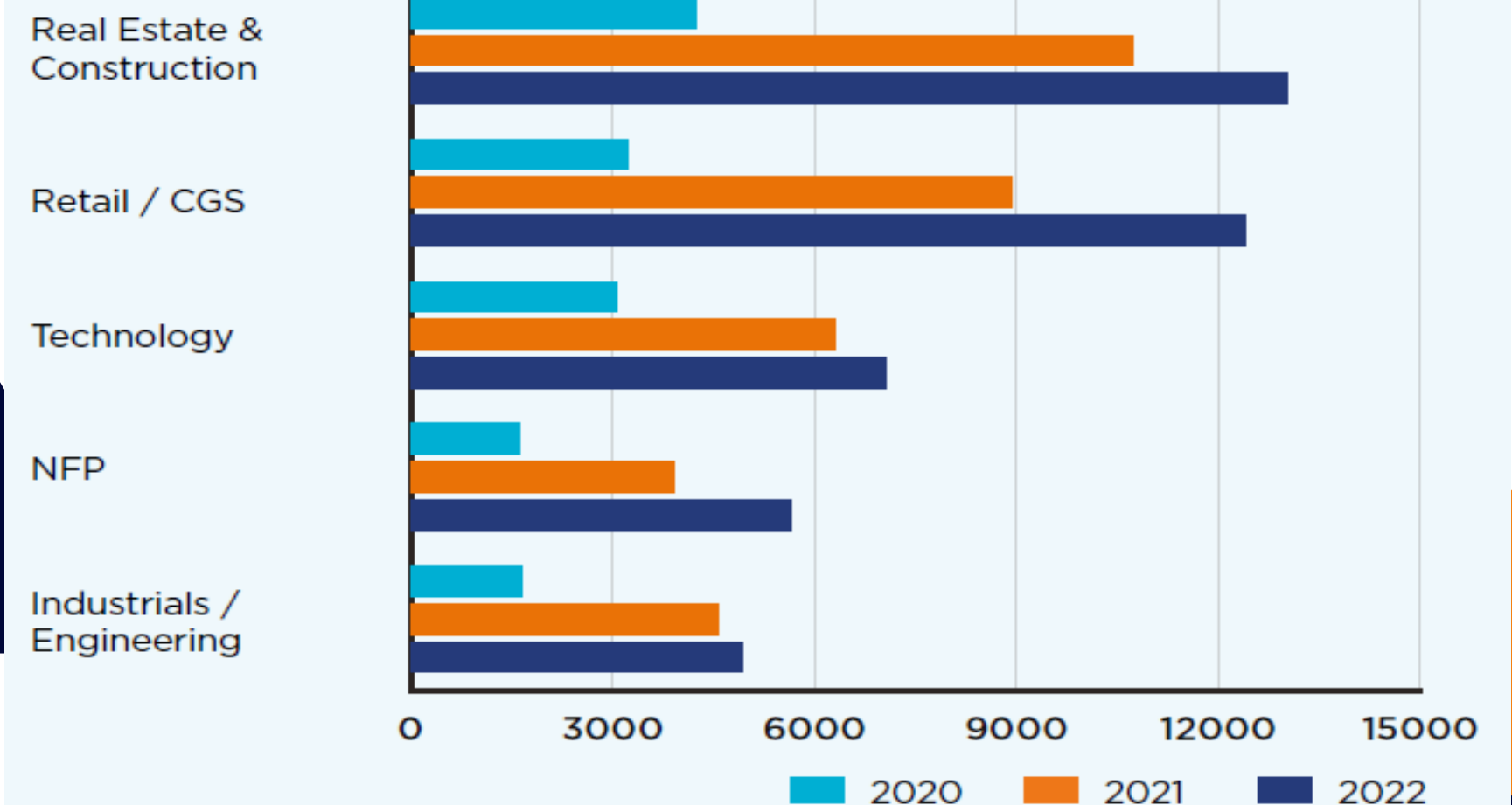
## Monthly Totals

West Midlands v East Midlands, UK,  
All Vacancies, All Sectors, 2020-22



## Top Sectors

Midlands UK, All Vacancies, 2020-22





# Overview

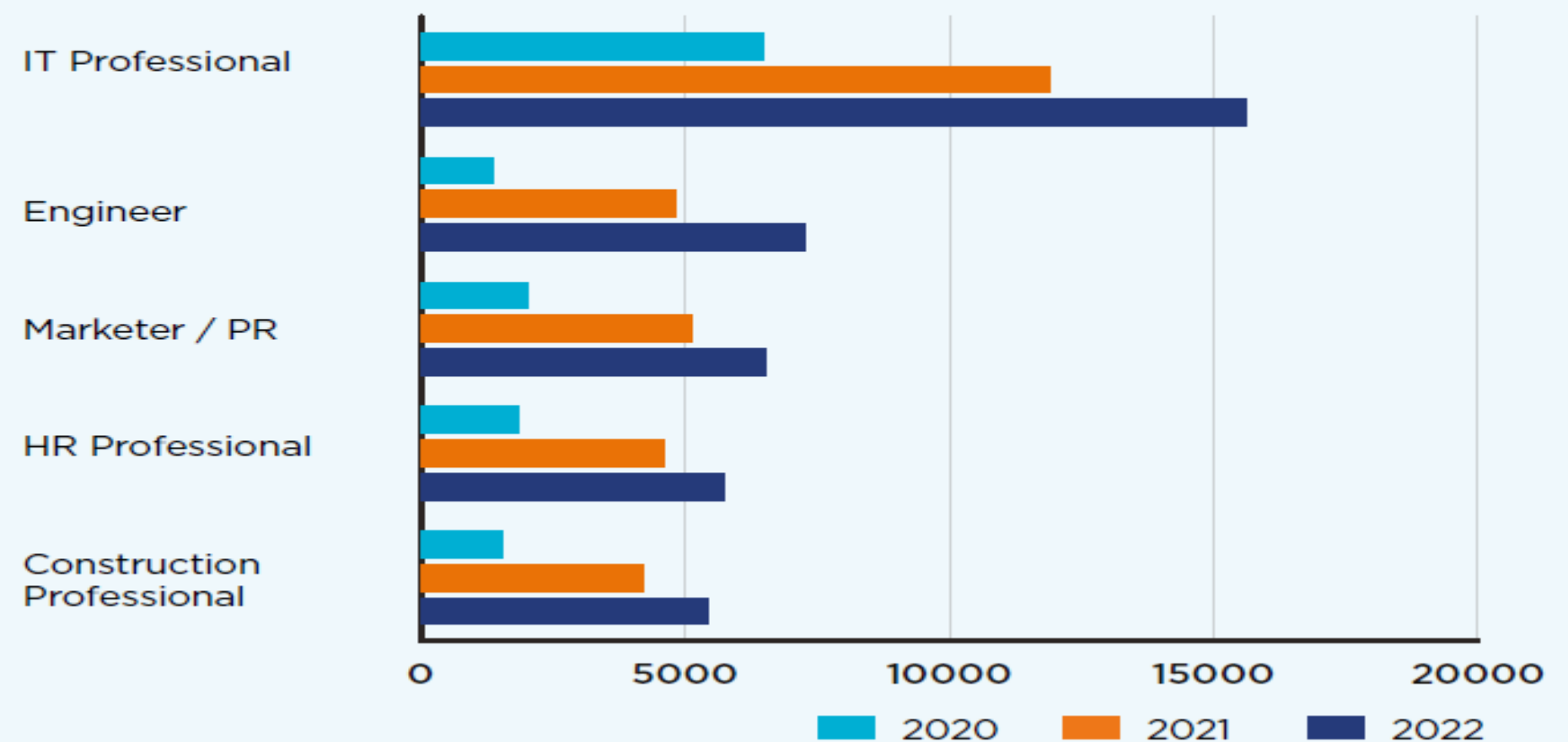
A look at hiring activity within the Midlands shows that August was the peak month in 2022 for both the East and West Midlands combined, with over 6,300 vacancies published, equating to a month-on-month increase of 12.5%. The West Midlands peaked in the same month of August (7% rise) with almost 3,800 new jobs registered, while the East Midlands reached its apex in September (up 5.4%), achieving over 2,400 vacancies.

However, the fastest-growing month rise for the West Midlands was in July (19.3%) with the East Midlands achieving its highest rise in May (23.1%). Split by sectors, our data indicates that Real Estate & Construction led the way in 2022, closing the year with over 13,000 new jobs, a year-on-year surge of 21.3% compared to 2021.

Retail / Consumer Goods and Services (CGS) ranked second with a remarkable yearly rise of 39.1% compared to 2021. However, the fastest year-on-year growth across sectors was by not-for-profit (NFP), which recorded an incredible 44.9% increase from 2021.

## Top Professions

Midlands UK, All Vacancies, All Sectors, 2020-22



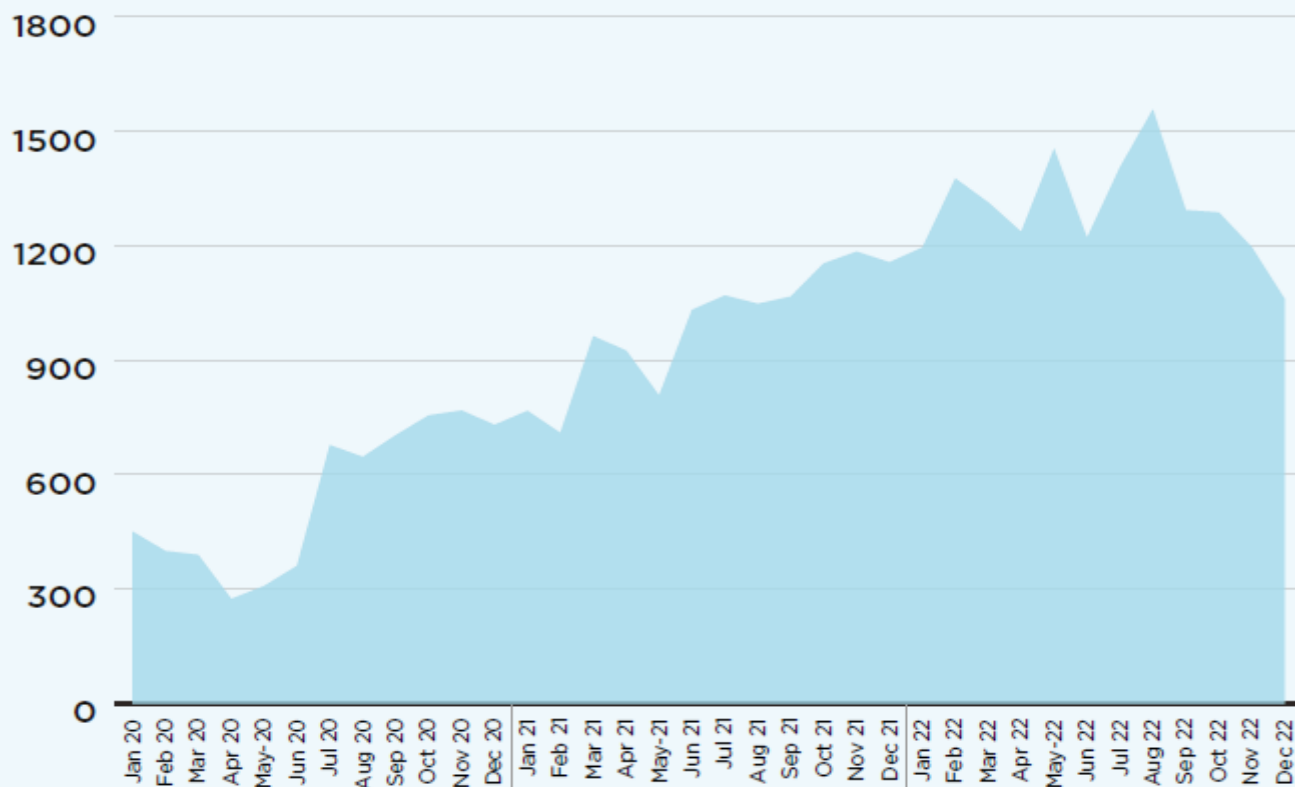
# IT

The increasing demand for IT professionals in the Midlands was clear to see in 2022. Monthly hiring volumes hit record levels in August 2022, with the listing of over 1,500 new vacancies, up 10.8% on July's figures. These numbers were the largest in terms of volumes across the 2020-22 period.

The most significant change in monthly numbers for IT came in May 2022 (17.6%), with more than 1,400 new jobs. By contrast, the largest month-on-month decrease occurred in September (down 16.9%), when numbers fell from almost 1,600 to 1,296.

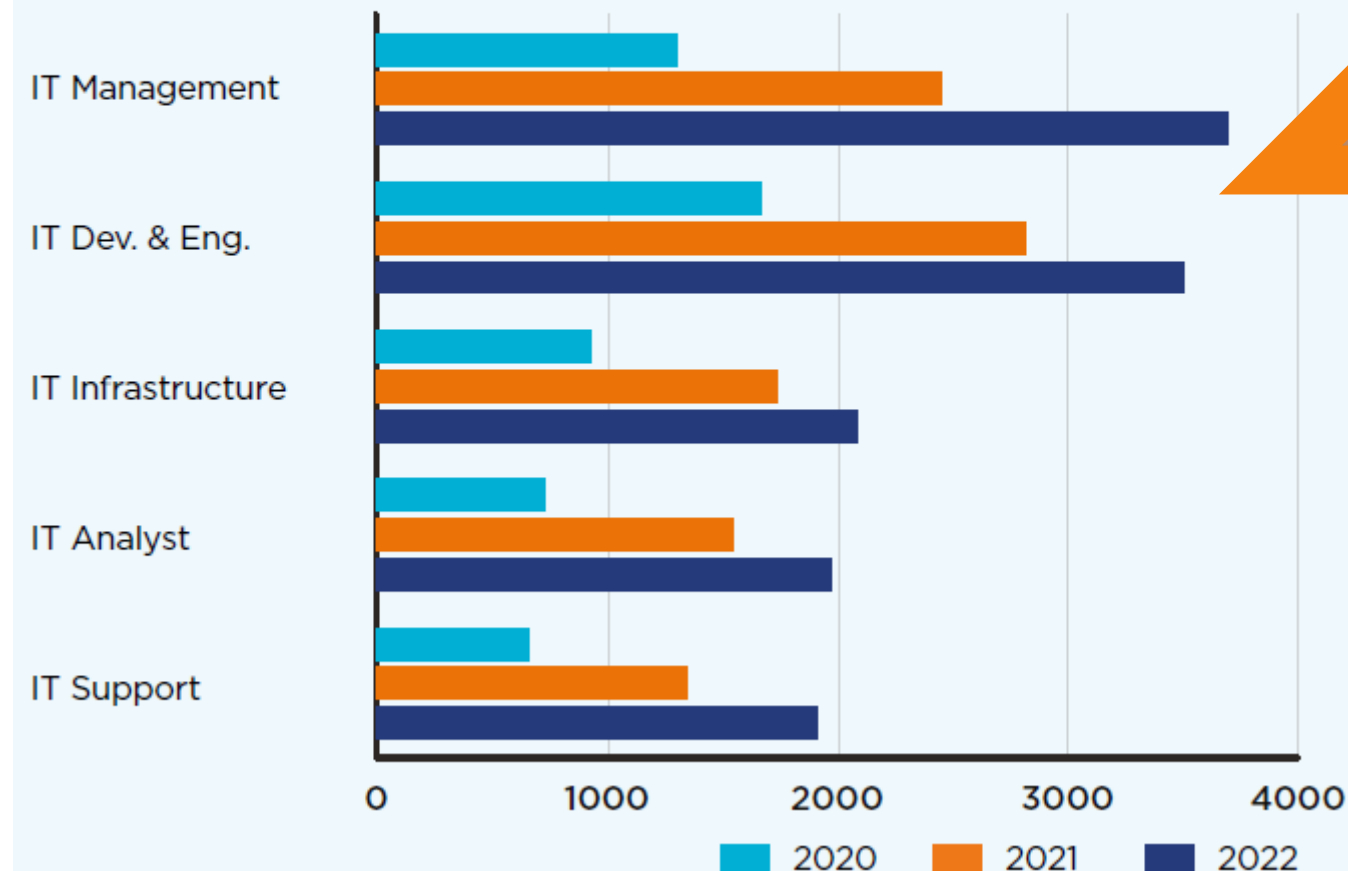
## Monthly Totals

IT professionals, Midlands UK,  
All Vacancies, All Sectors, 2020 -22



## Skills in Demand

Top 5 division, Midlands UK, All Sectors, 2020 -22



Bullhorn Been tracking activity on a daily basis



# IT

Looking at the most in demand IT skills, IT Management tops the table, accounting for almost a quarter (23.6%) of the total share of IT vacancies. This represented an impressive year-on-year growth of 50.6% compared to 2021, the fastest-growing change of 2022. Close to 3,700 IT Management jobs were published, surpassing 2021 totals and almost three times 2020 levels. IT Development & Engineering ranked second, finishing the year with over 3,500 new IT jobs, registering a yearly rise of 24.4% compared to 2021. IT Support also experienced notable growth, with volumes up 42% from 2021.

When analysing the top organisations hiring IT talent within the Midlands, Jaguar Land Rover posted the biggest numbers, leading the way with over 500 jobs in 2022. This translates into a record-breaking year-on-year growth of 138.2% compared to 2021. The Coventry headquartered automobile manufacturer recently announced a strategic partnership with BNP Paribas to launch new mobility financing services across nine European markets.

## Top 10 Companies

IT professionals, Midlands UK,  
All Vacancies, All Sectors, 2020 -22

Company	Sector	2021	2022	YoY%
Jaguar Land Rover	Retail / CGS	241	574	138.2%
Barclays	Banking	242	555	129.3%
BT	Telecommunications	388	549	41.5%
Experian	Media	260	469	80.4%
Version 1	Technology	398	418	5%
Leidos	Technology	100	260	160%
Access UK	Technology	223	256	14.8%
Advanced Computer Software	Technology	202	247	22.3%
NFU Mutual	Insurance	178	226	27%
Capital One	Banking	112	124	10.7%



With a 129.3% year-on-year growth, Barclays is the next best performing firm, publishing over 550 vacancies, over double the total from 2021. In January, the banking giant revealed plans to expand its flexible banking strategy formats given the declining use of retail branches and the growing adoption of its digital channels.

Other companies worth highlighting were the US tech firm Leidos, which experienced the most significant increase in 2022 (160%) and American-Irish firm Experian, which saw volumes up 80.4% from 2021.

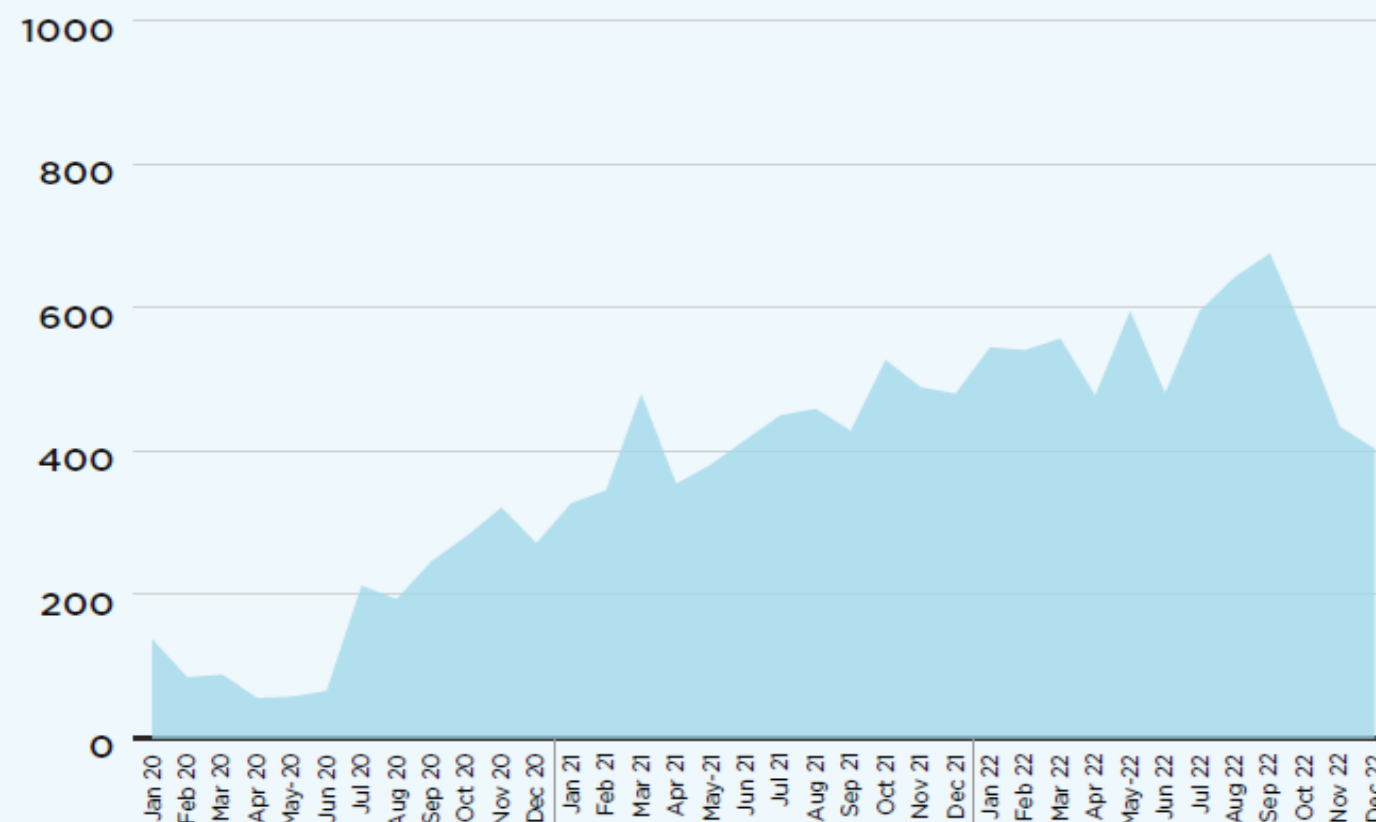
# Marketers

An analysis of the monthly performance for Marketers in the Midlands indicates that September was the month with the highest activity in 2022. Over 650 new vacancies were posted, equating to a month-on-month rise of 5.1%.

The most significant surge was experienced in May (up 24.7%), with numbers almost reaching 600. Conversely, the most significant decrease happened in November (down 22.6%), when vacancies fell from 562 to just 435. If we analyse in demand skills, vacancies for Professional Marketing specialists were the highest with over 1,200 new jobs, a year-on-year growth of 30.1% compared to 2021.

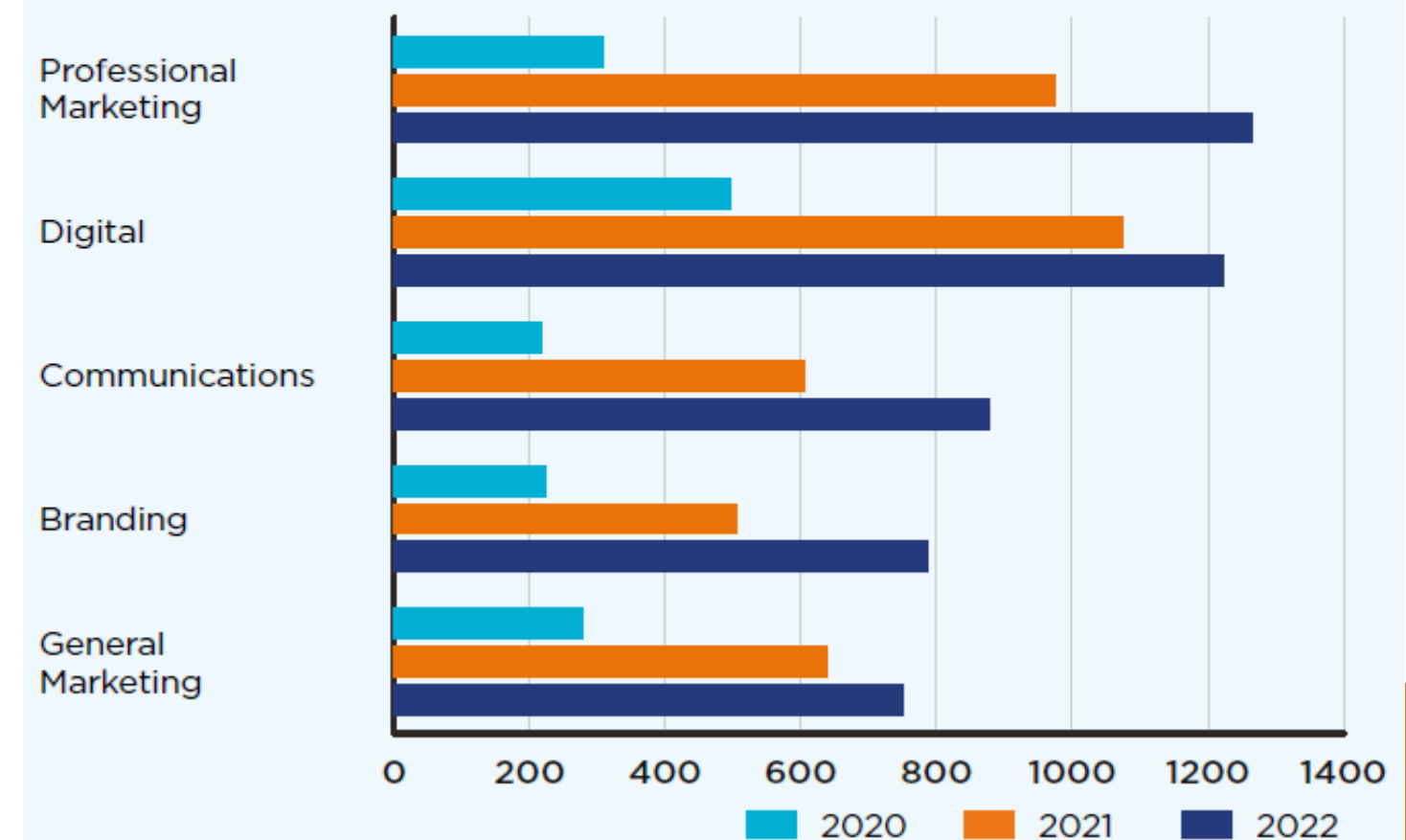
## Monthly Totals

Engineer, Midlands UK,  
All Vacancies, All Sectors, 2020 -22



## Skills in Demand

Engineering Top 5 division, Midlands UK,  
All Sectors, 2020 -22





# Marketers

## Top 10 Companies

Engineer, Midlands UK,  
All Vacancies, All Sectors, 2020 -22

Company	Sector	2021	2022	YoY%
Experian	Media	87	117	34.5%
BT	Telecommunications	98	106	8.2%
Greene King	Retail / CGS	52	104	100%
University of Warwick	NFP	49	98	100%
Croud	Media	75	92	22.7%
NFU Mutual	Insurance	54	66	22.2%
Coventry University	NFP	60	65	8.3%
Next	Retail / CGS	70	58	-17.1%
Boots	Retail / CGS	143	56	-60.8%
Holland and Barrett	Retail / CGS	70	49	-30%

Digital Marketing ranked second, also achieving over 1,250 vacancies, constituting a yearly rise of 14% in relation to 2021 volumes. However, Branding was the fastest growing specialism, posting nearly 800 jobs, an impressive year-on-year uplift of 55.6%. This was followed by Communications, which saw 2022 volumes rise by 45.5%.

When looking at the activity of the top firms hiring Marketers, our data shows that Experian led the pack in 2022, having published over 100 new jobs, resulting in an uptick of 34.5% compared to 2021. The American-Irish multinational recently announced its partnership with British bank Zopa, which will provide increased credit options to its customers.

With over 100 new jobs created, Greene King had an outstanding 2022, experiencing the fastest year-on-year rise jointly with the University of Warwick, both registering 100% increases compared to 2021. The pub retailer and brewer recently revealed its investment in a new online customer experience reputation management platform, which all its leased and tenanted licensees will be able to use for free, helping them enhance their online presence.

Of note, marketer vacancies for most retailers fell in 2022, the most prominent drop experienced by Boots (down 60.8%). This was followed by health food chain Holland & Barrett (30%) and multinational retailer, Next (17.1%).



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# 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**

