

Market Insights Update



**UK Labour Market
Trends: August 2022**

The Digital Recruitment Company



DIGITAL
RECRUITMENT
COMPANY

Hi, Welcome

Welcome

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

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About Us

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

The Digital Recruitment Company works across the Digital Sector in both the UK & Internationally. Our consultants are highly knowledgeable in their recruitment niche and have extensive experience in their industry. 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, Marketing, Media Planning & Buying, Performance Media, Project Management / Product Management, Sales, Strategy, Tech & UX. We supply permanent hires, executive search, freelance & fixed term contracts and payroll management services.

Our Services

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.

This service is split into two distinct services:

1. **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.
2. **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.

We work across mid-level to C-suite roles with a core teams working in each vertical from Junior to Senior opportunities

Specialism Overview:

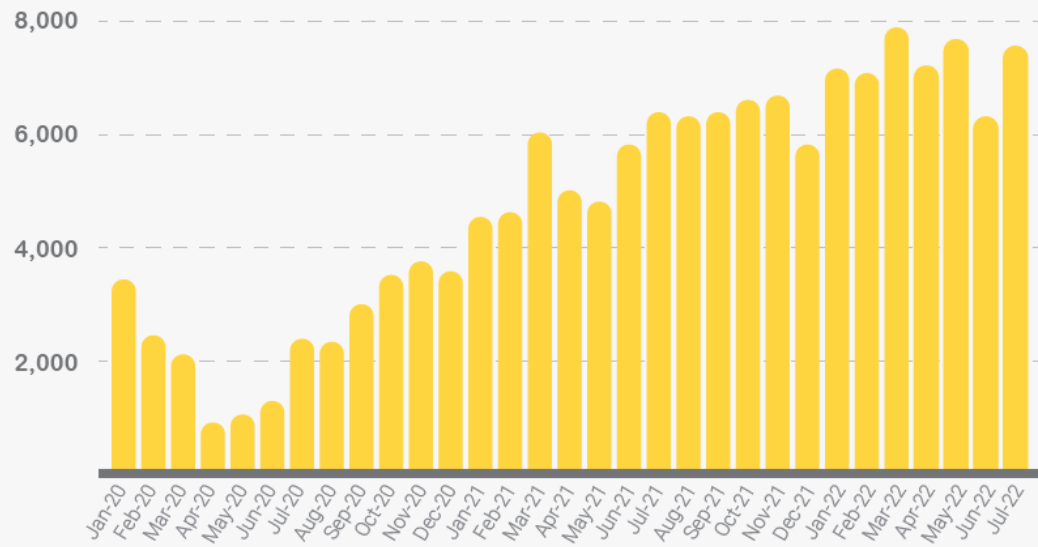
- Marketing (Inc Martech)
- Data & Analytics
- Product
- UX & Service Design
- Client Services
- Project Management
- Strategy & Social
- Technology



August Trends

Monthly Totals

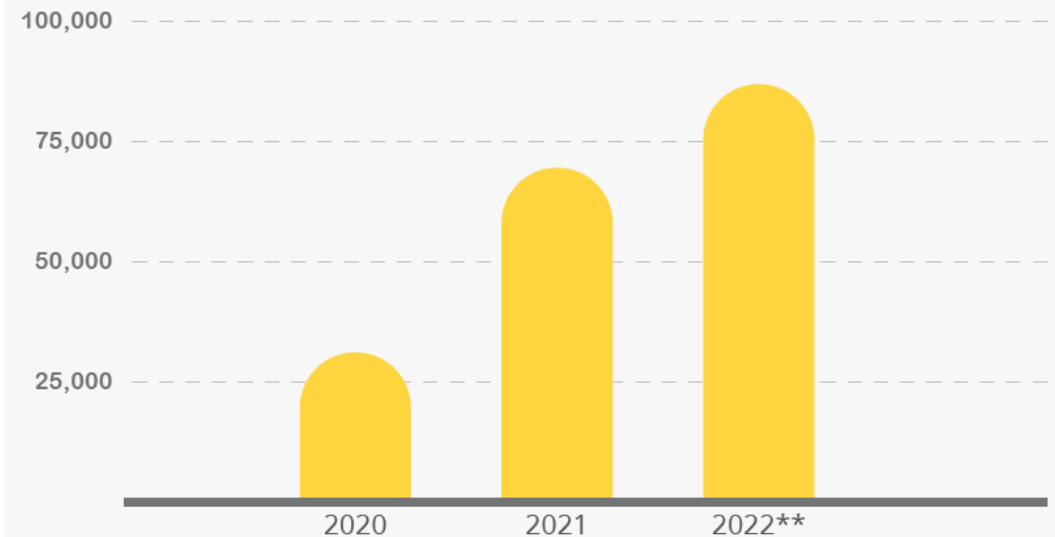
Marketing Professional, All sectors, 2020-22, England & Wales



Source: Vacancysoft Analytics

Annual totals

Marketing Professional, All sectors, 2020-22, England & Wales



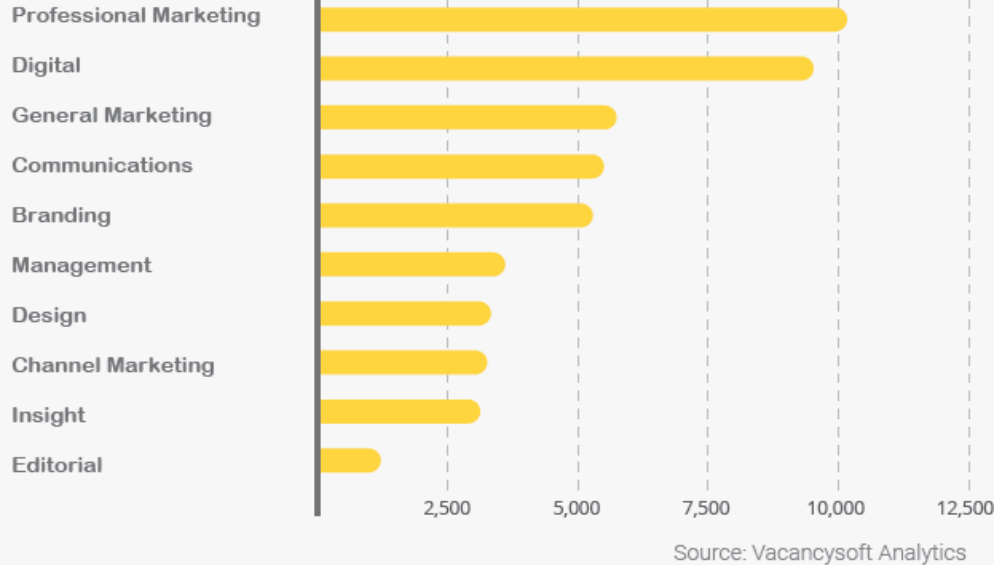
** - Forecast 2022

Source: Vacancysoft Analytics

With 40% more marketing vacancies in the first half of 2022 as opposed to H1 2021, this year has certainly been a busy time for recruiters in this remit. Vacancies reached peak levels in March 2022 (7870 overall) with May and July both also reporting similar levels with 7677 and 7534 respectively. Similarly, when comparing H2 2021 to H1 2022, we also see that activity is 13.4% up. If activity in the second half of the year remains at the levels seen so far, we are forecasting volumes to increase by 26.1%.

By Division

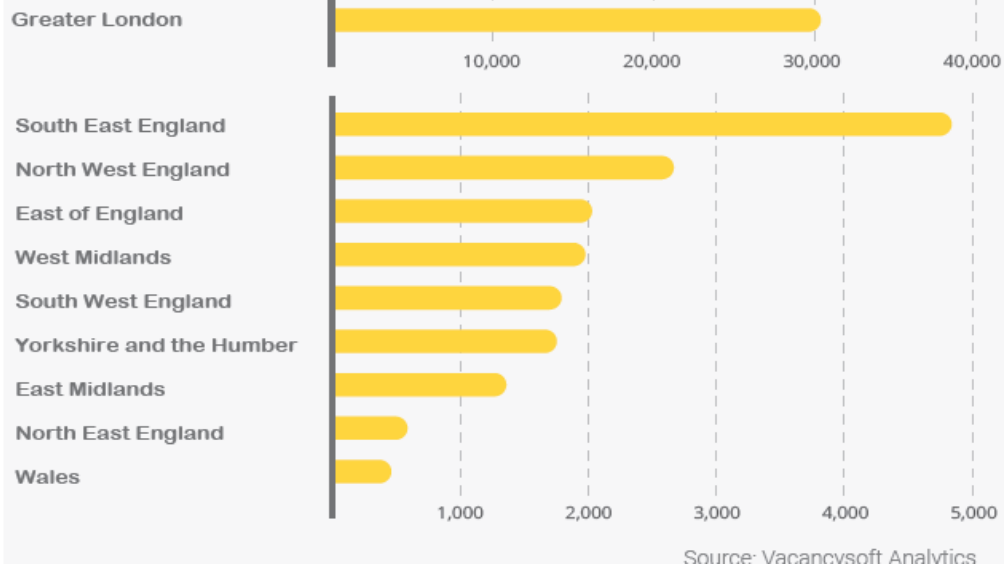
Marketing Professional, All sectors, 2022, England & Wales



In terms of skills in demand, marketers with expertise in business development, client relationship management and events are currently highly sought after, with a 54% uplift in demand for these skills in terms of the monthly average, when compared to last year. This has led to digital expertise dropping to the second largest segment. However, this change is likely to be driven by the fact that general marketers are increasingly expected to have digital expertise, resulting in the need for fewer individual specialists in marketing departments. Communications as a specialism has also had a big uplift, with vacancies increasing by 48% on last year. In contrast, the areas that have had the smallest uplift year on year are management and design, up 16% and 12% respectively.

Regional Analysis

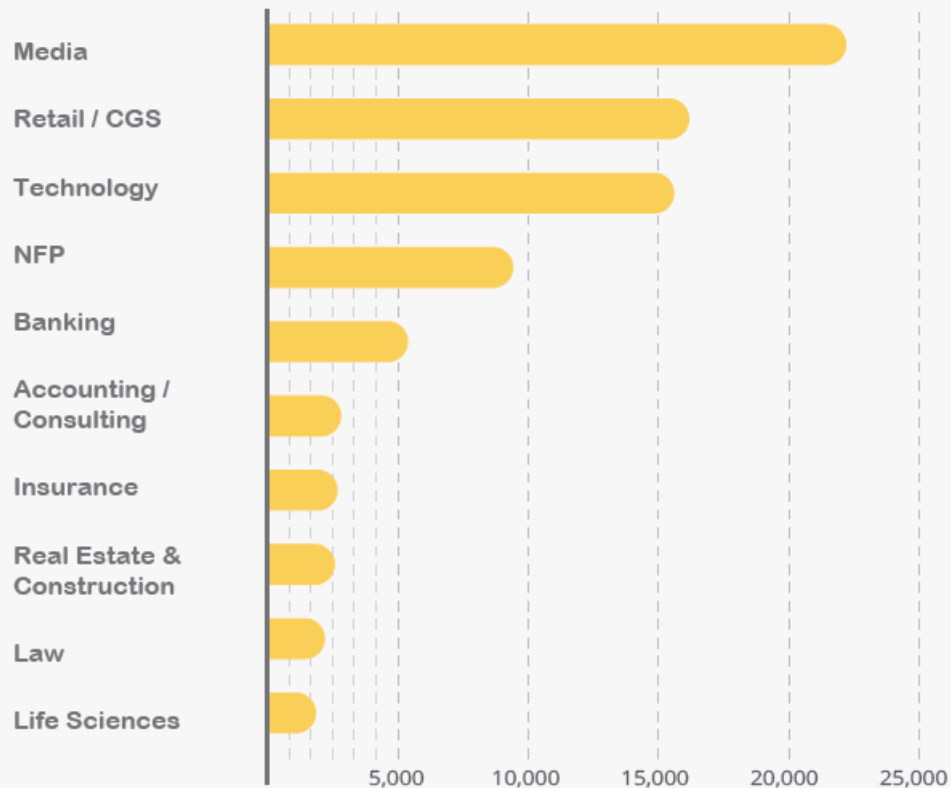
Marketing Professional, All sectors, 2022, England & Wales



Region

Sectorial Breakdown

Marketing Professional, All sectors, 2022, England & Wales

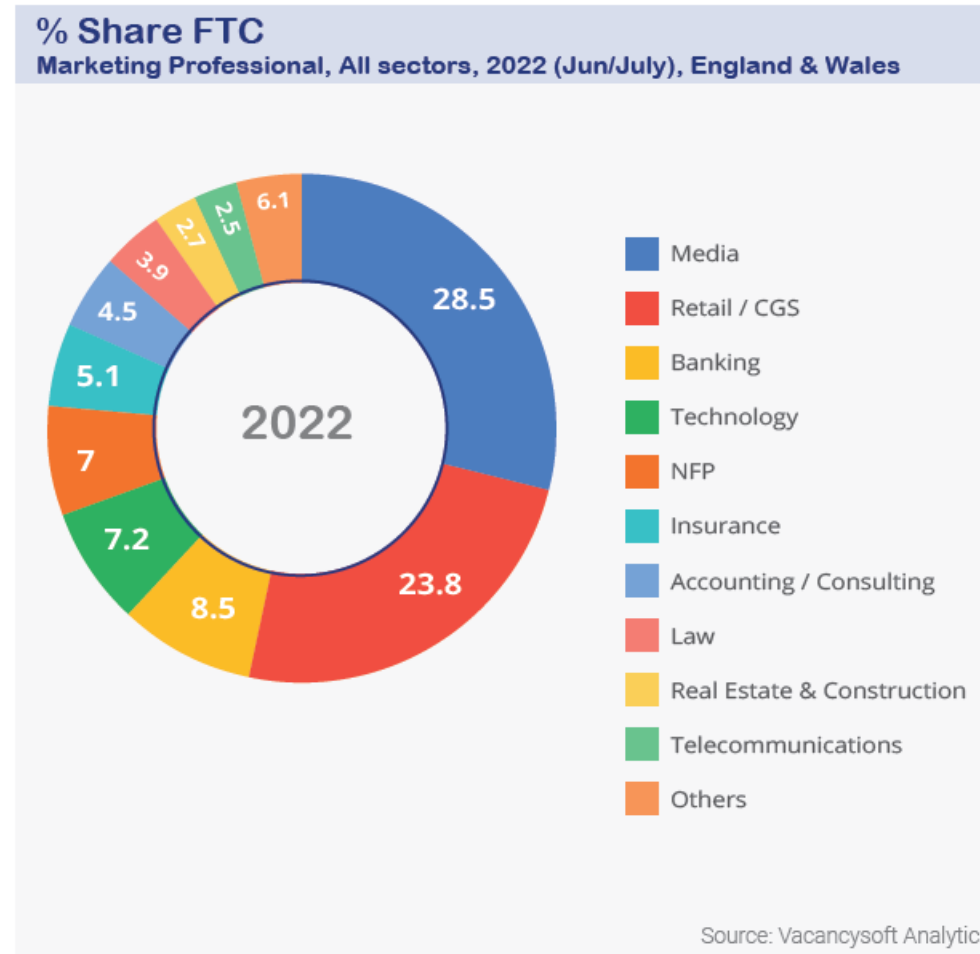


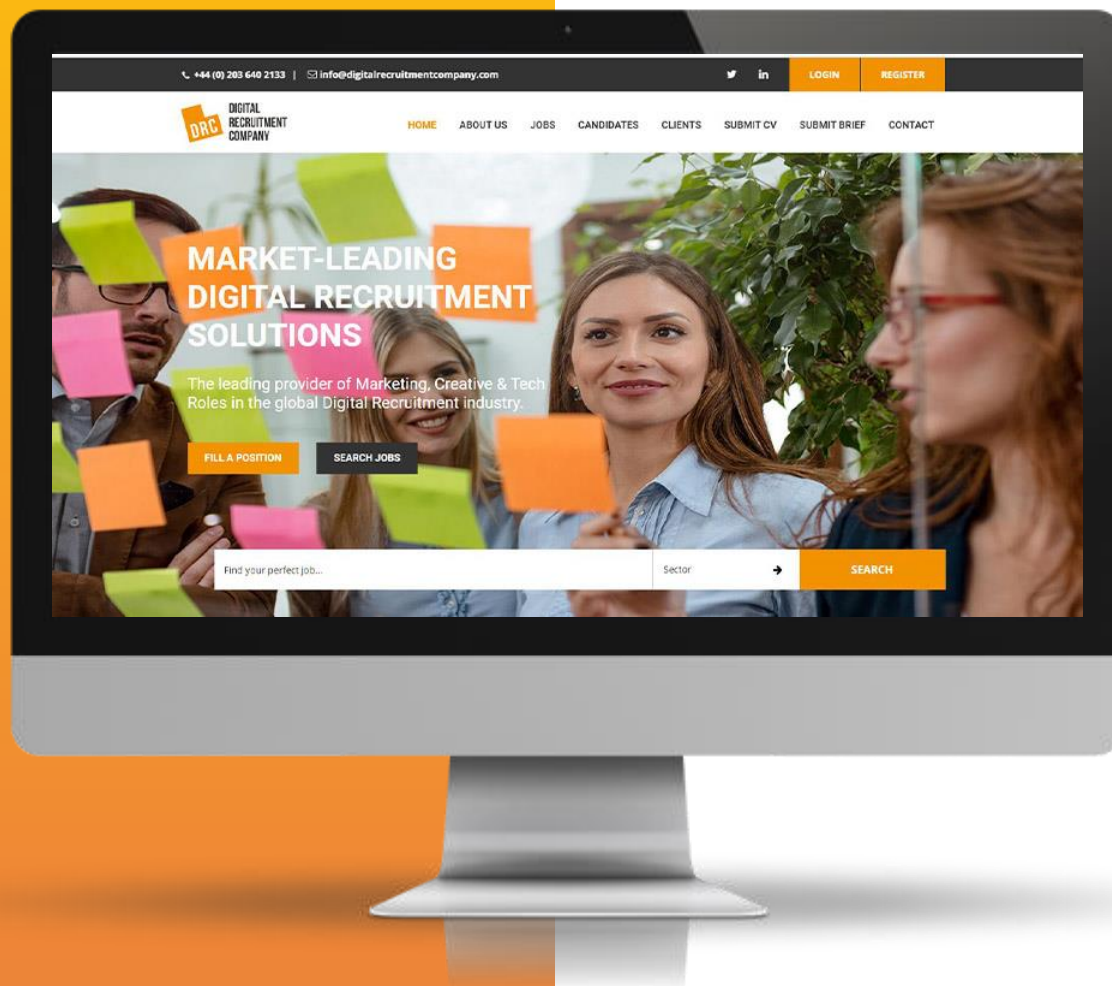
Source: Vacancysoft Analytics

By region, London remains significantly dominant, accounting for 59% of the vacancies nationwide, with the South East the second largest region, constituting 6.1%. However, in a sign of perhaps greater flexibility by employers, 6.1% of vacancies are now location neutral, meaning that people are not required to be based from the office full time. For context, pre pandemic we would expect around one in 100 jobs to be location neutral. Now the ratio has increased six-fold. The North West is the third largest region, where the impact of the BBC Salford operation can be seen as businesses set up around it. As a result, the region now accounts for over 5% of all the marketing vacancies.

By sector, Media continues to be the key area for marketing recruitment, with 25% of all vacancies being found within this industry segment. After Media, Retail is the second largest sector making up 18% of all vacancies. Since lockdown restrictions ended, the sector has rebounded well, posting nearly 10,000 jobs in the first half of the year. Technology companies are the third largest sector grouping, responsible for 17% of all marketing jobs. However, there has been a noticeable decline in vacancy volumes in this remit since Easter, which could be linked to the slowdown in funding across the sector.

Finally, when analysing Fixed Term Contracts (FTC) versus permanent hiring, we see that the media and retail sectors are much more likely to offer temporary positions. In fact, within the media sector, 28% of vacancies were Fixed Term Contract positions, with Retail reporting 23% FTC. In Banking, the third largest sector for FTCs as a percentage, the total was only 8.4%. Nonetheless, as market conditions cool, we are expecting FTCs to grow across the industry.





Contact Us

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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