

Market Insights Update



HR

Market and Insights

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.

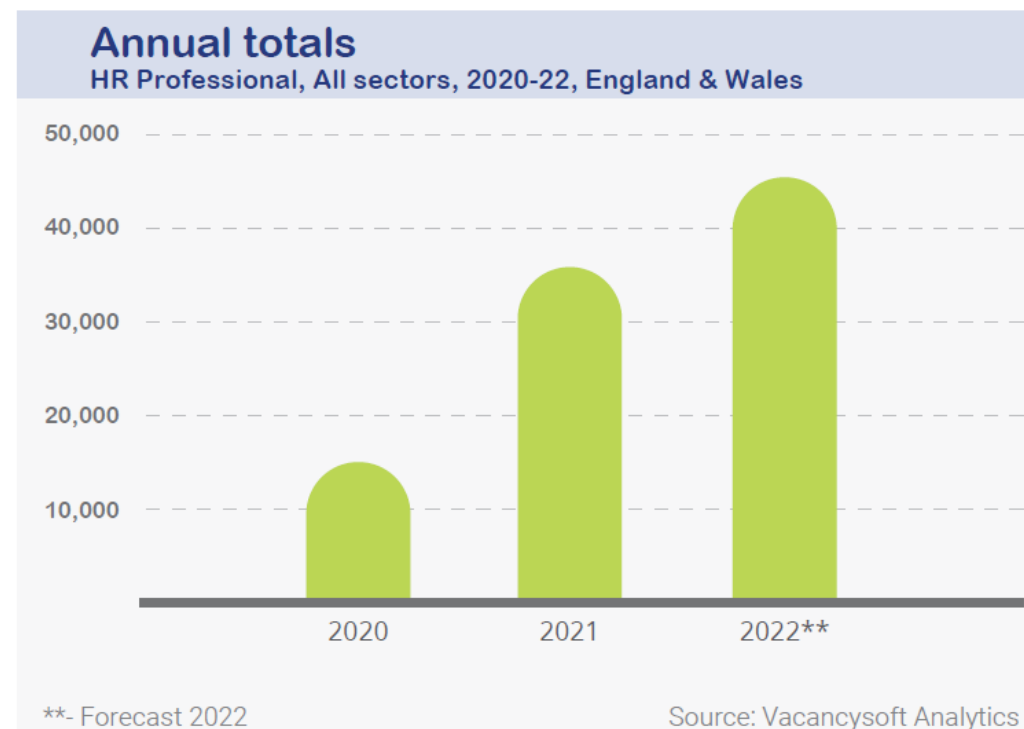
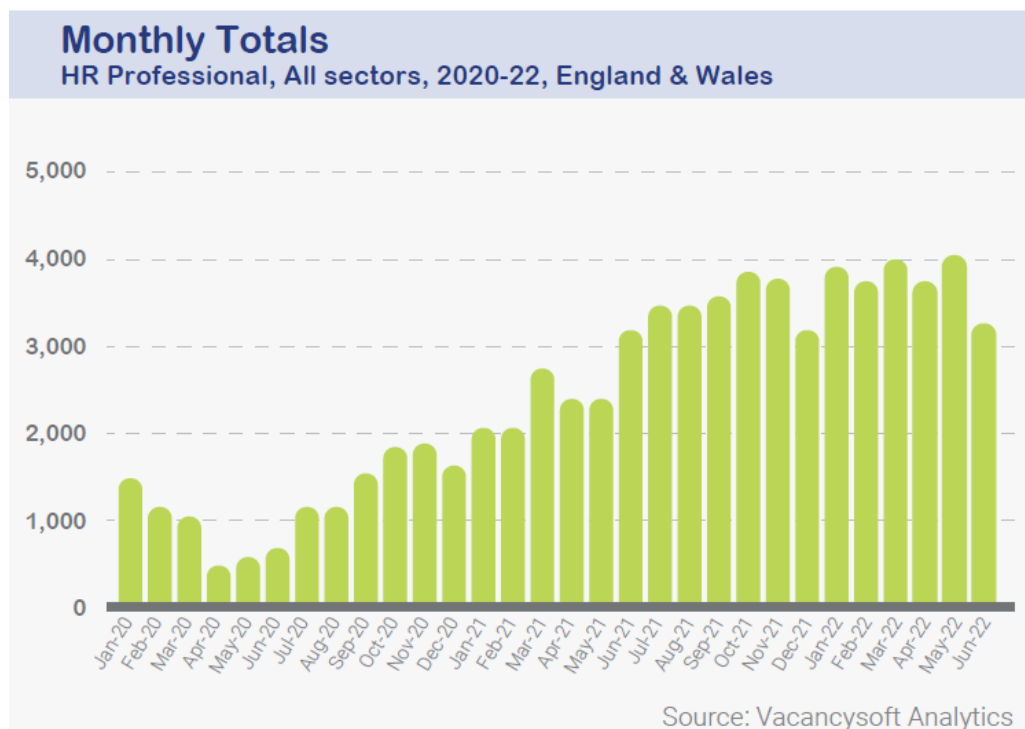
We work across mid-level to C-suite roles with a core teams working in each vertical from Junior to Senior opportunities

Specialism Overview:

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

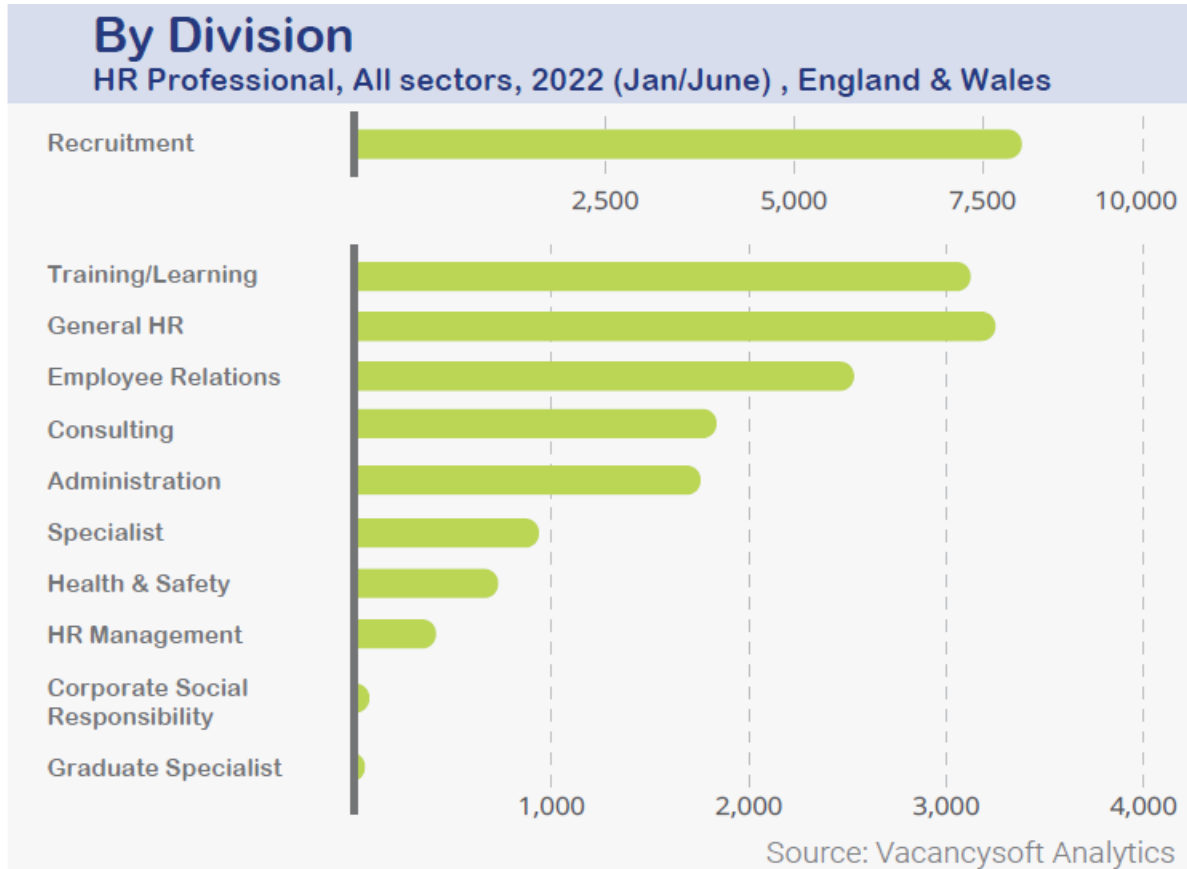


HR Vacancies



With HR vacancies on track to be up by 13.5% on 2021, the profession is becoming a priority area for businesses to recruit for. Looking at the monthly totals, we see that vacancies hit record levels in spring, with May in particular standing out. Indeed, over the period, this was the record month for HR vacancies overall. Nonetheless, it is also noteworthy that there has been a dip in June, which has resulted in the number of new vacancies dropping to levels not seen since December 2021.

Vacancies – By Division



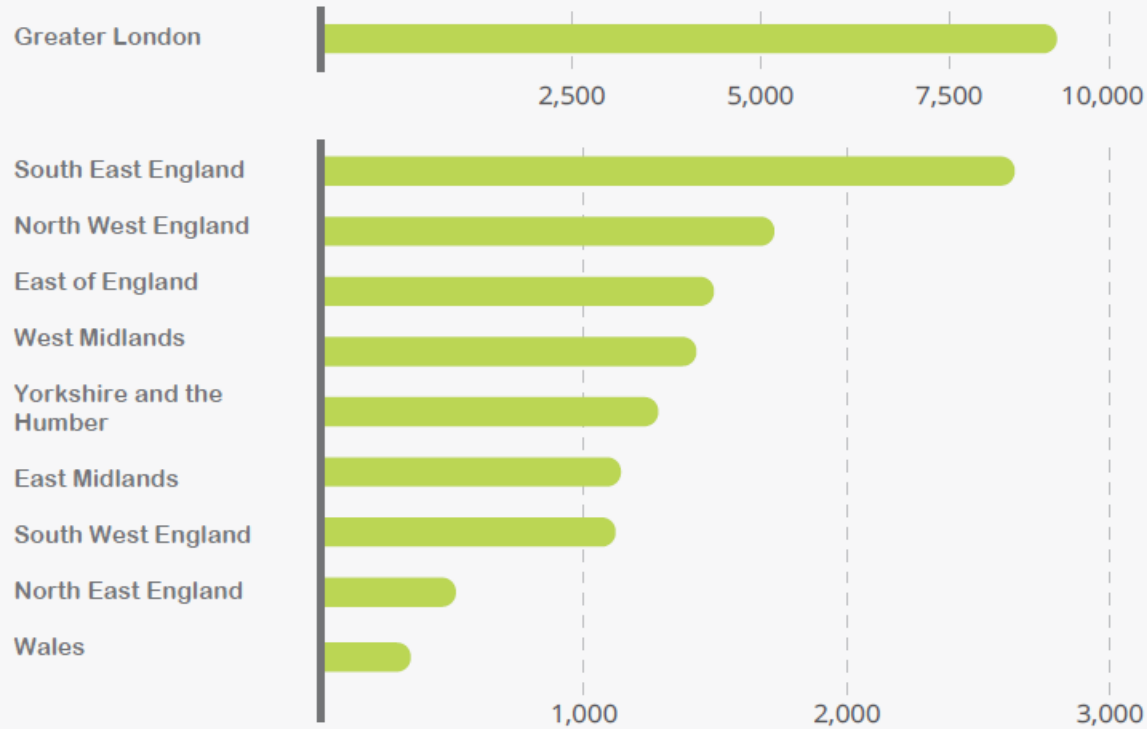
In terms of the skills which are most in demand, it is internal recruiters who are the specialists most wanted. In fact, 35% of all HR vacancies so far this year have been for internal recruiters. However, while these are most in demand, we can also see that the share of vacancies for internal recruiters has dropped slightly year-on-year, down from 36% last year.

Training/learning is the second largest attribute being recruited for, where this is averaging 14% of the total vacancies. Equally, this is also slightly shrinking as a percentage of total year-on-year, though. In contrast, the specialism which is growing both in volume and in share of total, is HR generalists, which has seen an increase of 64% in terms of the monthly average between last year and this one, leading to the total share rising from 13% to 14.3%. The other area growing proportionately is employee relations, up from 10.6% to 11.2%.

Vacancies – By Region

Regional Analysis

HR Professional, All sectors, 2022, England & Wales

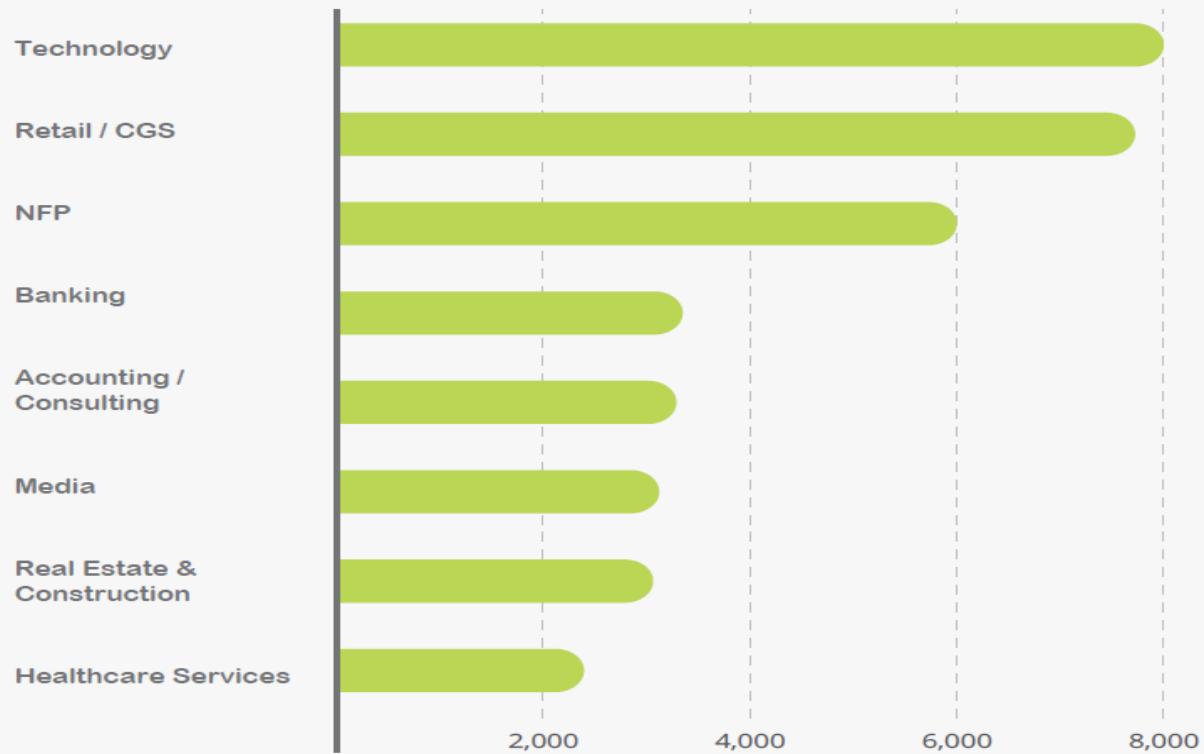


Source: Vacancysoft Analytics

By region, London dominates, where so far this year we have seen 8995 vacancies, which is accounting for 39.6% of the total HR vacancies posted. This total is over triple the numbers reported in the second largest region, which is the South East, where 2637 vacancies were published, constituting 11.6%. After that, the third largest region for HR vacancies is the North West, totalling 1723 vacancies.

Sectorial Breakdown

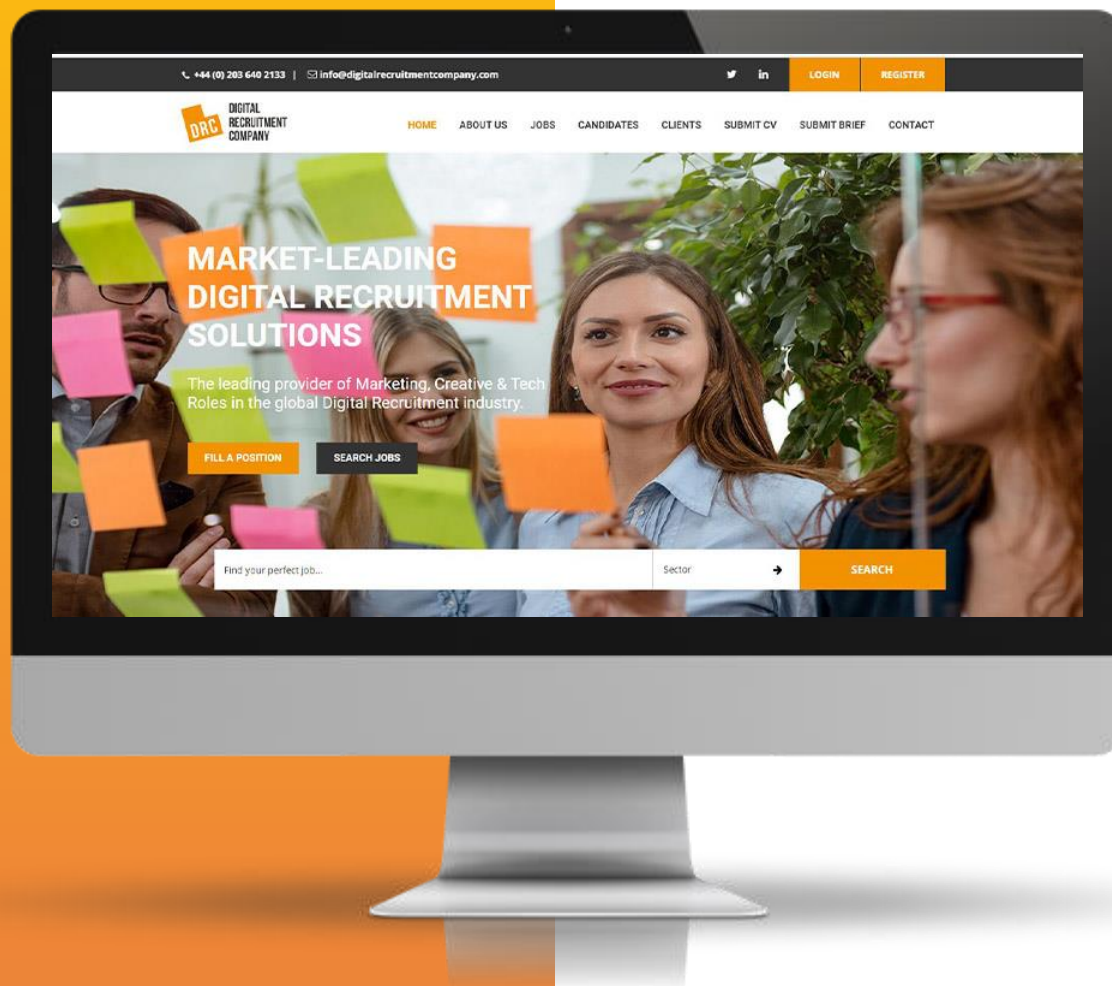
HR Professional, All sectors, 2022, England & Wales



Source: Vacancysoft Analytics

The biggest three sectors account for nearly 50% of all vacancies. In the technology sector, there were 3994 vacancies so far, which is 17.5% of the total number of HR vacancies. The second largest sector is Retail, with 3833 vacancies so far (16.8%),, with the top three rounded-off by NFP, with 3004 vacancies so far, making up 13.2% of the total. Surprisingly, given the importance of Banking to the UK economy, only 7% of HR vacancies are within the sector.

When analysing FTC volumes we see a slightly different picture in that Retail is the largest sector accounting for 18.9% of the total, technology is then second with 11% and NFP is third with 10%. Interestingly it is within Banking where we see a positive discrepancy, as 10% of the FTC vacancies are in this sector.



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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