Market Insights Update

IT
Market and Insights

The Digital Recruitment Company

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

toby@digitalrecruitmentcompany.com

DIGITAL RECRUITMENT COMPANY

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.

DRC **DIGITAL RECRUITMENT COMPANY**

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-suit roles with a core teams working in each vertical from Junior to Senior opportunities
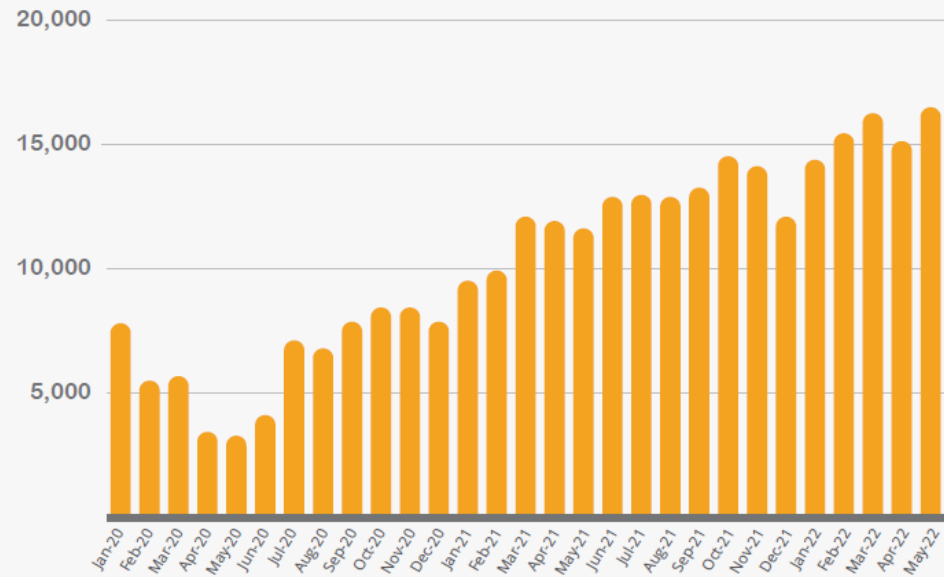
Specialism Overview:
* Marketing (Inc Martech)
* Data & Analytics
* Product
* UX & Service Design
* Client Services
* Project Management
* Strategy & Social
* Technology

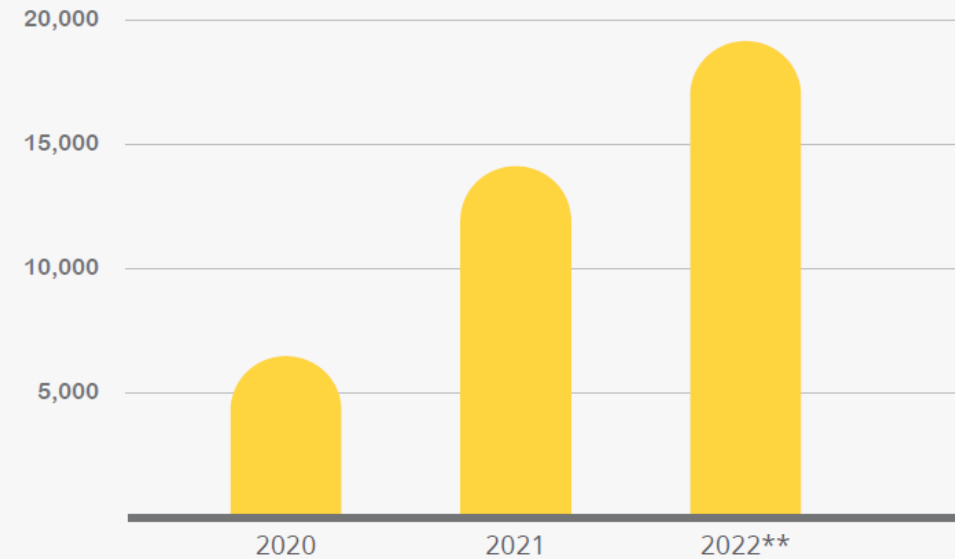# IT Vacancies

Monthly Totals
IT vacancies, All sectors, 2020-22, England & Wales

Source: Vacancysoft Analytics

Annual Totals
IT vacancies, All sectors, 2020-22, England & Wales

**- Forecast 2022

Source: Vacancysoft Analytics

IT continues to surge across the UK with May proving to be the busiest month so far. When comparing IT vacancies in May 2022 to May 2021, we see that volumes are up by 55%. Analysed by year a similar story emerges, in that the monthly average for 2022 is 30% up on 2021.. The surge in IT vacancies looks set to continue in the months to come and we are forecasting that 2022 will see three times more postings than we saw in 2020.
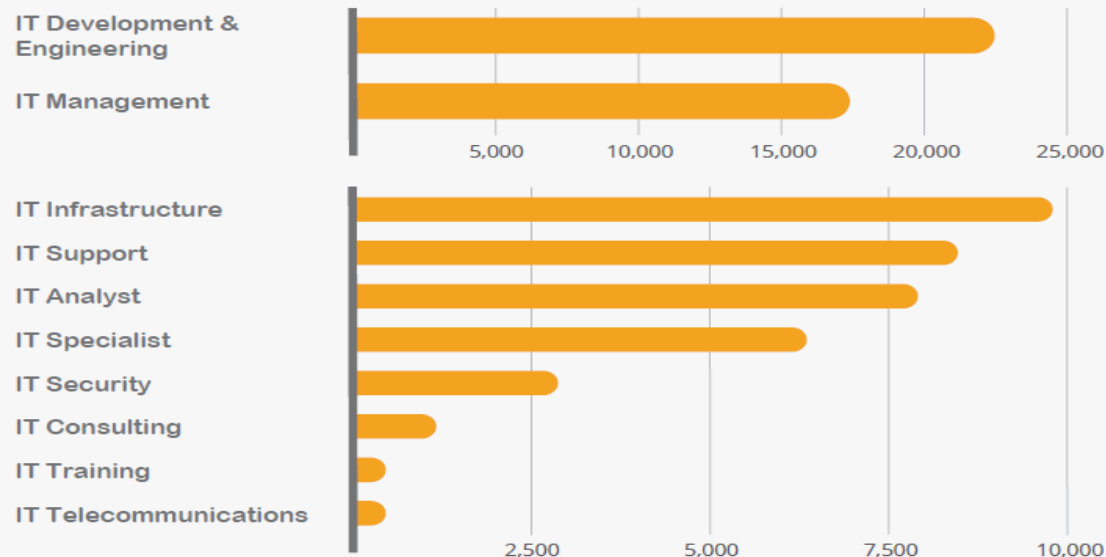
Division & Region

Anecdotally we are hearing that part of the reason vacancy postings are hitting such record levels is due to the endemic skill shortages impacting the UK. It's possible that businesses are conscious that hiring for certain positions can be challenging, consequently, they advertise hiring for multiple different roles, yet only hiring for one of the positions.

When looking at the IT function by department, Development and Engineering remains the leading area of recruitment, with vacancies up 45% compared to the same period last year. Interestingly though the fastest growing area is IT Management, between Change, Product and Projects. For many businesses, faced with a war for talent, along with increased flexibility post COVID for near sourcing, there is now the opportunity to tap into remote talent, packaging up workflow by person, with IT management positions sitting in HQ. For context, many of the start ups we monitor are advertising for development roles either remotely or in another country.
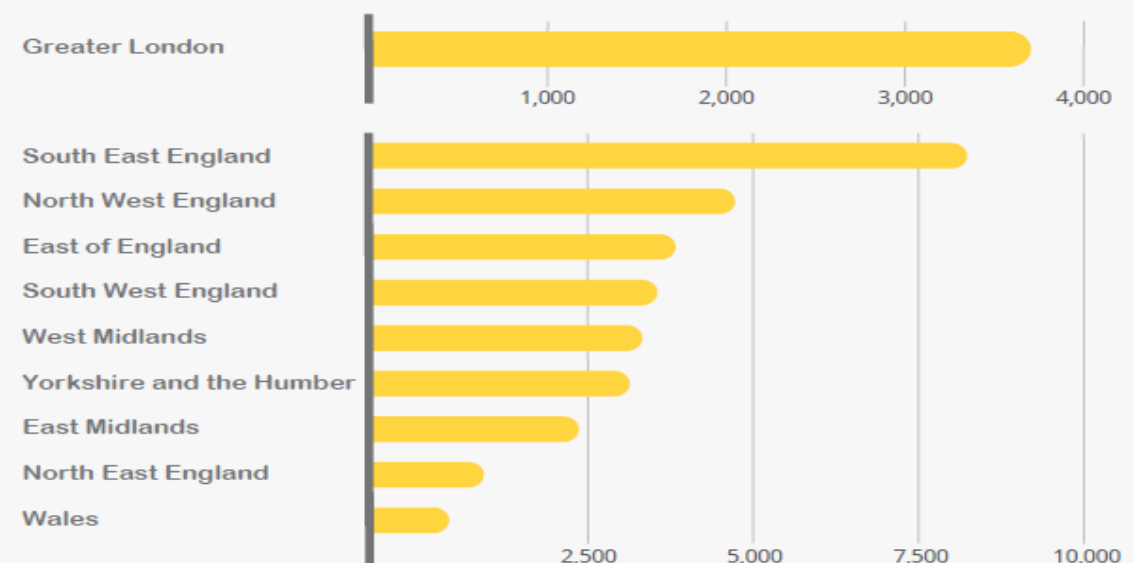

Totals by Division
IT vacancies, All sectors, 2022, England & Wales

Regional Analysis
IT vacancies, All sectors, 2022, England & Wales

Source: Vacancysoft Analytics

By Region, London is the holds the largest share of IT vacancies, accounting for 46% across England & Wales., Remote vacancies are on the rise and this option is now included in up to 11% of all advertised positions, which should come as no surprise, given that the biggest change in work since COVID has been the rise of work from home. This is a phenomenally high amount compared to pre-covid, where 2% in IT was as high as we would see.

Sectorial Breakdown
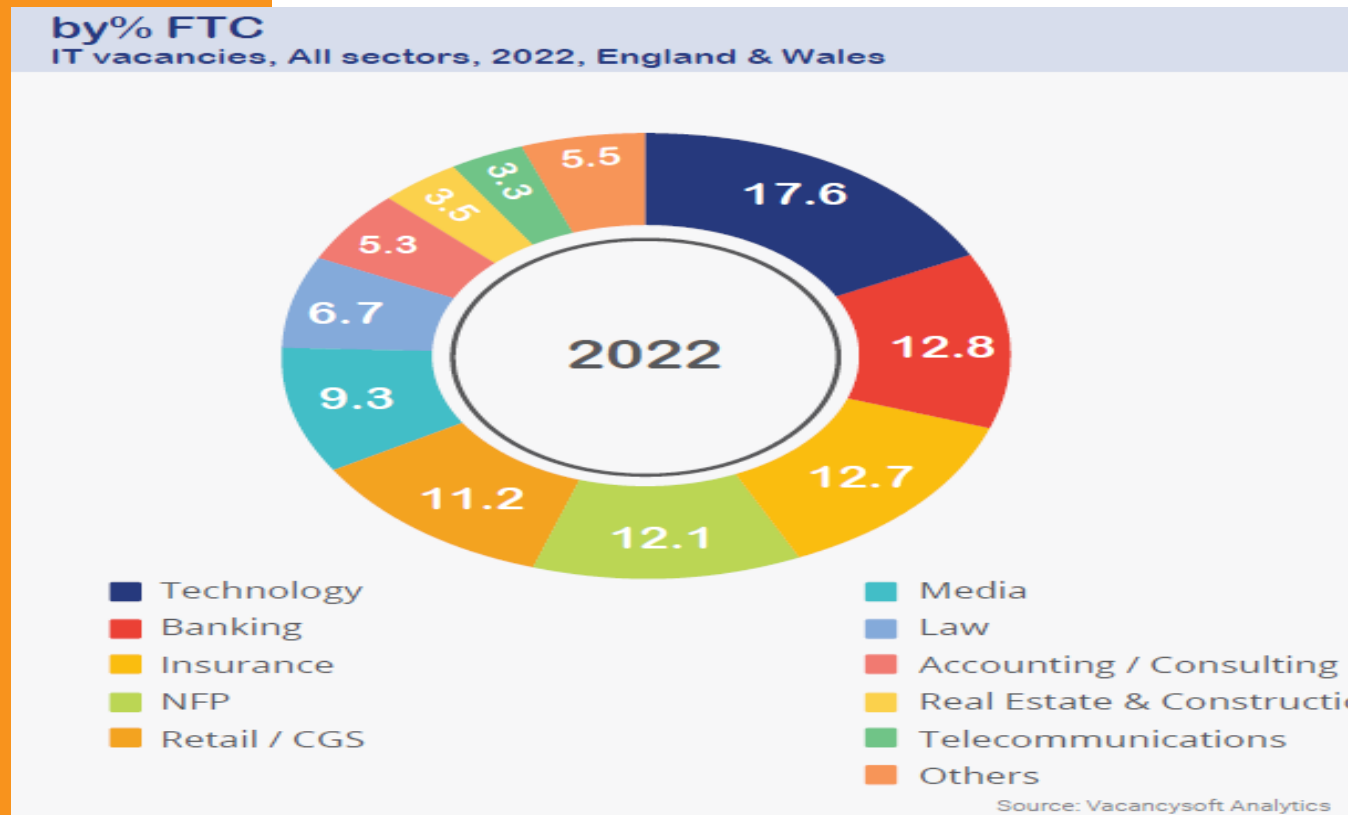### IT vacancies, All sectors, 2022, England & Wales
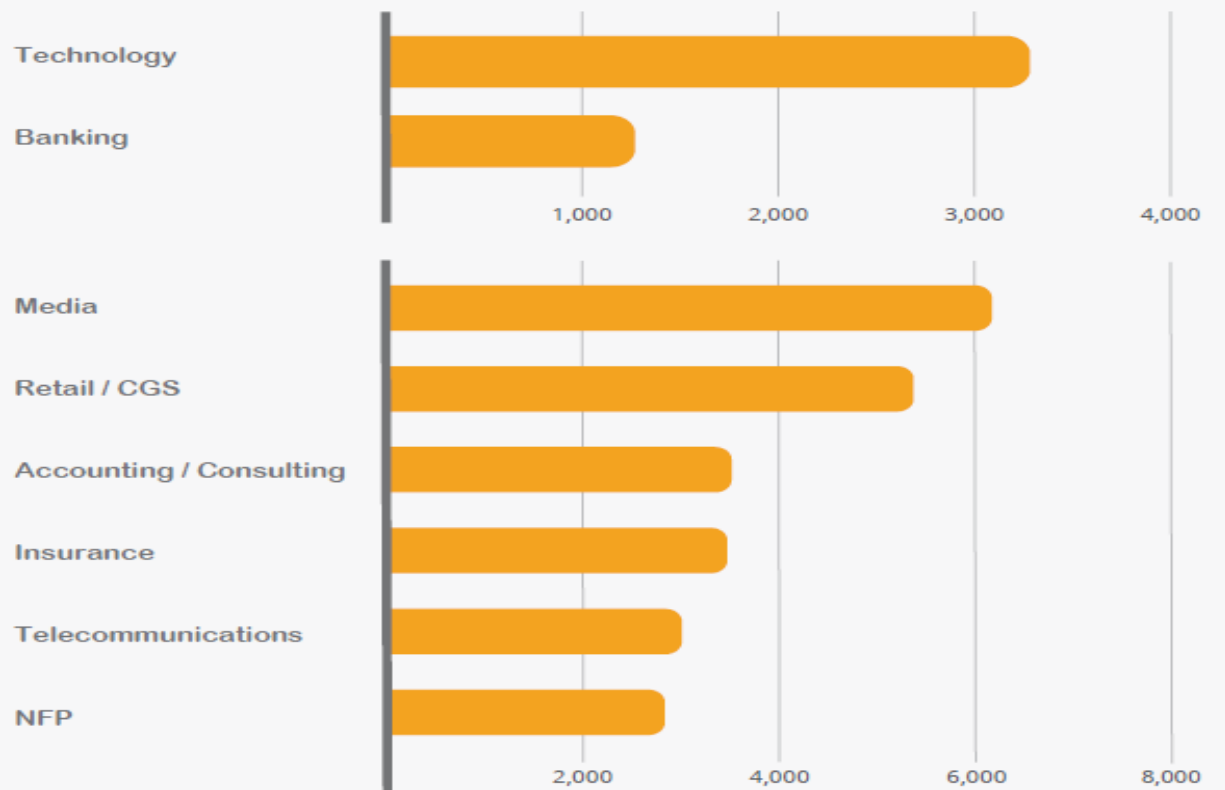
Source: Vacancysoft Analytics

Other regions worth mentioning include the South East, now responsible for 11% of all vacancies, along with the north west. (7%).

By sector, technology companies are the biggest constituent, where between January and May we gathered over 32,000 vacancies from the sector, which accounts for 43% of all the IT positions advertised.

When you consider a big part of this has been the continued growth in companies hiring after receiving funding, there may be concerns. May alone start ups in London including DAZN, Zapp and Uncapped all announced plans for redundancies, where Pollen's announcement was the largest of them all (33% of staff to go.)

by% FTC
IT vacancies, All sectors, 2022, England & Wales

2022

17.6 — 12.8 — 12.7 — 12.1 — 11.2 — 9.3 — 6.7 — 5.3 — 3.5 — 3.3 — 5.5

- Technology
- Banking
- Insurance
- NFP
- Retail / CGS
- Media
- Law
- Accounting / Consulting
- Real Estate & Construction
- Telecommunications
- Others

Source: Vacancysoft Analytics

With funding also becoming significantly harder to secure, this could mean that the war for talent is likely to cool somewhat. As it stands, IT remains a hot area, equally for bigger businesses with offices across multiple jurisdictions, and the nature of the IT roles often means that if the right person can't be found in the UK, they can be sourced through another team more easily than a start-up looking to create a culture and build its first product. With that, we are expecting businesses to look to seek to use FTCs more when they can as well, so they have more flexibility in scaling up and down teams while the market remains buoyant a word of caution for IT recruiters: Diversify.
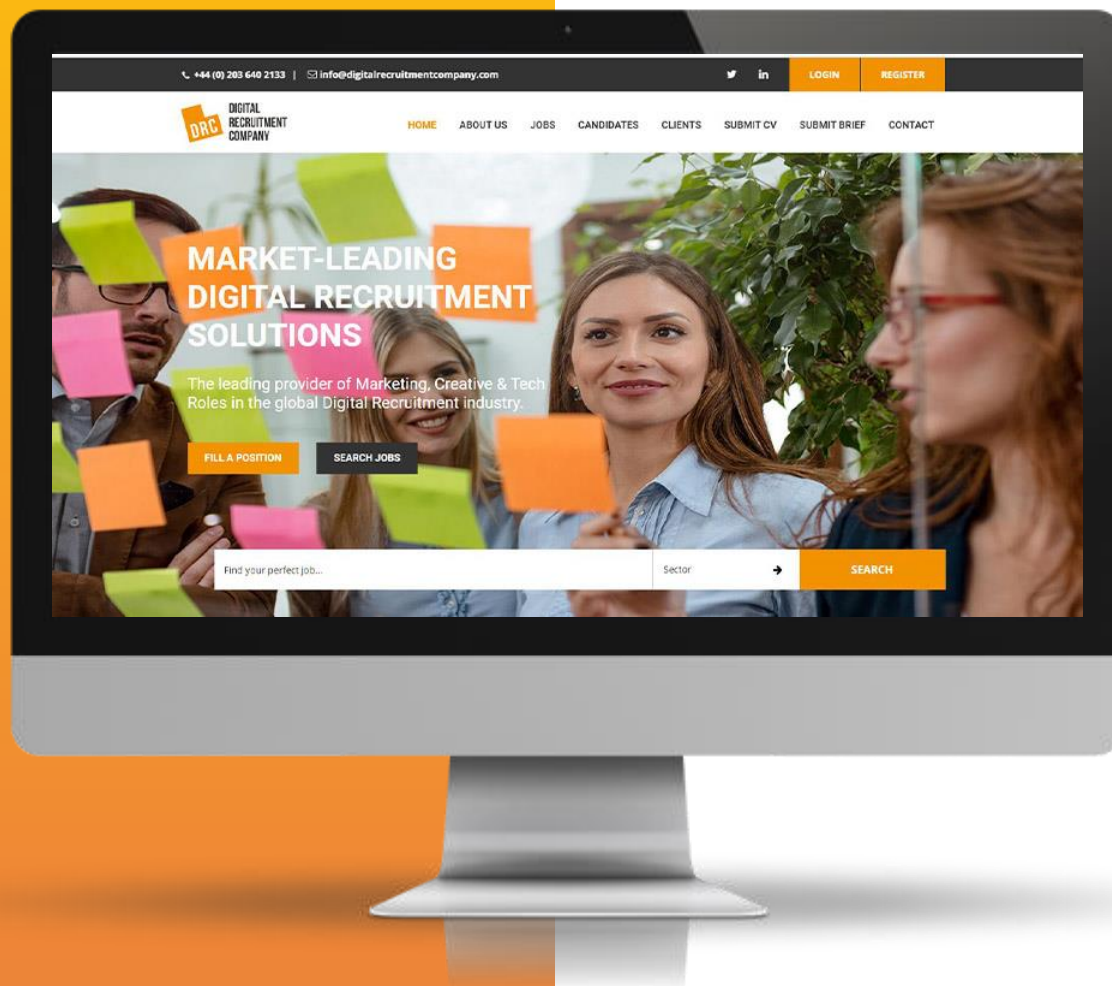
Contact Us

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:

- +44 (0) 203 640 2133
- info@digitalrecruitmentcompany.com
- www.digitalrecruitmentcompany.com
- Please do follow us on LinkedIn Here