

# Market Insights Update



## Southern England 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

[toby@digitalrecruitmentcompany.com](mailto:toby@digitalrecruitmentcompany.com)





# 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:

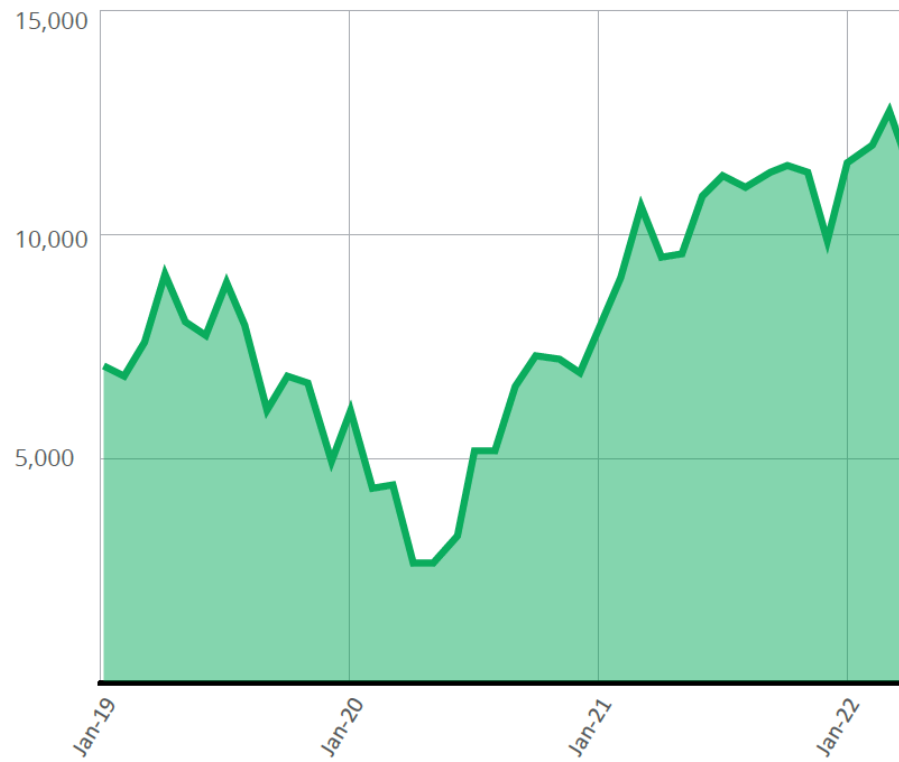
- Marketing (Inc Martech)
- Data & Analytics
- Product
- UX & Service Design
- Client Services
- Project Management
- Strategy & Social
- Technology



# Overview

## Monthly Totals

Professional Vacancies, GB Southern Regions, all sectors



Professional vacancies across the south of England continue to rise in 2022 after reaching an all-time annual high in 2021, with lockdown finally phased out across the UK and the economy showing strength not seen since before the pandemic in 2019.

The record month for vacancies last year was October 2021 with 11,474 jobs published, 58.3% up on the same month a year earlier.

Recruitment levels overall finished the year up 101.5% year-on-year, when firms across the south recorded over 12,300 new jobs, another all-time high. In contrast, vacancies across England and Wales, as a whole, grew slightly faster, rising 112% in relation to 2020.

# Overview

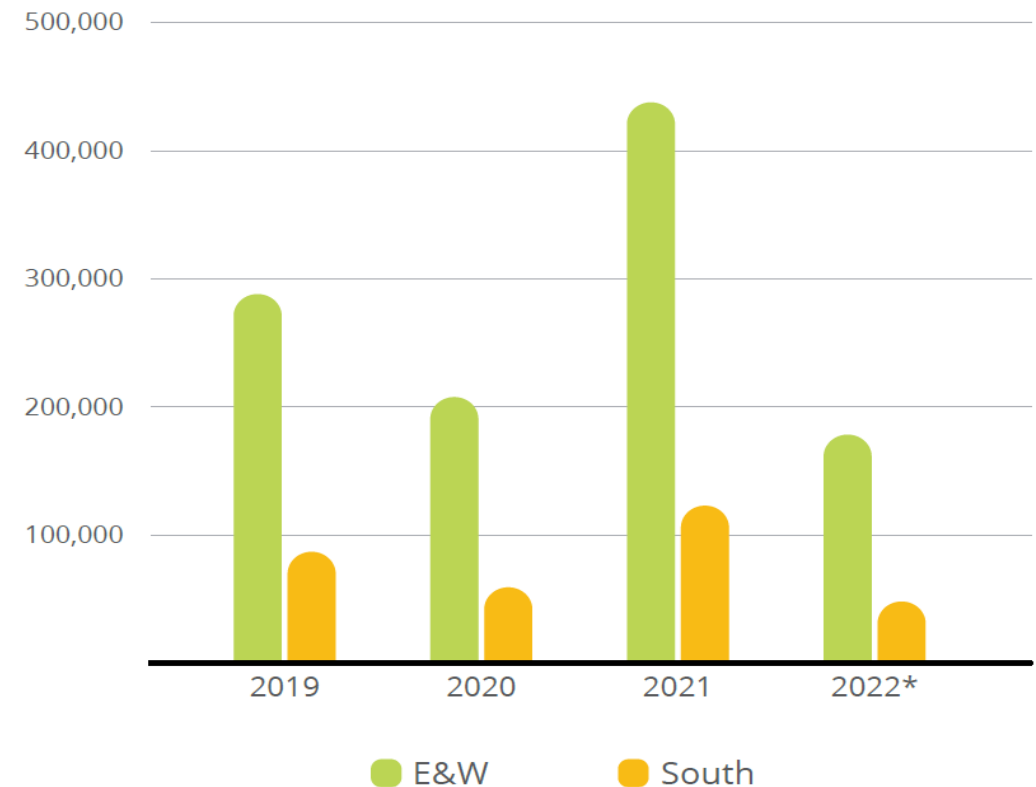
In the first months of 2022 (following a slight dip in vacancies in December) hiring levels in the south of England recovered and continued growing through to March, when they hit a historic monthly high of 12,613 vacancies — a tally that represents a 20.5% rise on the same month in 2021. As a result, Q1 2022's total was also a record-breaker, as the region created nearly 36,000 professional jobs, with quarterly recruitment having never previously gone above 34,000.

Vacancies in April experienced a downturn, dropping by 8.4% month-on-month to a total of 11,550 new jobs. Yet, if hiring remains at this level across the rest of the quarter, Q2 would still be the second-busiest of the last three years. And if recruitment volumes stay on their current trajectory, they will rise by 15.7% year-on-year.

However, this may be an over-optimistic projection. With a cost-of-living crisis and inflation hitting businesses — and perhaps signaling the arrival of a recession — even a modest annual rise in recruitment by the end of 2022 will come as a welcome surprise.

## Annual totals

Professional Vacancies, England & Wales vs South, all sectors, by year



# Regions



A comparison of vacancy levels between the East of England, the South East and the South West shows the South East as the largest region for new jobs over the last four years. In 2021, hiring levels here finished up 113.7% year-on-year. However, as a proportion of overall jobs in England and Wales, the South East's share dropped from 14.9% to 14.1% between 2020 and 2021.

Recruitment in the South East continued growing in early 2022, with January's total of 6,125 vacancies representing a 23% month-on-month increase. However, the data for April shows a 10.1% month-on-month dip. The region has currently published the equivalent of 40% of last year's amount of new jobs, the fastest rise out of the southern regions.

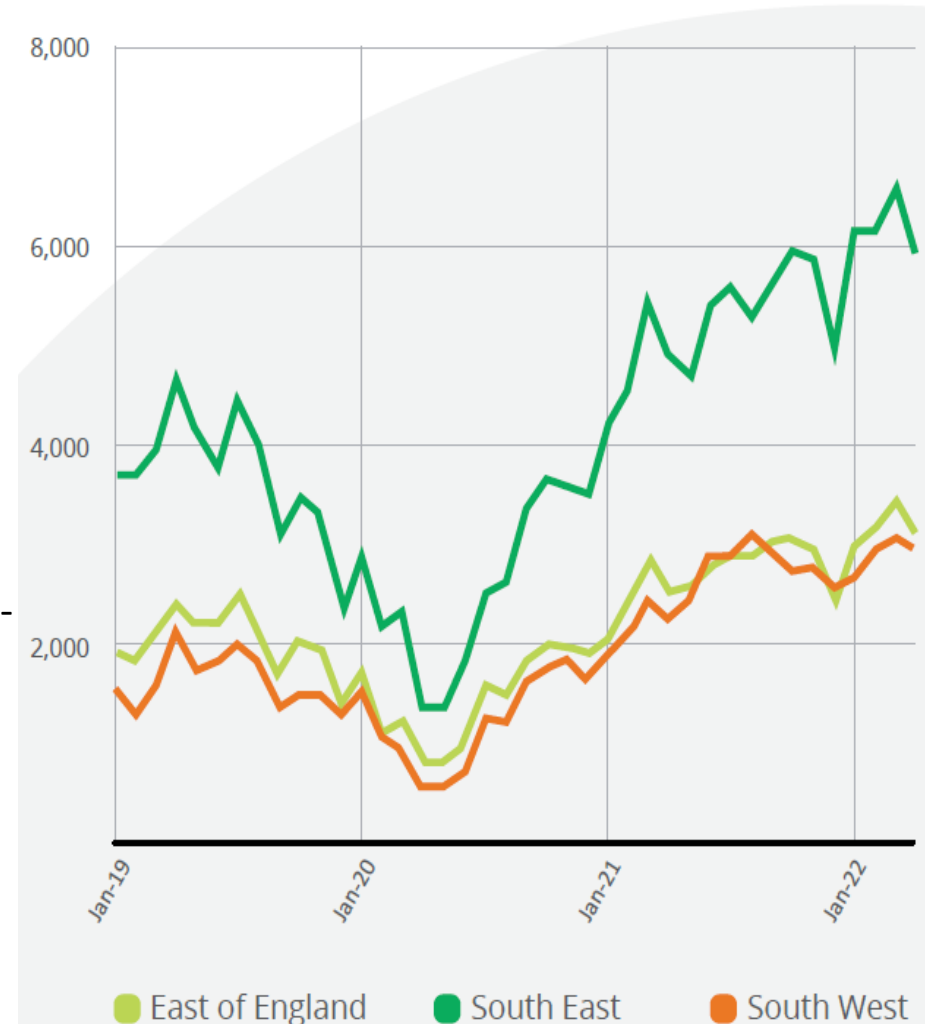
The region with the second-largest amount of vacancies is the East of England, which consistently edges ahead of the South West for job numbers. This is a trend that, in part, might be driven by the continued growth of the "golden triangle" university cities of London, Oxford and Cambridge — where life sciences jobs continue growing unabated.

In 2021, the East of England published 32,200 professional vacancies, representing year-on-year growth of 89.3%. However, as this was a slower annual rise than the other southern regions, its share of overall vacancies fell from 8.2% to 7.3%. In early 2022, January's totals showed a rise of 19.6% month-on-month.

In contrast, hiring levels in the South West are the slowest to grow, despite a 10% month-on-month jump in vacancies in February 2022. Currently, the region has published the equivalent of 37.6% of last year's jobs up to and including April. However, in 2021, annual recruitment rose by 113.7% year-on-year — the largest increase of the three southern regions.

## Monthly Totals

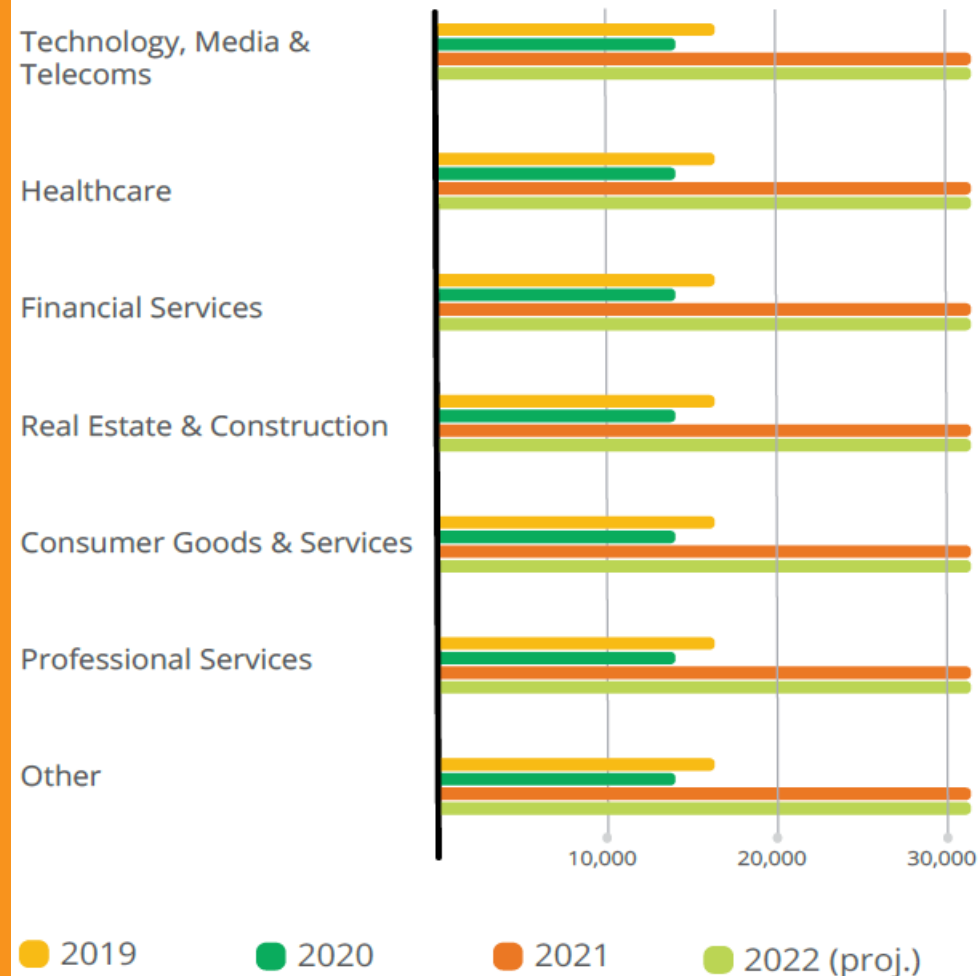
Professional Vacancies, GB Southern Regions, all sectors



# Industry & Profession

## Annual Totals by Industry

Professional Vacancies, GB Southern Regions, all sectors



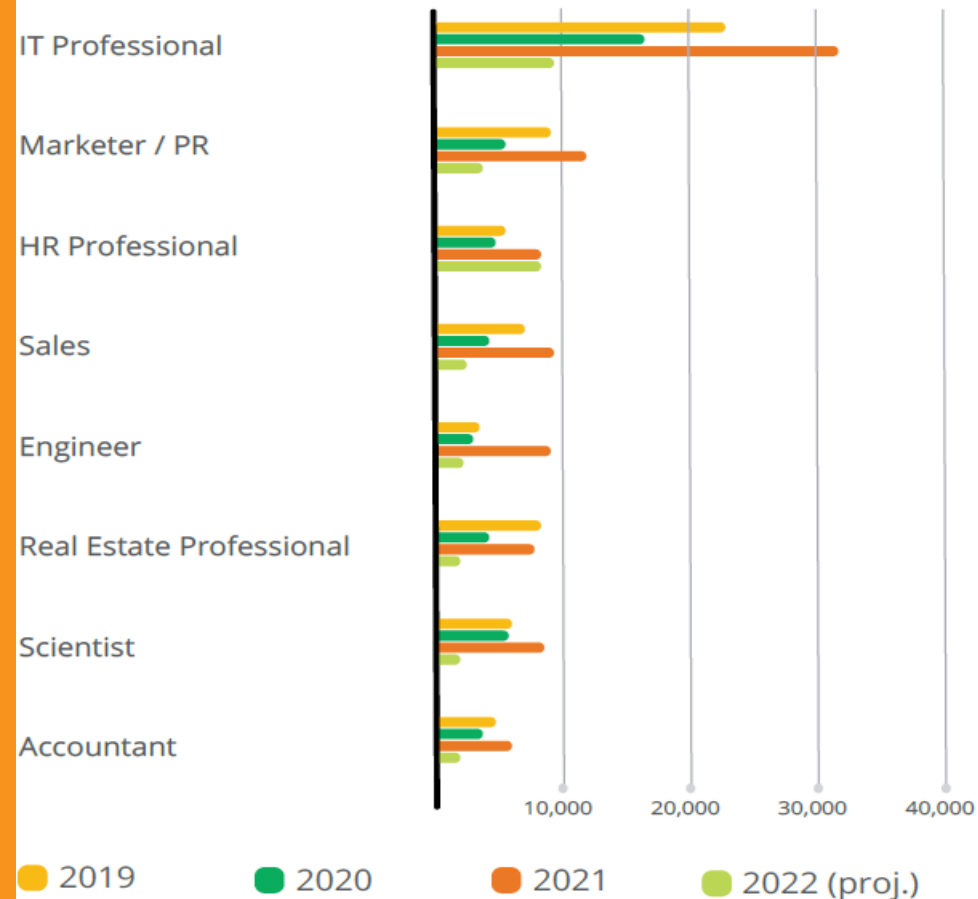
The technology, media and telecoms (TMT) industry dominates the professional hiring landscape across England's southern regions. Publisher of 28,000 vacancies in 2021, constituting a rise of 96.4% year-on-year, the TMT industry maintained its share of just under a quarter of all jobs across the south. In early 2022, with just over 8,720 vacancies published, the industry is on course for a 24.2% year-on-year rise.

The fastest growing industry for new jobs so far is healthcare and pharma. Vacancies in early 2022 are experiencing a growth rate of 48.5%, as the government rolls out its plans to strengthen healthcare following the unprecedented challenge on the sector presented by the Covid-19 pandemic. In 2021, recruitment levels in the industry grew 49.6% year-on-year.



# Industry & Profession

**Breakdown by Professional Category**  
Professional Vacancies, GB Southern Regions, all sectors



Source: Vacancysoft Analytics

The smallest increase of 2022, following a 93.5% year-on-year jump in 2021 in new jobs, is being experienced by financial services. If vacancies in the industry stay the course, they are on course for a 11.9% year-on-year uplift. As the government looks to deregulate financial services post-Brexit to accelerate growth, hiring levels may gain a little more momentum in the following months.

An analysis of the most in-demand functions shows that roles in IT are the largest category across the south and have been since 2019. In 2021, firms published over 31,700 vacancies for IT professionals, representing a year-on-year rise of 90.6% and up 39% on pre-pandemic levels. In early 2022, hiring levels for IT experts are on course for a 21% year-on-year rise. The fastest growing specialism is HR, with vacancies currently up 37% year-on-year. In 2021, there were over 8,400 vacancies for HR professionals, a rise of 130.6% year-on-year and an uplift of 41% compared to 2019. The slowest growth so far is being experienced by scientist and engineering roles, up only 4% and 7% respectively — the latter possibly being influenced by Crossrail approaching its final deployment across the South East.

# Top 20 Organisations



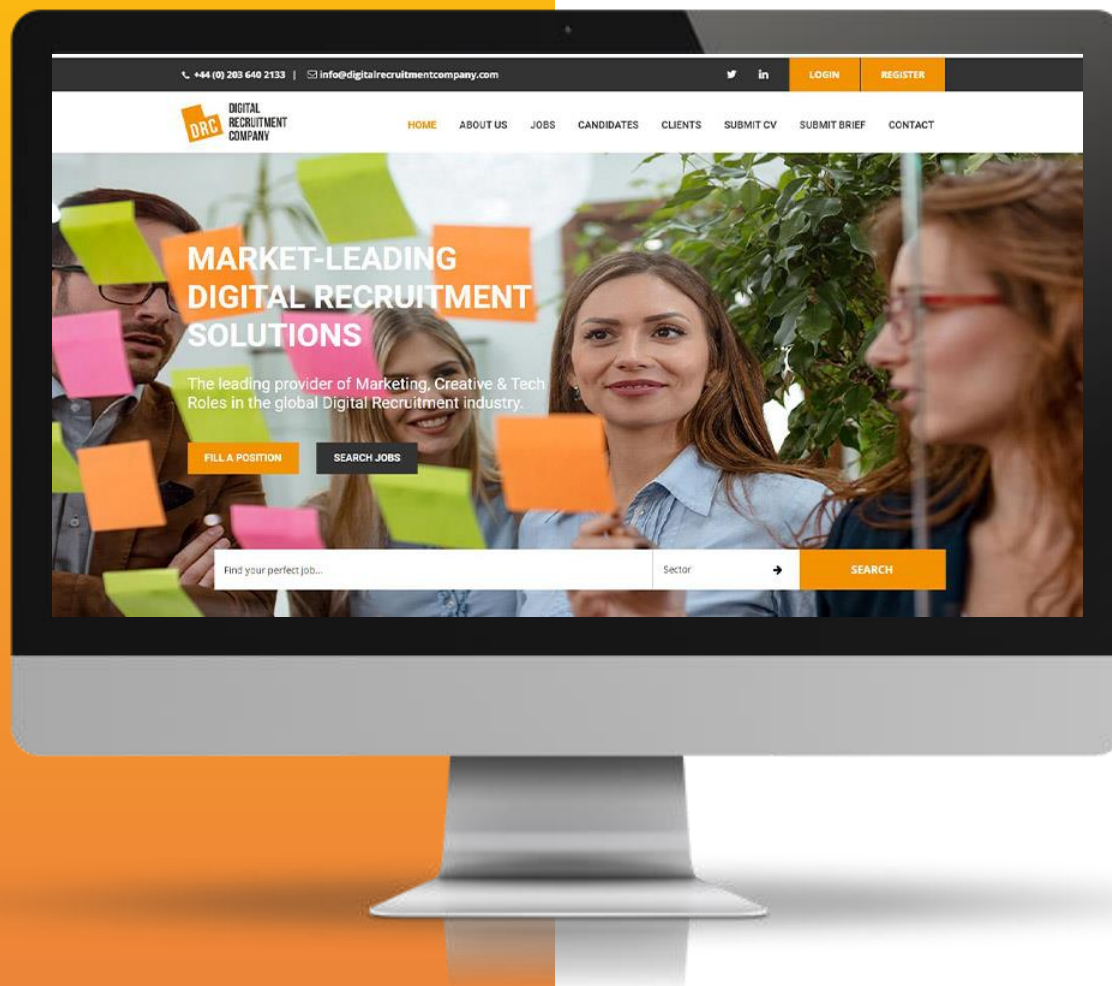
**Top 20 firms**  
all sectors, Southern Regions, 2020-2021

Organisation	Sector	2021	/Apr
Santander	Banking	856	800
JPMorgan Chase & Co	Banking	1355	698
AstraZeneca	Pharmaceuticals	1346	658
AXA	Insurance	542	474
BT	Telecoms	830	449
Aecom	Consulting Engineering	679	436
Nationwide Building Society	Banking	2105	416
Dyson	Consumer Goods	1055	379
Spicerhaart Group	Real Estate & Construction	799	373
Ocado Group	Retail	958	368

The leading institution for recruitment across the south in 2022 is Santander, with hiring levels currently up 180%, representing also the fastest growth in the top 20 table. The firm announced the recent appointment of Juan Ignacio Echeverria as chief people officer, who will join the UK executive committee and be responsible for building on the bank's people strategy. Vacancies at the company in early 2022 (800 jobs) have already nearly matched their 2021 total (856 jobs).

The next largest growth in recruitment levels is at AXA. If the 470+ vacancies published in 2022 maintain their current trajectory, they will finish with a 162% year-on-year uplift across the south. In January, Suzanne Scott became AXA UK&I's new chief people and corporate responsibility officer.

NatWest Group	Banking	469	330
Leaders Romans Group	Real Estate & Construction	483	280
Microsoft	Technology	643	275
GSK	Pharmaceuticals	473	238
IQVIA	Pharmaceuticals	730	236
Amazon	Technology	507	231
Kier Group	Real Estate & Construction	374	219
PRA Health Sciences	Pharmaceuticals	619	213
AA	Insurance	446	213
Vodafone	Telecoms	612	208



## 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](mailto:info@digitalrecruitmentcompany.com)
- [www.digitalrecruitmentcompany.com](http://www.digitalrecruitmentcompany.com)
- Please do follow us on LinkedIn [Here](#)