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# Market Insights Update: South England



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# Introduction

South East England, a long-established employment hub, is set to maintain its prominence, despite a slight decrease in its share of job vacancies compared to the previous year. Notably, it accounts for 44.1% of all vacancies in the region, indicating its resilience in the face of changing economic conditions. While South East England is experiencing a notable year-on-year decrease, it remains a formidable presence. It is closely followed by the East of England, which anticipates a substantial decrease.

A sectorial breakdown of the labour market reveals intriguing trends. The Not-For-Profit (NFP) sector is poised for a remarkable year-on-year increase, while the Tech sector faces significant challenges, potentially experiencing a considerable decrease in job vacancies. The Retail/Consumer Goods and Services (CGS) sector, which saw growth in 2022, is expected to face a downturn in 2023.

There is significant demand for professional skills, with IT professionals leading the market, albeit with an expected decrease in annual totals. Other professions like Real Estate Professionals and Engineering Professionals are holding their ground, while Marketers, PR professionals, HR Professionals, and Accountants are expected to experience negative year-on-year changes in job opportunities. BAE Systems is poised for significant increases in vacancies, reflecting the demand for expertise in engineering and defence. On the other hand, sectors like pharmaceuticals and real estate are facing changes in their recruitment patterns. This dynamic landscape highlights the diverse range of opportunities available in the South of England.

In a job market that has seen its share of challenges, this report offers a detailed overview of regional labour market trends for 2023, equipping job seekers, employers, and policymakers with crucial insights to navigate and understand the changing dynamics in the South of England.



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!

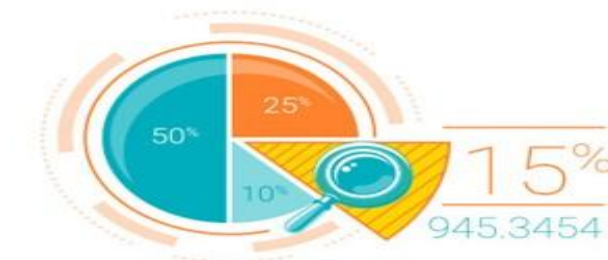
Best wishes,

**Toby Day – Head of Digital**  
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# 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*

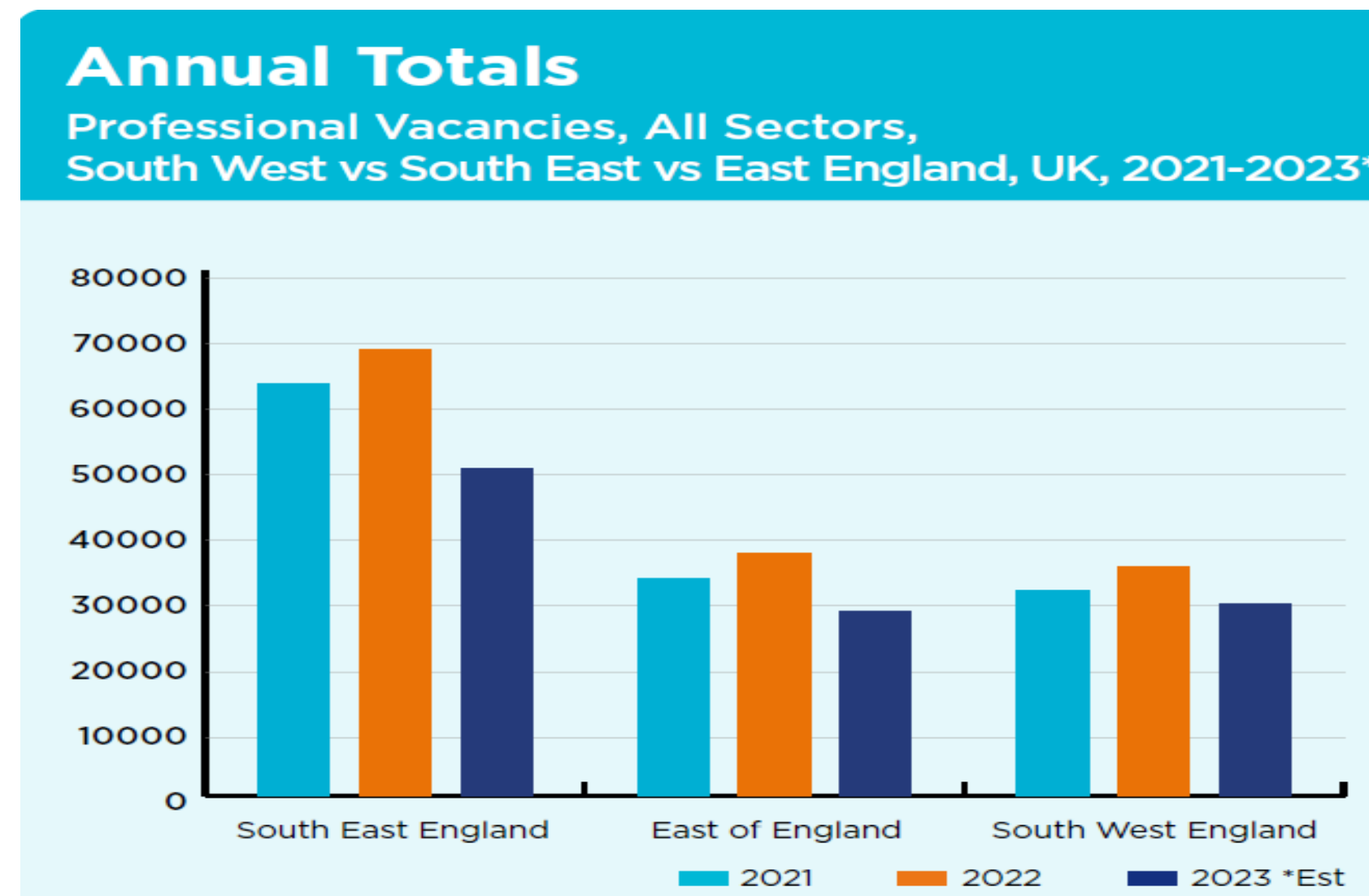
- **Initial consulting** - a scoping of your requirements and a follow up document putting forward our recommendations on market insights, department structure, salaries, packages etc - this is completely free of charge and does not come with any obligation to use us for the hiring.
- **Recruitment & 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.



# Overview

South East England, a perennial hub for job opportunities, is expected to maintain its dominance, accounting for approximately 44.1% of all vacancies. While this is a slight dip from the 2022 figure of 46.8%, it remains a formidable presence. However, it is worth noting that South East England is set to experience the most substantial year-on-year decrease, with a significant -26.7%, followed closely by the East of England, which anticipates a -24.1% decrease.

In contrast, South West England is gearing up for growth, with vacancy shares estimated to rise from 24.1% in 2022 to 25.9% in 2023. An even more remarkable surge is expected in the Hybrid/Remote category, where vacancies are projected to increase by 11.1%.

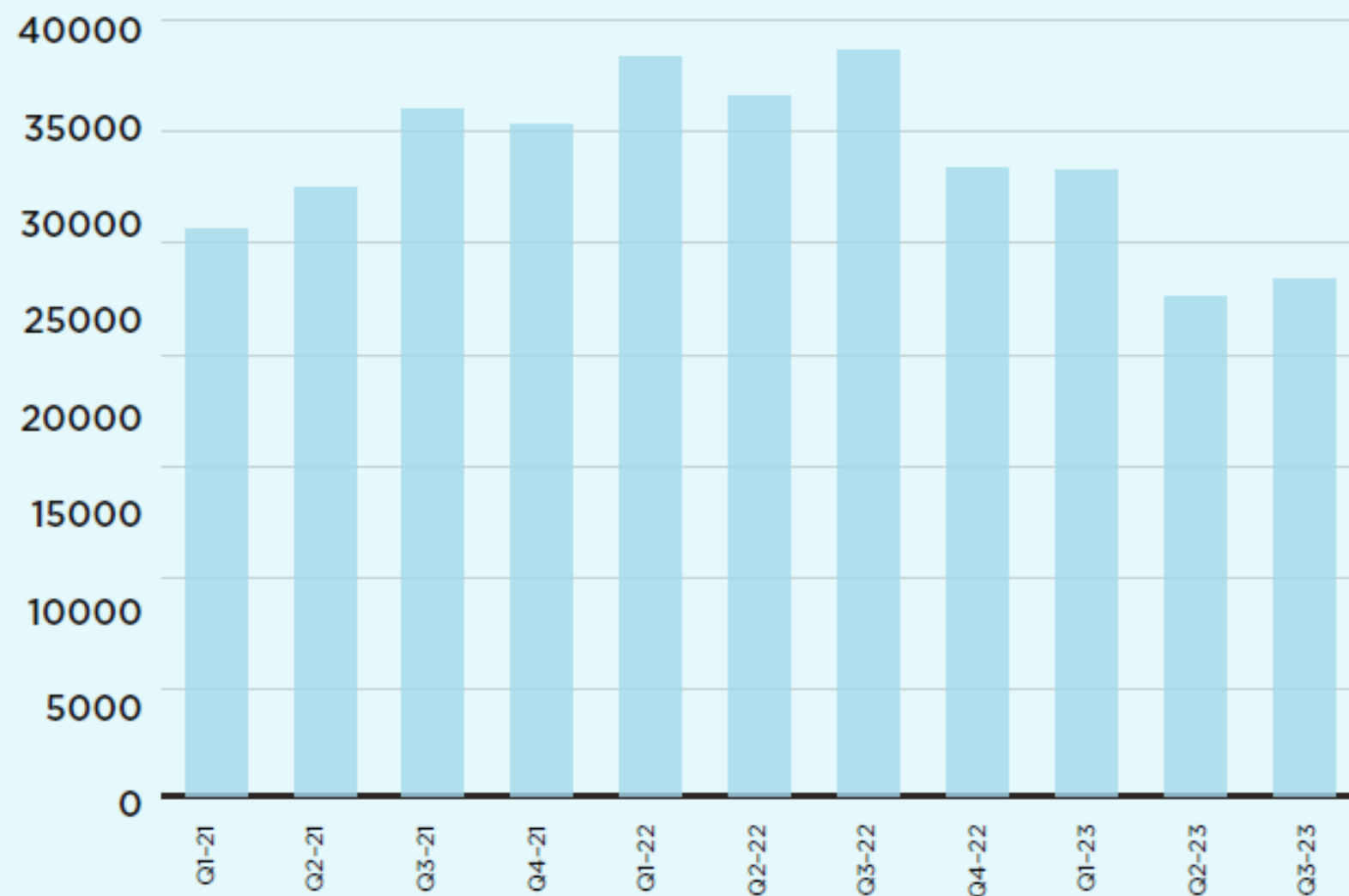




# Overview

## Quarterly Totals

Professional Vacancies, All Sectors,  
South UK, 2021-2023 (Jan/Sept)



Comparing the South's professional vacancies to the National total, while England and Wales as a whole are predicted to see a decrease, the South as a region could increase its market share, potentially reaching 29.8% in 2023.

Breaking down the year into quarters, Q1 of 2023 emerged as the most productive, with 32,295 vacancies. However, it couldn't surpass the peak of Q3 2022, which saw a whopping 38,495 professional vacancies. Q2 in 2023 witnessed a -20.1% decrease in total vacancies compared to Q1. Fortunately, Q3 saw a slight uptick, surpassing Q2 totals.

Zooming in on monthly data for 2023, March was the standout month with 11,480 professional vacancies. However, it was followed by a -31.5% month-on-month decline, with April recording the lowest monthly total of 7,860 vacancies. March 2022 was the peak point overall, with the highest monthly vacancy total recorded at 13,342.

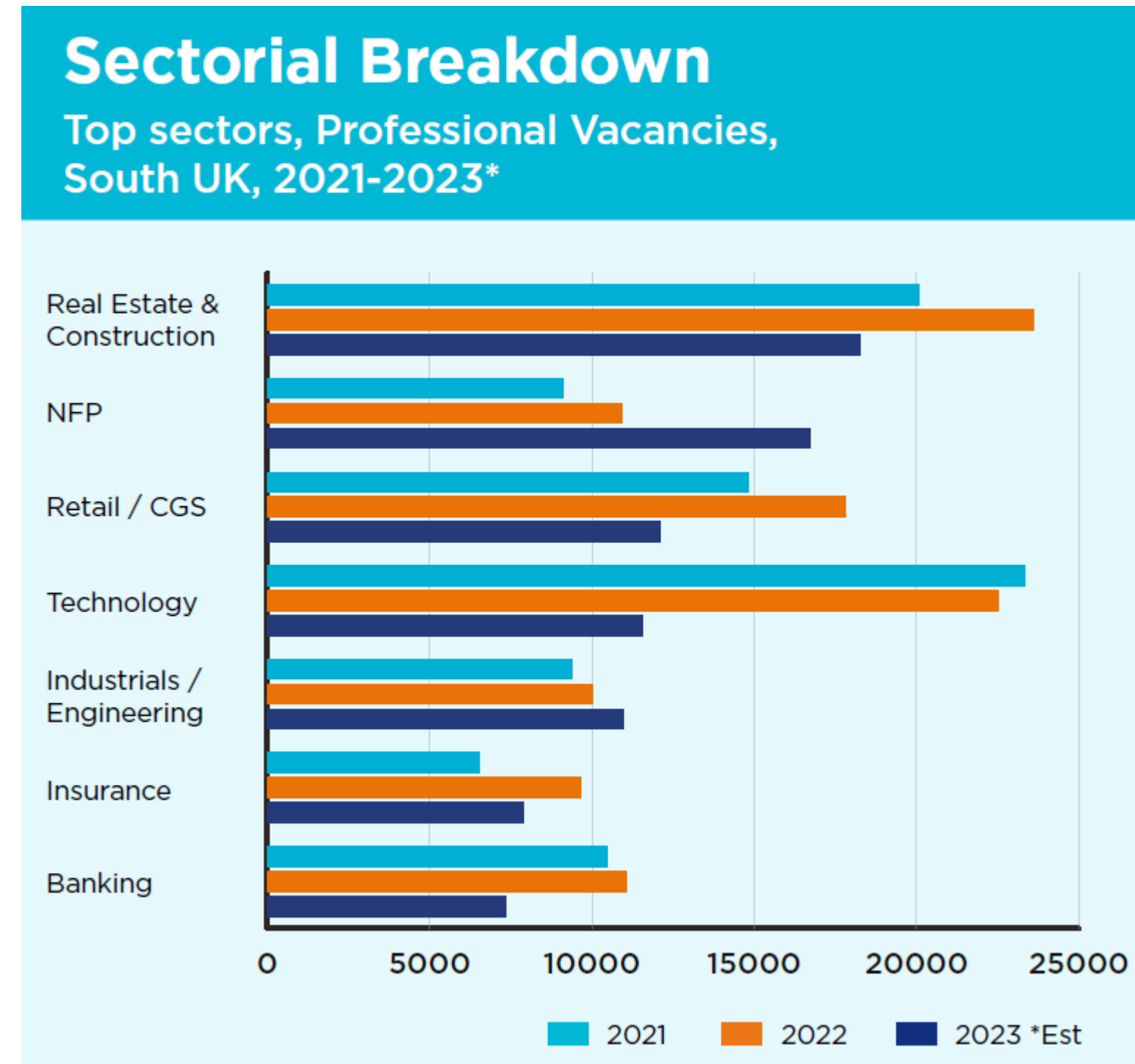


# Sectorial Breakdown

The labour market in the South of the UK is undergoing significant sectorial shifts, with several industries experiencing notable changes in vacancy trends in 2023.

One of the standout sectors is Not-For-Profit (NFP), which is poised for a remarkable year-on-year increase of 53.3%, signifying its growing importance in the region's employment landscape. Industrials and Engineering are also on an upward trajectory, with an estimated 9.6% increase in vacancies throughout the rest of 2023.

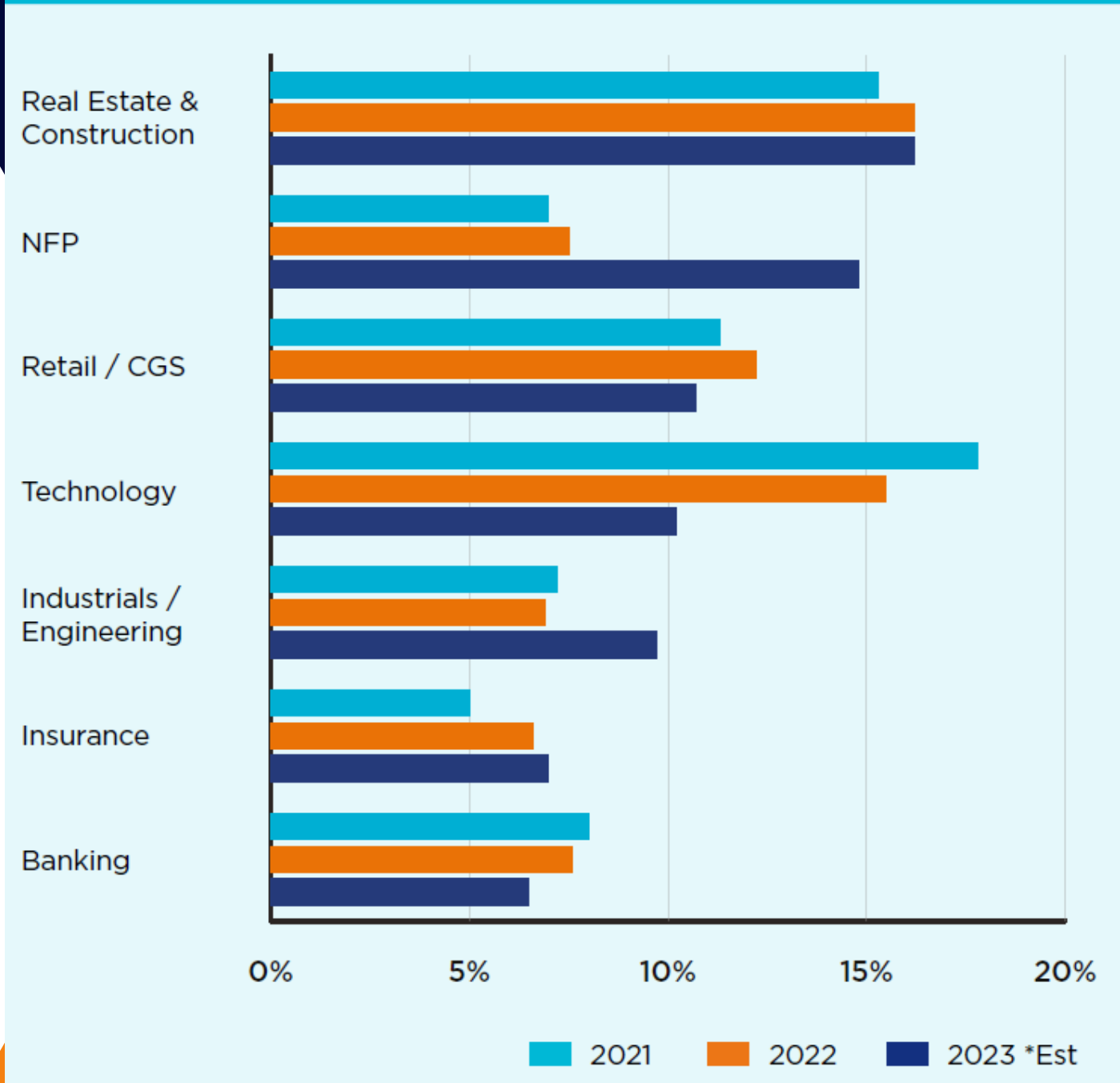
In contrast, the Tech sector is facing the most substantial challenges, with a potential year-on-year decrease of -48.7%. Vacancies in this sector are forecasted to drop significantly, falling below 12,000 (11,535) in 2023, compared to the 2022 annual total of 22,496.



# Application Numbers

## Sectorial Breakdown

By share, Professional Vacancies, All sectors, South UK, 2021-2023\*



The Retail/Consumer Goods and Services (CGS) sector, which experienced a 20.3% increase in 2022, is expected to see a sharp downturn with a -32.0% decrease in 2023.

Meanwhile, the Insurance sector is likely to weather the storm relatively well, with a comparatively moderate year-on-year decrease of -18.6%. Real Estate & Construction, on the other hand, faces a more significant challenge, with an estimated -22.7% decrease.

In terms of market share, the Technology sector is set to see a substantial drop from 15.5% in 2022 to 10.2% in 2023. Conversely, Industrials/Engineering is expected to increase its share of vacancies to 9.7%, while Retail/CGS is projected to decrease from 12.2% in 2022 to 10.7% in 2023. Insurance, despite a decrease in total vacancies, may see a slight uptick in its share, reaching 7% in 2023. The Banking sector, while experiencing a slight decrease throughout the period, could hit its lowest share of 6.5% in 2023.



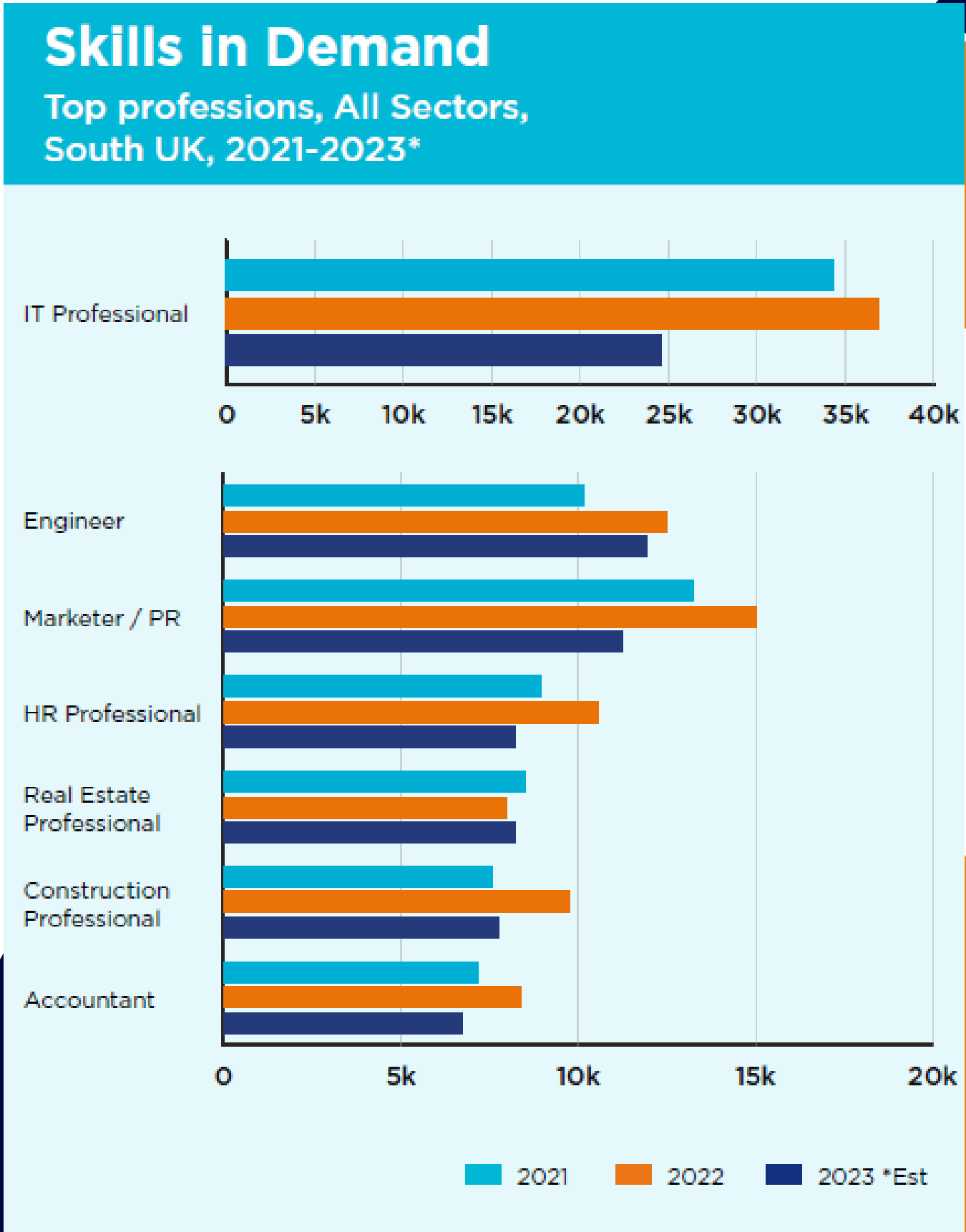
# Skills in Demand

The labour market in the South of the UK is witnessing a dynamic demand for various professional skills, with notable trends shaping the landscape in 2023.

IT Professionals continue to dominate the job market, boasting the highest volumes throughout the year. However, there's an expected decrease in annual totals, with approximately 24,549 vacancies and a -33.3% year-on-year change, marking it as the profession facing the most significant decline.

In contrast, Real Estate Professionals are bucking the trend, anticipating a 2.6% increase in vacancies for 2023. Engineering Professionals are also holding their ground, with a minor dip of -4.5%, making them the least affected among the top professions.

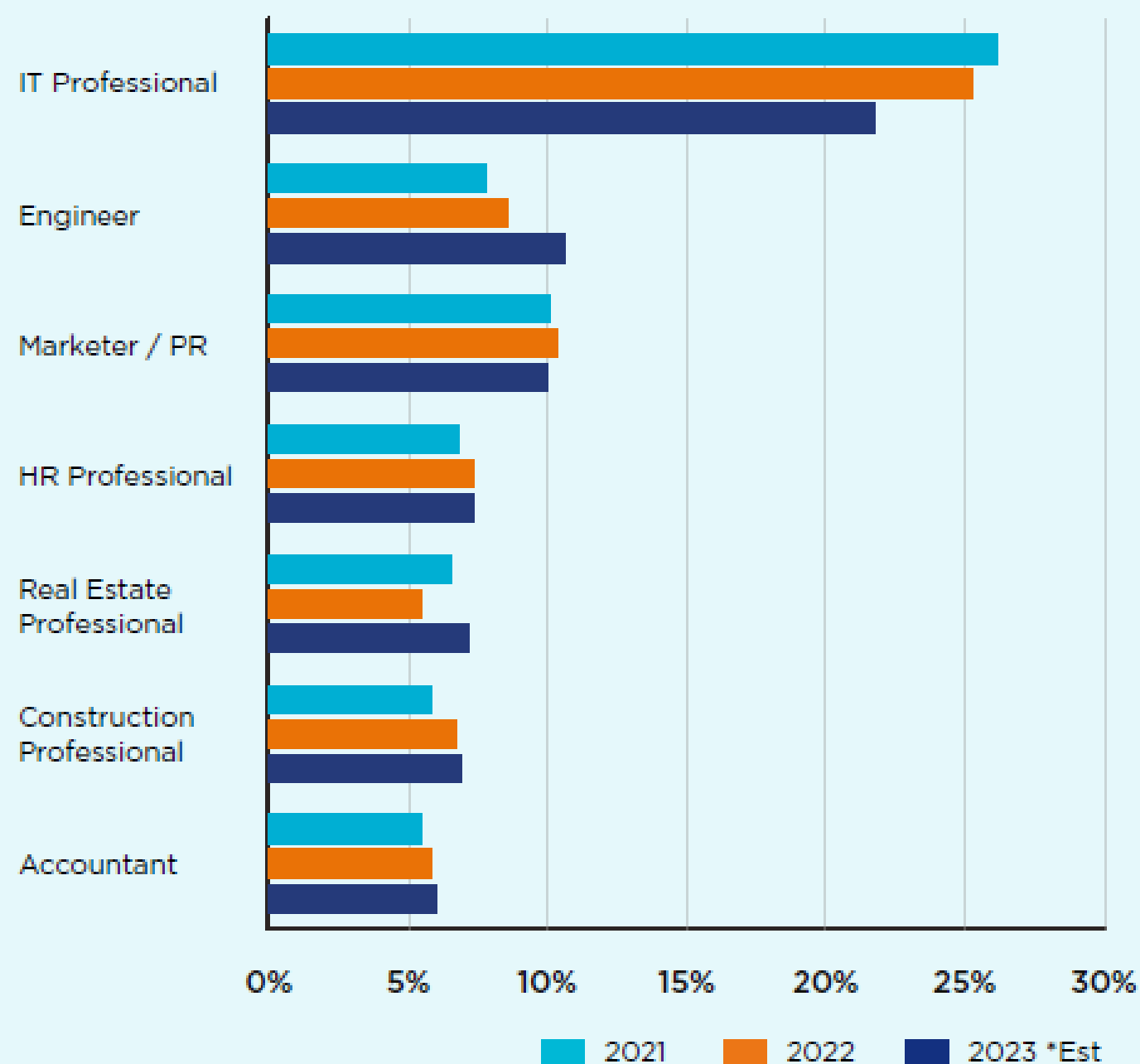
Marketers and PR professionals, after a productive 2022, might face a -25.1% decrease in 2023. HR Professionals and Accountants are also expected to experience negative year-on-year changes of -22.4% and -19.6%, respectively.



# Skills in Demand

## Skills in Demand

By Share, Professional Vacancies, All Sectors, South UK, 2021-2023\*



The share of IT Professional vacancies is projected to drop from 25.3% to 21.7%, reflecting a shift in demand. Engineering, on the other hand, is expected to see an increase in its share from 8.6% to 10.6% in 2023, which is a direct function of the surge in recruitment linked to the Ukraine war. BAE Systems for example are one of the top recruiting companies over the last 12 months for example. Real Estate Professionals could also experience an uplift in share, rising from 5.5% to 7.2% in 2023.

Marketers and PR professionals are likely to maintain their steady share, consistently above 10%, as will HR Professionals, with over 7% share in both 2022 and 2023. Accountants might see a slight improvement, increasing their share from 5.8% to 6.0% in 2023.





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# Thank You

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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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