



DIGITAL  
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# Market Insights Update: December 2023 Market & Insights Trend



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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!

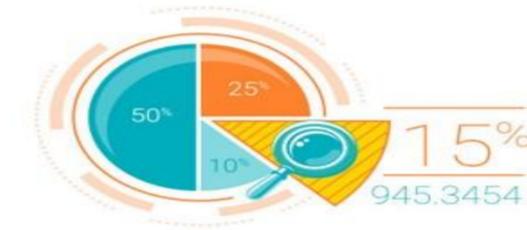
Best wishes,

**Toby Day – Head of Digital**  
**[toby@digitalrecruitmentcompany.com](mailto:toby@digitalrecruitmentcompany.com)**



# 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, Sales, Creative, Data & Analytics, Executive Appointments, Innovation & Service Design, Insight & Research, CRM, 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, Sales, 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.



# 4 Key Take Aways

## New vacancies:

Comparing the first half with the second half of November, Permanent Vacancies saw an 11% decline. However, looking at the month as a whole the average picture was not as severe. Similarly, Contract Vacancies suffered a 12% fall.

## Sales Revenue:

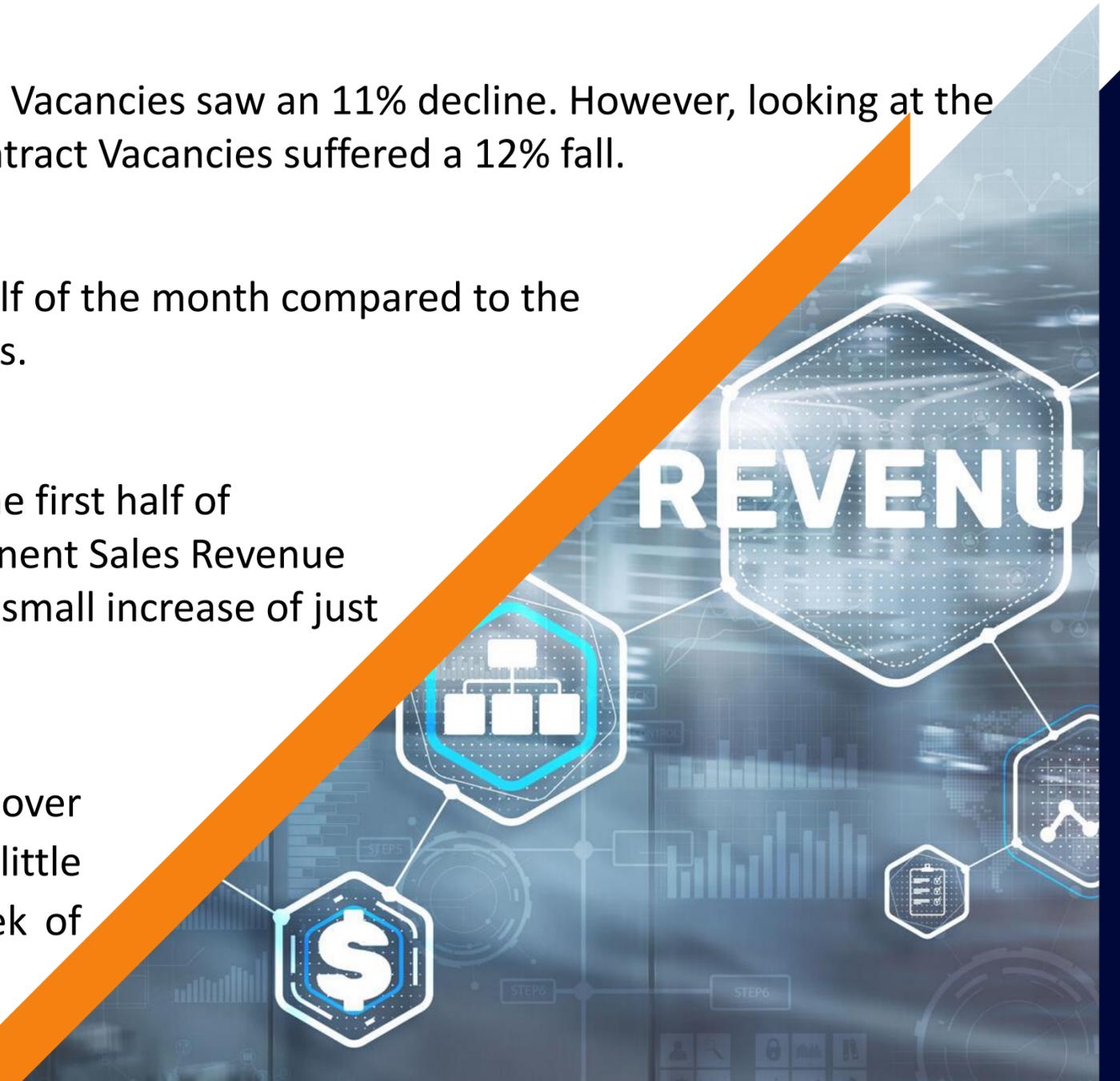
Permanent sales revenue saw a large increase of 44% in the second half of the month compared to the first. Other metrics experienced a mixed but largely stable set of results.

## Placements:

Permanent Placements saw a large upward spike of 27%, comparing the first half of November with the second and perhaps no surprise to see that Permanent Sales Revenue increased by 44% as a result. Contract Placements experienced a very small increase of just 1% although sales did fall by 11%.

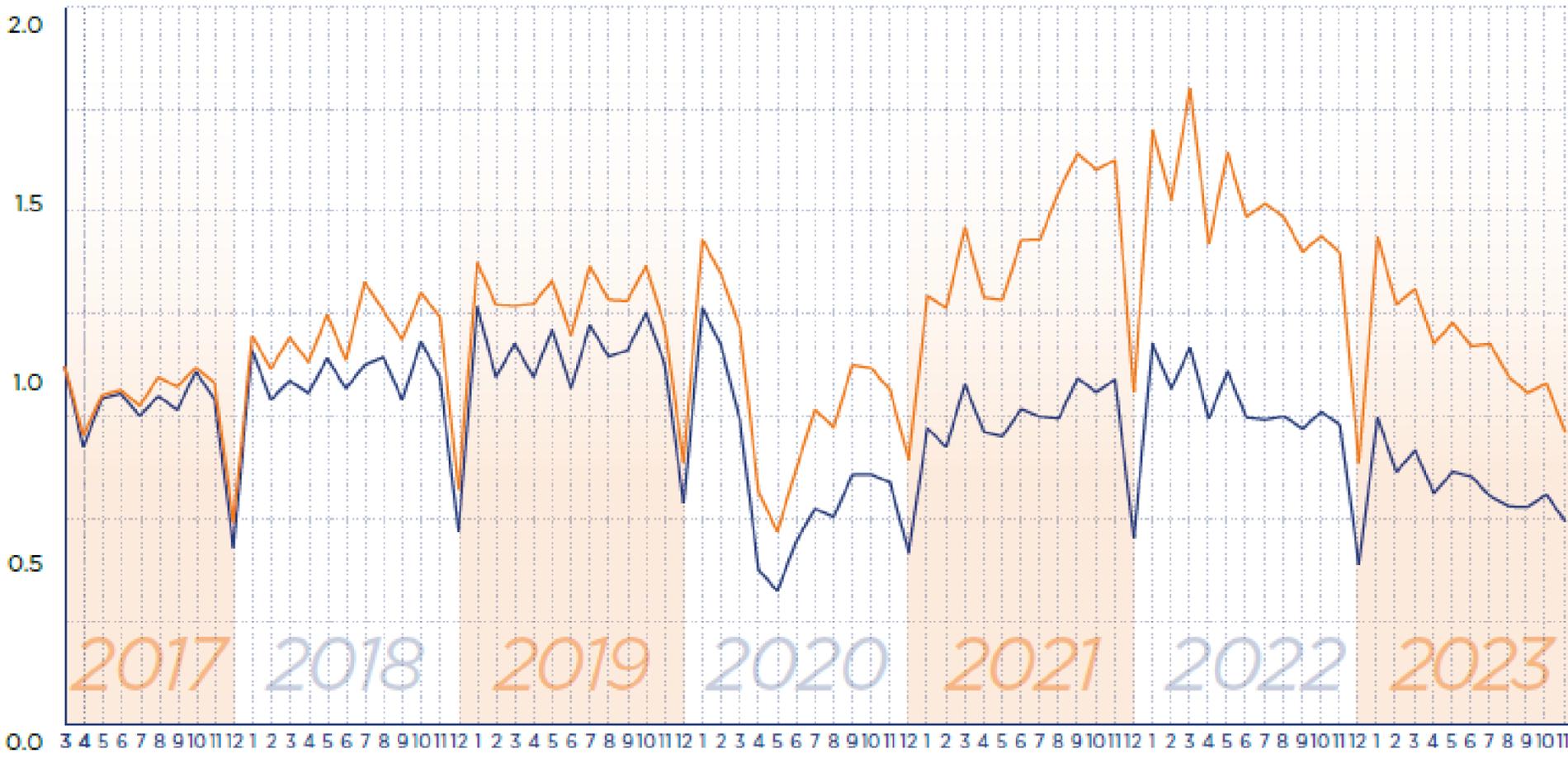
## Interviews:

Interviews also experienced a fall but a relatively small one at just over 3.5%. Looking at the entire month as a whole there were relatively little fluctuations in data, and an upward trend is noted in the final week of November.



# Vacancies

It is great to see notably more upward metrics after some months of less promising data, instilling a sense of optimism going into 2024. The latest data reveals a surge in permanent placements and sales revenue, offering a glimmer of optimism in a challenging year. These positive trends not only underscore the adaptability and resilience of the workforce but also serve as a testament to the tenacity of the recruitment market. While the year-on-year comparisons show fluctuations, the broader context illuminates the exceptional circumstances that have influenced these statistics.



## VACANCIES

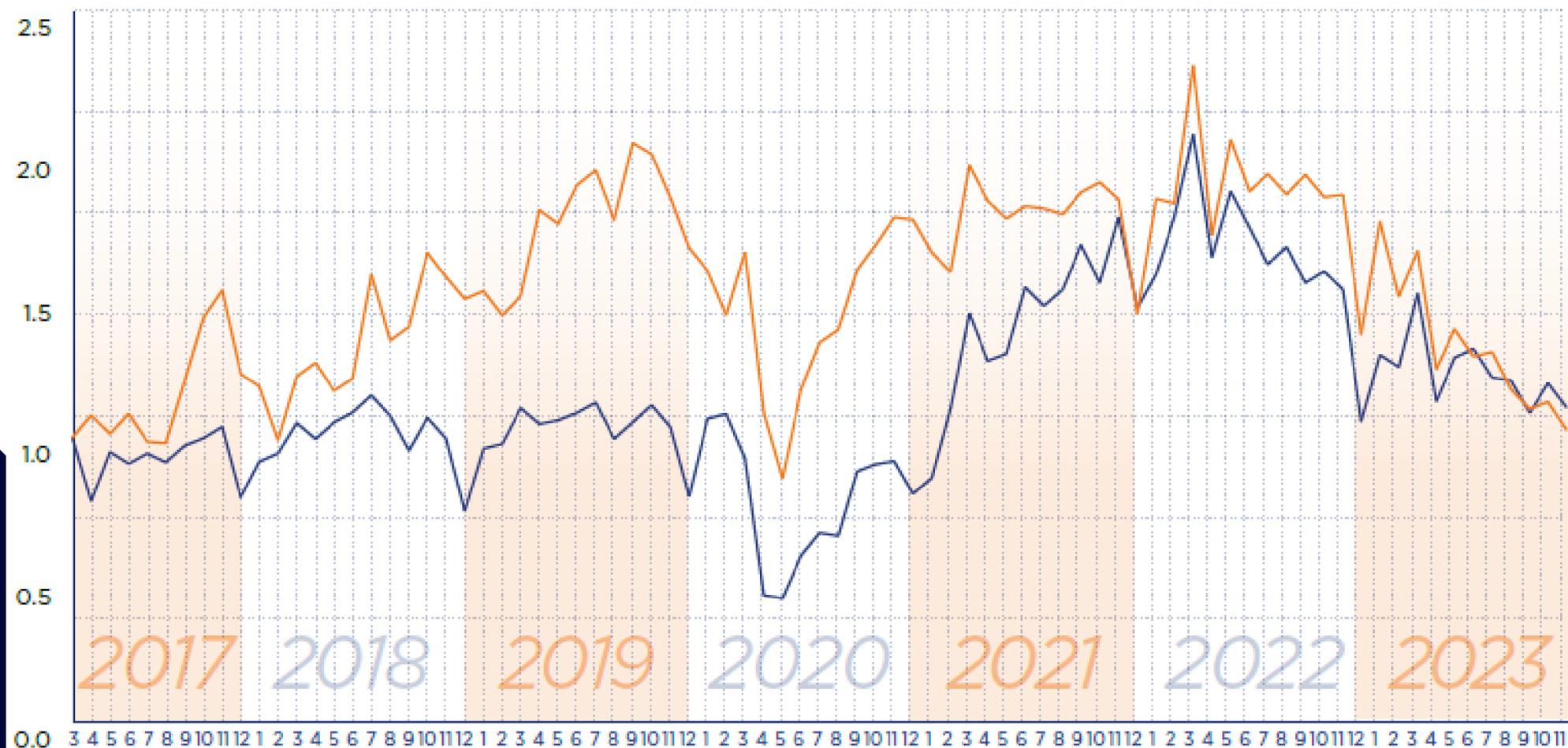
**PERMANENT**  
↑ -12% MoM   ↓ -32% YoY

**CONTRACT**  
↑ -14% MoM   ↓ -38% YoY

# Vacancies

Our close tracking of daily activities throughout October vividly illustrates the trend, with a remarkable 10% month-over-month increase in permanent placements and an impressive 23% boost in permanent sales revenue when comparing the first and second halves of the month. These figures exemplify the labour market's ability to adapt and thrive amidst adversity.

Though challenges persist, these favourable trends inspire hope for job seekers and employers alike, highlighting the enduring strength and potential of the UK workforce.



## PLACEMENTS

 PERMANENT

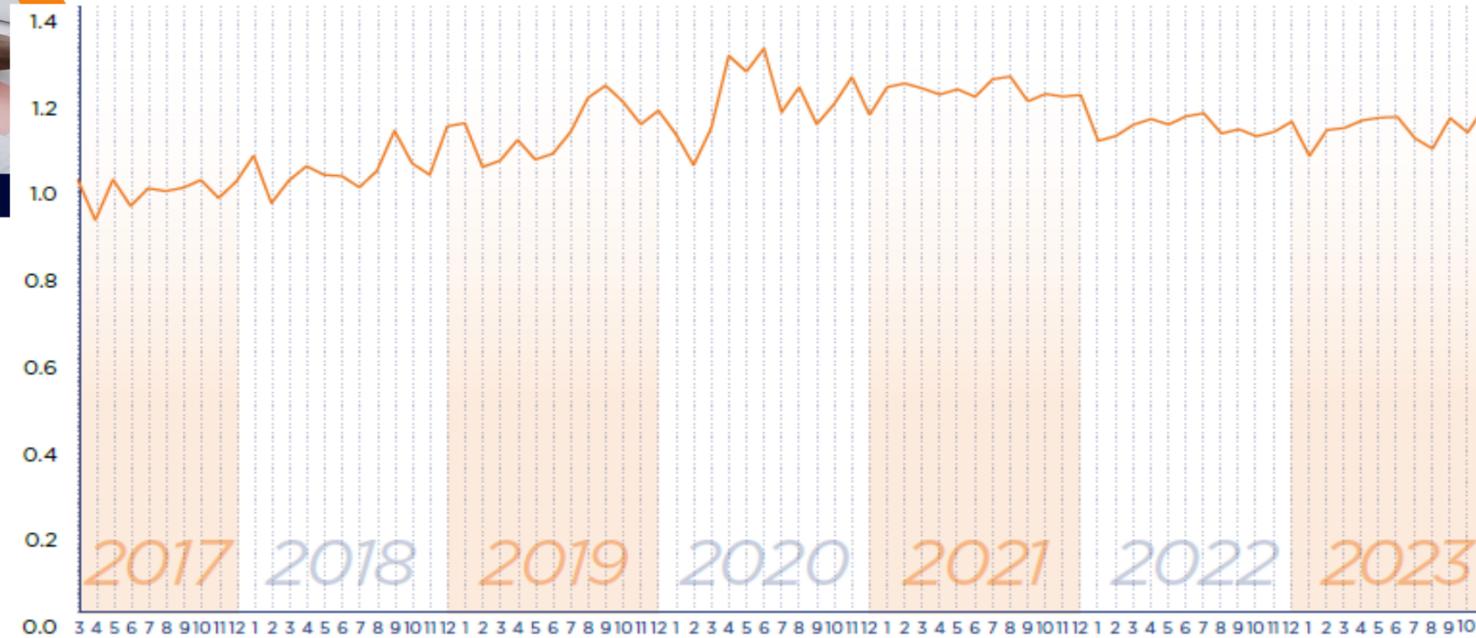
↑ **7%** MoM      ↓ **-27%** YoY

 CONTRACT

↑ **-9%** MoM      ↓ **-45%** YoY

# Vacancies

Bullhorn has been tracking activity on a day-by-day basis during November. Permanent sales revenue saw a large increase of 44% in the second half of the month compared to the first. Other metrics experienced a mixed but largely stable set of results.



## AVERAGE PERMANENT SALARIES FROM PLACEMENTS

PERMANENT  
 ↓ 6% MoM    ↑ 5% YoY



## SALES REVENUE FROM PLACEMENTS

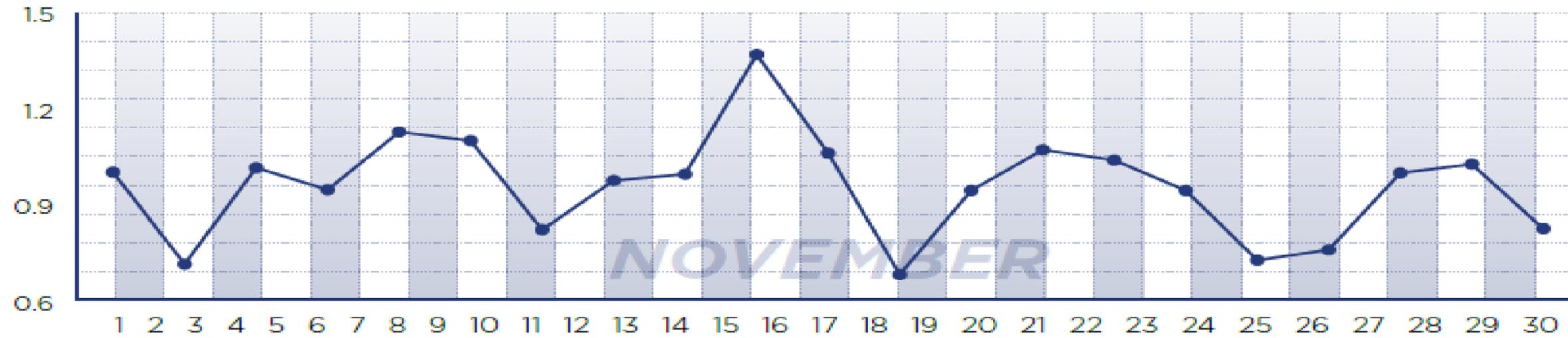
PERMANENT  
 ↑ -4% MoM    ↓ -22% YoY

CONTRACT  
 ↑ -2%        ↓ -57% YoY

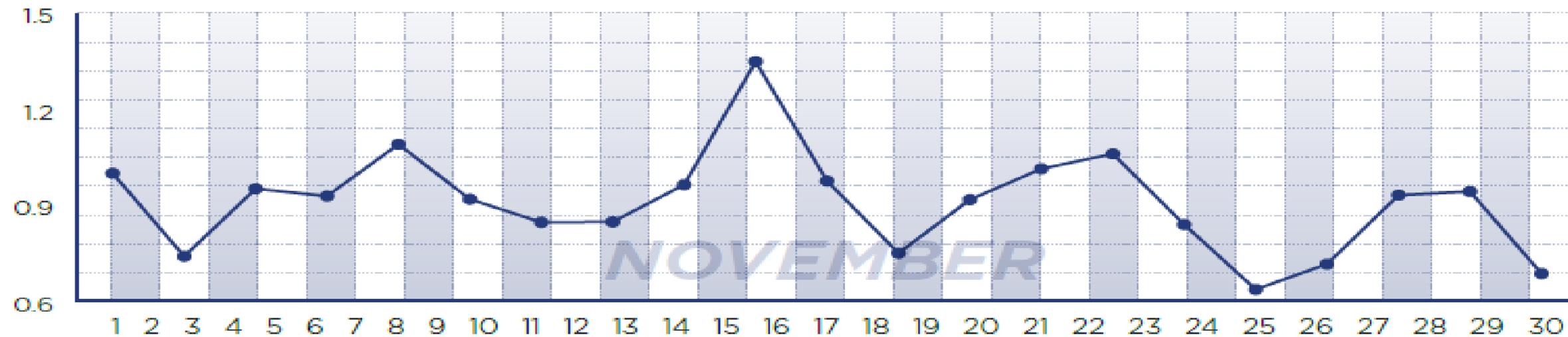
Bullhorn Been tracking activity on a daily basis

# New Vacancies

## Permanent Jobs Added



## Contract Jobs Added



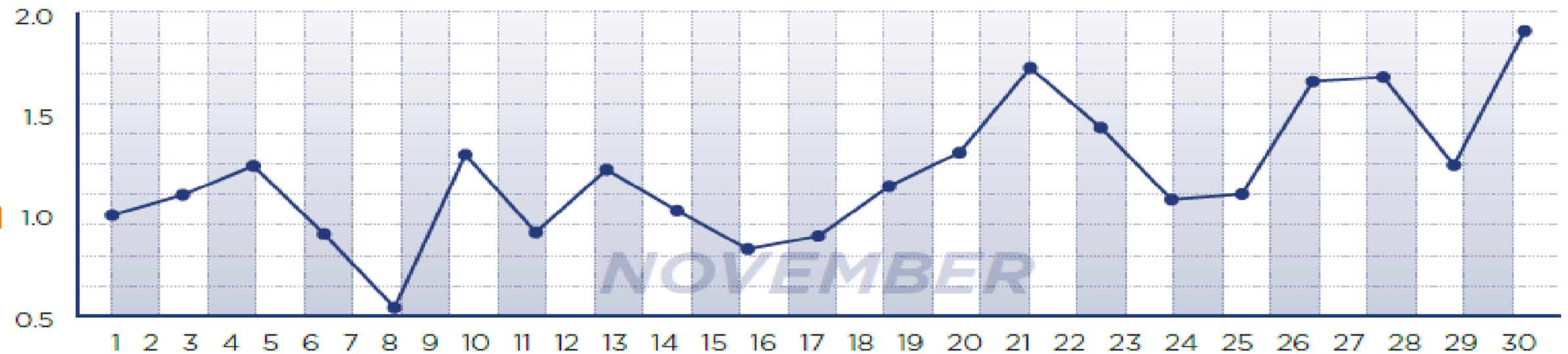
Comparing the first half with the second half of November, Permanent Vacancies saw an 11% decline. However, looking at the month as a whole the average picture was not as severe. Similarly, Contract Vacancies suffered a 12% fall.

# Placements & Revenue

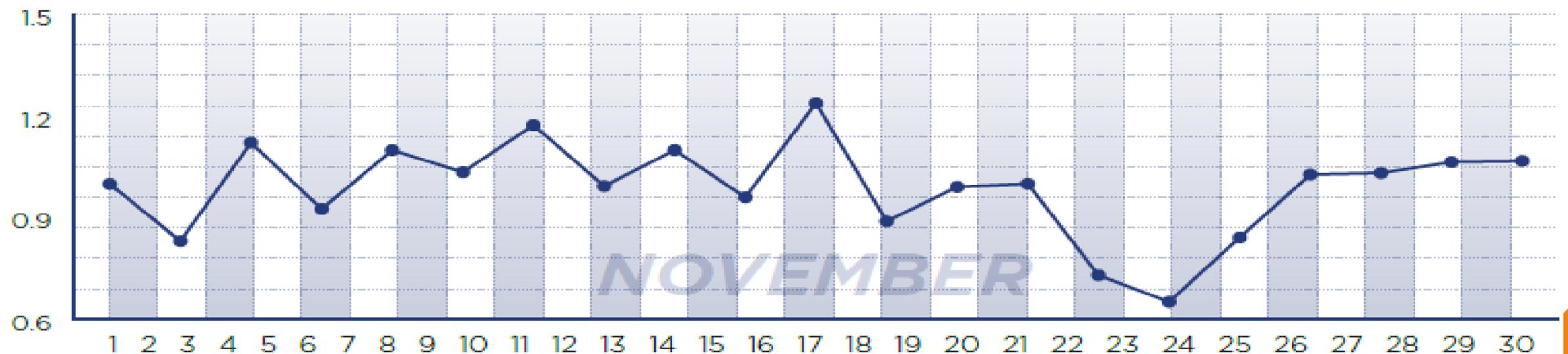
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## Permanent Sales



## Contract Sales





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# Thank You



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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