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# Market Insights Update: Education Sector



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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!

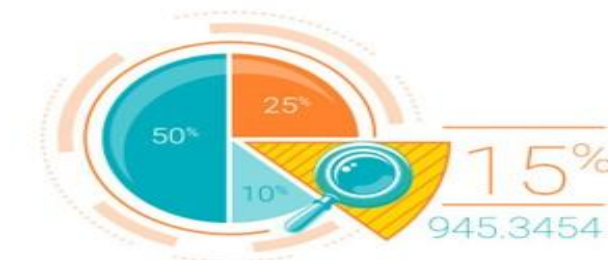
Best wishes,

**Toby Day – Head of Digital**  
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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.

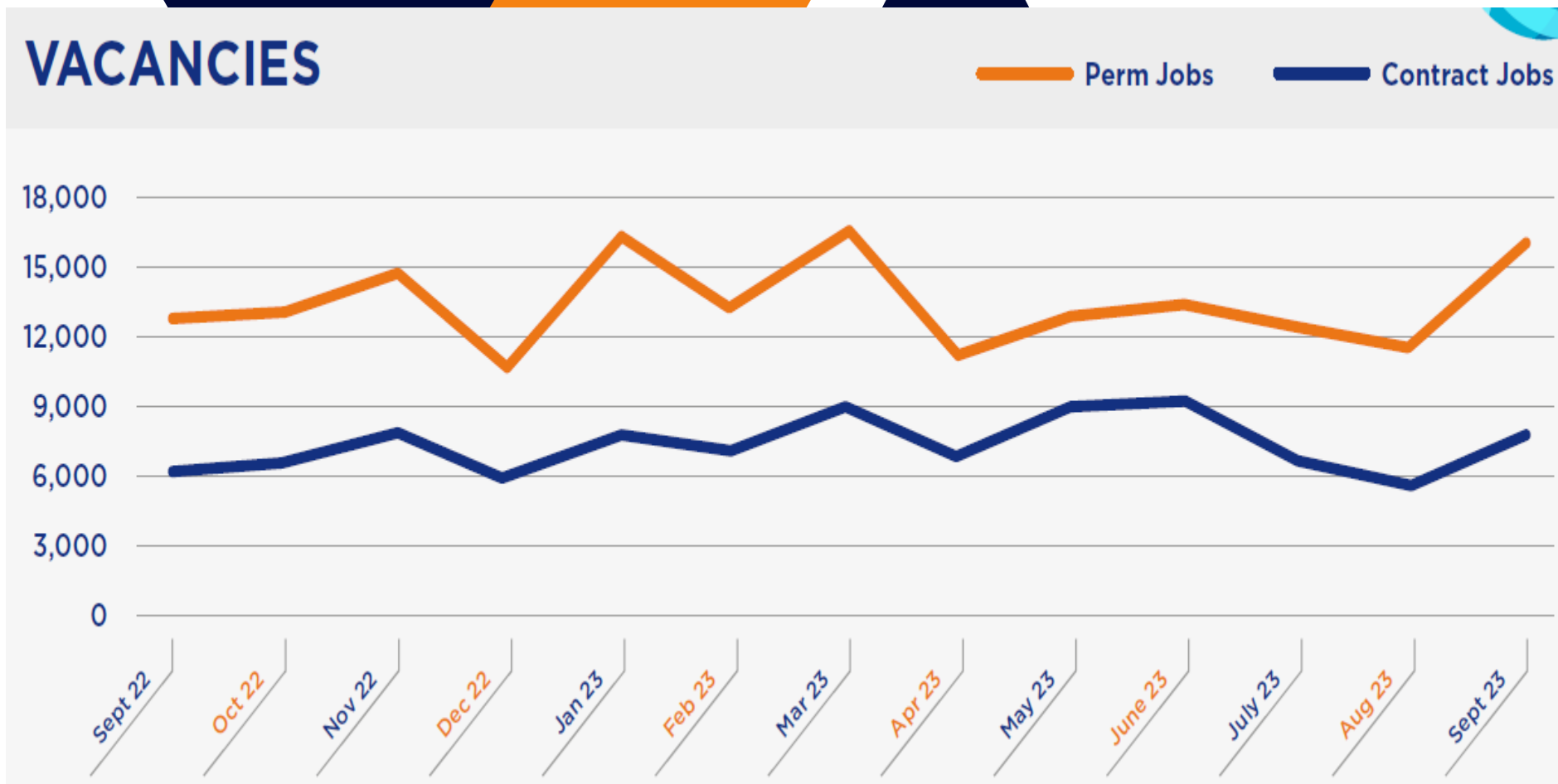
Our service is split into two distinct services:

*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.



# Education Vacancy Breakdown

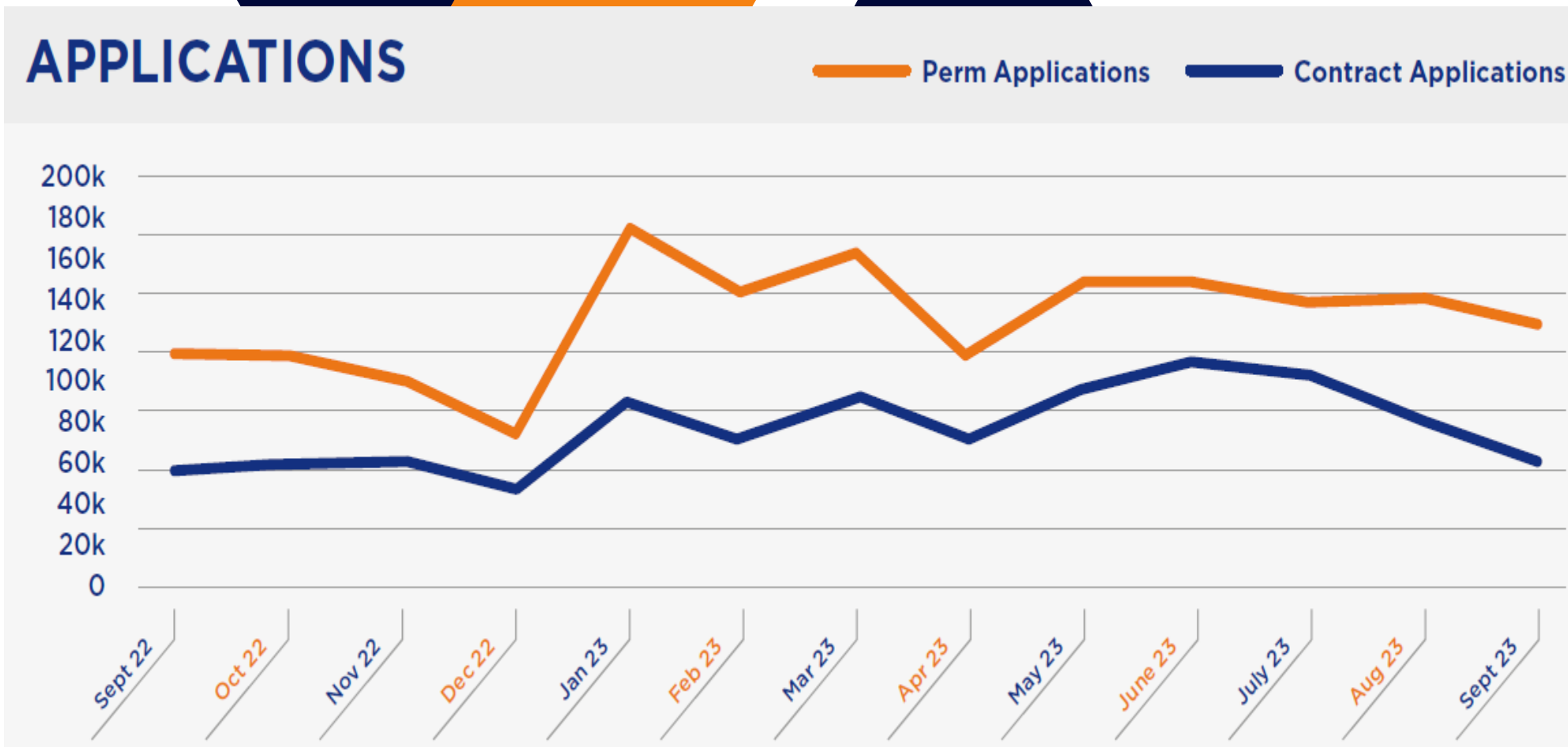


- Following an expected summer lull, September's permanent education vacancies picked up considerably as schools returned for the new academic year, registering the largest month-on-month change (35%) of the past 12 months. By contrast, July recorded the most pronounced monthly fall (26%).
- We are still some way short of the peak figure for permanent vacancies, which was reached in June 2023 (in excess of 9,000 job vacancies). The year-to-year picture however reveals that vacancies were up noticeably by 29% in September 2023 compared to the same point a year earlier.
- Month-on-month, contract vacancies rose by a similar amount in September 2023 (34%), edging back towards levels seen in January and April (the only two months to hit the 16,000 mark).
- The biggest monthly increase was unsurprisingly recorded in January (53%). Conversely, April's monthly drop of 33% was the most marked of the whole period. Year-on-year, figures for September 2023 represented a 25% rise in contract vacancies compared to September 2022.
- As expected, Greater London registered the greatest number of jobs (topping 53,000) by far, equating to 29% of the total. The West Midlands was the only other region to break five figures (5.5% share), followed by Greater Manchester (5.1%), Surrey (4.1%) and West Yorkshire (3.4%).

# Application Numbers

## Key Trends

- Applications for permanent roles took a tumble in September 2023, resulting in the biggest month-on-month fall (25%). By contrast, January 2023 saw the highest monthly rise (79%).
- September was the lowest scoring month of 2023 (just over 62,000 applications), significantly down on the heady heights of June and July (both months topping the 100,000 mark). Year-on-year, applications in September 2023 were up by almost 9% vs. September 2022.
- If we look at contract applications, volumes have remained consistently in the six figures (with the only exception being December 2022). The biggest month-on-month increase came in January (132%) with April recording the steepest fall (29%).
- September's number was just shy of 130,000, a month-on-month fall of 7%. However, this equates to an almost 15% rise year-on-year (compared to the same point in 2022).
- Greater London's share of total applications was unsurprisingly the standout figure (38.3%). While the West Midlands (8.8%) and Greater Manchester (4.5%) remained in second and third spots, West Yorkshire (3.9%) moved up to fourth with Manchester (3.6%) shooting up to fifth.

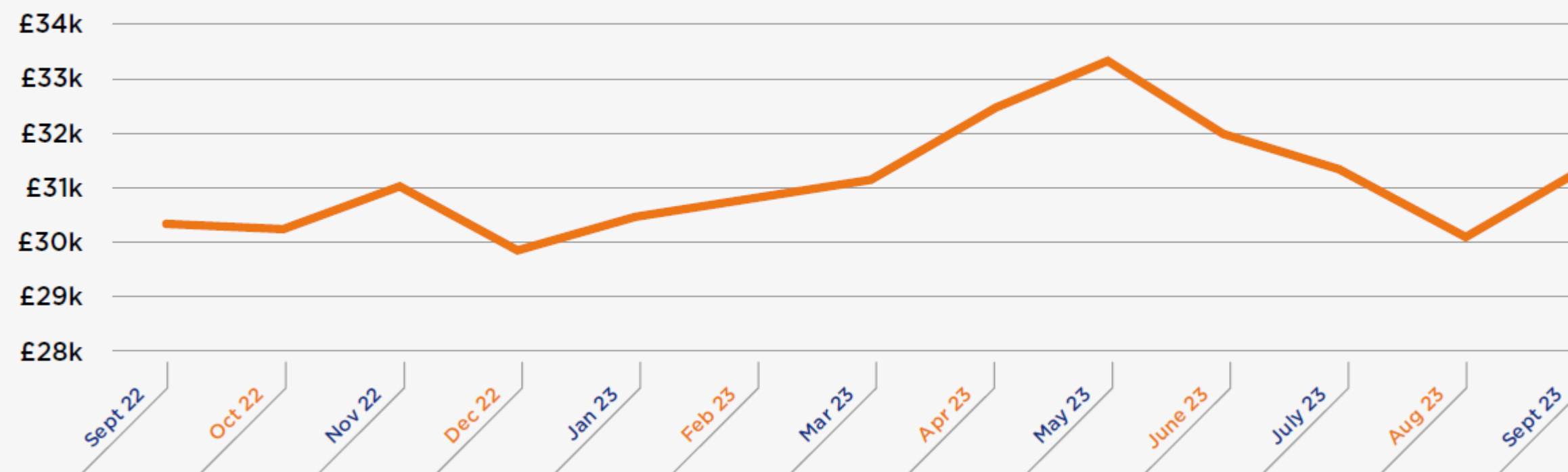


# Salary

## Key Trends

- Following a month-on-month decrease of almost 4% in August 2023, permanent average salaries in education bounced back by the same monthly increment in September. This also brought pay back in line with the average of the past 12 months (close to £31k).
- The biggest month-on-month rise was recorded in April 2023 when salaries went up by over 4%. A further increase in May (2.8%) resulted in the highest monthly average figure of over £33k.
- Year-on-year, salaries have risen by just over 3% in September 2023 vs. September 2022. This represents a considerable fall in real wages, adding to cost of living woes (the latest ONS consumer price inflation index figures reported a 6.7% rise in the 12 months to August 2023).

## AVERAGE SALARY





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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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