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# Market Insights Update: March 2025 Market & Insights Trend



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Welcome to our Monthly Market Insights update for the Technology,/Digital/Marketing 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!

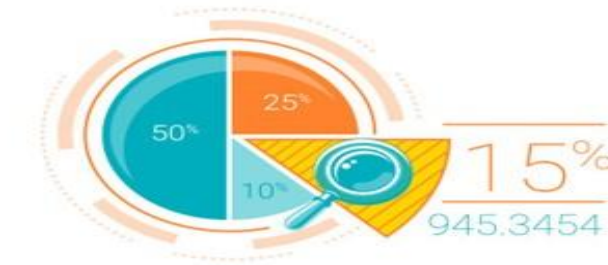
Best wishes,

**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 Technology, Digital & Marketing sectors. With an initial focus on Developers, Marketing, Engineers 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 AI.





# What We Do

We work across the Digital/Technology 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, AI, Creative Software, Developers, Engineers, 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:

- **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.

*Our Purpose is to strengthen the target market so that the business will increase*





# 4 Key Take Aways

## New vacancies:

permanent jobs down 14.7% MoM and 27.9% YoY. Contract vacancies dipped 8.2% MoM but remain 28.2% up YoY

## Sales Revenue:

Permanent sales rose 1.8% MoM but remain 10.3% down YoY, suggesting higher-value hires. Contract sales grew 1.0% MoM and 23.3% YoY

## Placements:

perm placements flat MoM (-0.3%) but down 21.1% YoY. Contract placements saw a 3.5% MoM and 4.0% YoY.

## Job Coverage:

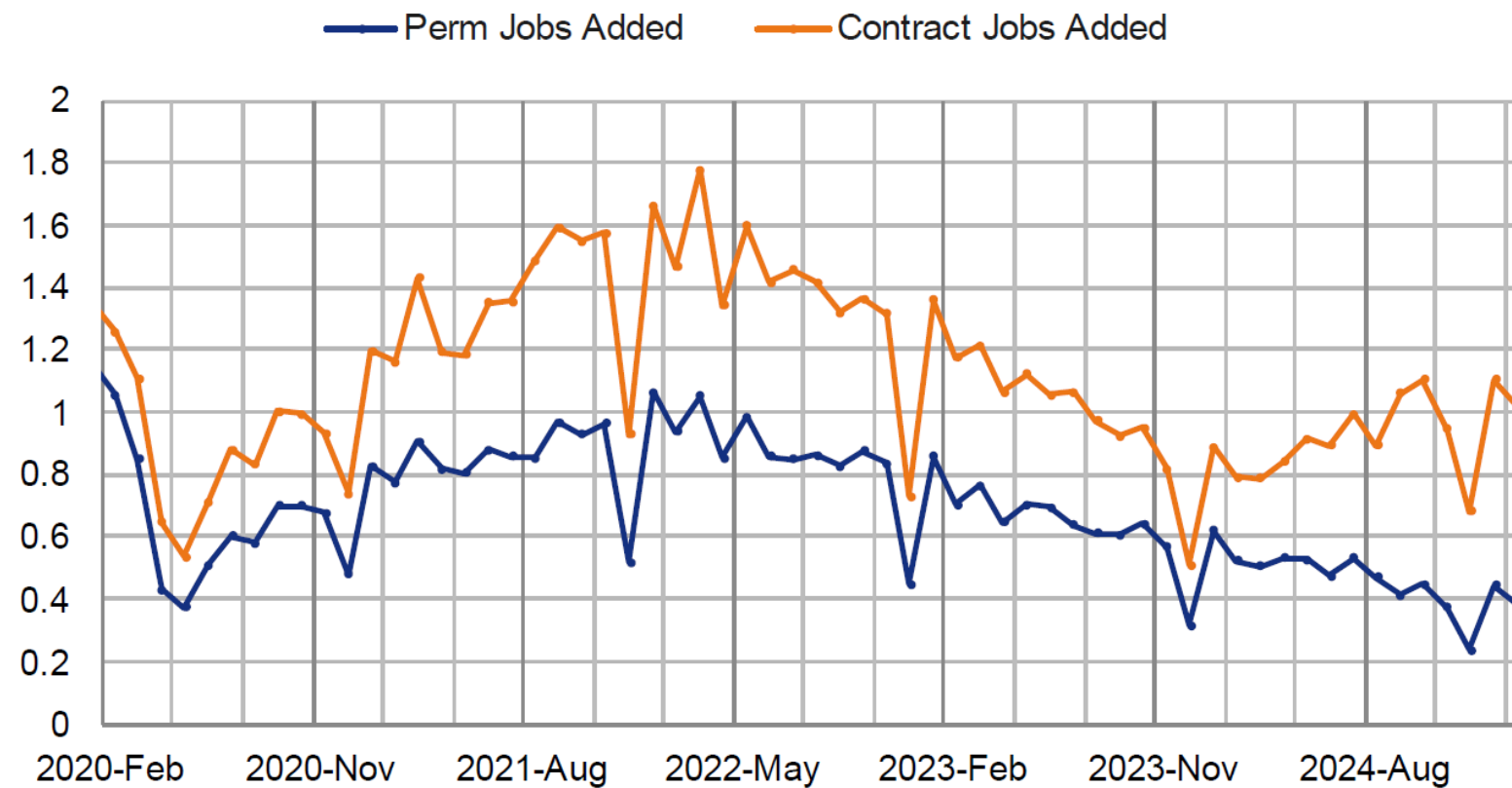
The perm CVs-to-job ratio increased 11.0% MoM and 8.0% YoY, while contract edged up 0.2% MoM



# Vacancies

February saw a predictable adjustment, with permanent jobs down 14.7% MoM and 27.9% YoY. Contract vacancies dipped 8.2% MoM but remain 28.2% up YoY, highlighting steady demand for flexible hiring. While job orders declined, the drop was less steep than previous years, suggesting a more stable employer approach.

Perm Jobs Added vs Contract Jobs Added



## VACANCIES |

### PERMANENT

↓ 14.7% MoM

↓ 27.9% YoY

### CONTRACT

↓ 8.2% MoM

↑ 28.2% YoY

# Placements

Hiring held steady despite fewer vacancies, with perm placements flat MoM (-0.3%) but down 21.1% YoY. Contract placements saw a 3.5% MoM and 4.0% YoY drop, though both are improvements on late 2024 trends. Employers appear more committed to key hires despite a quieter market.

## PLACEMENTS | II

### PERMANENT

↓ 0.3% MoM

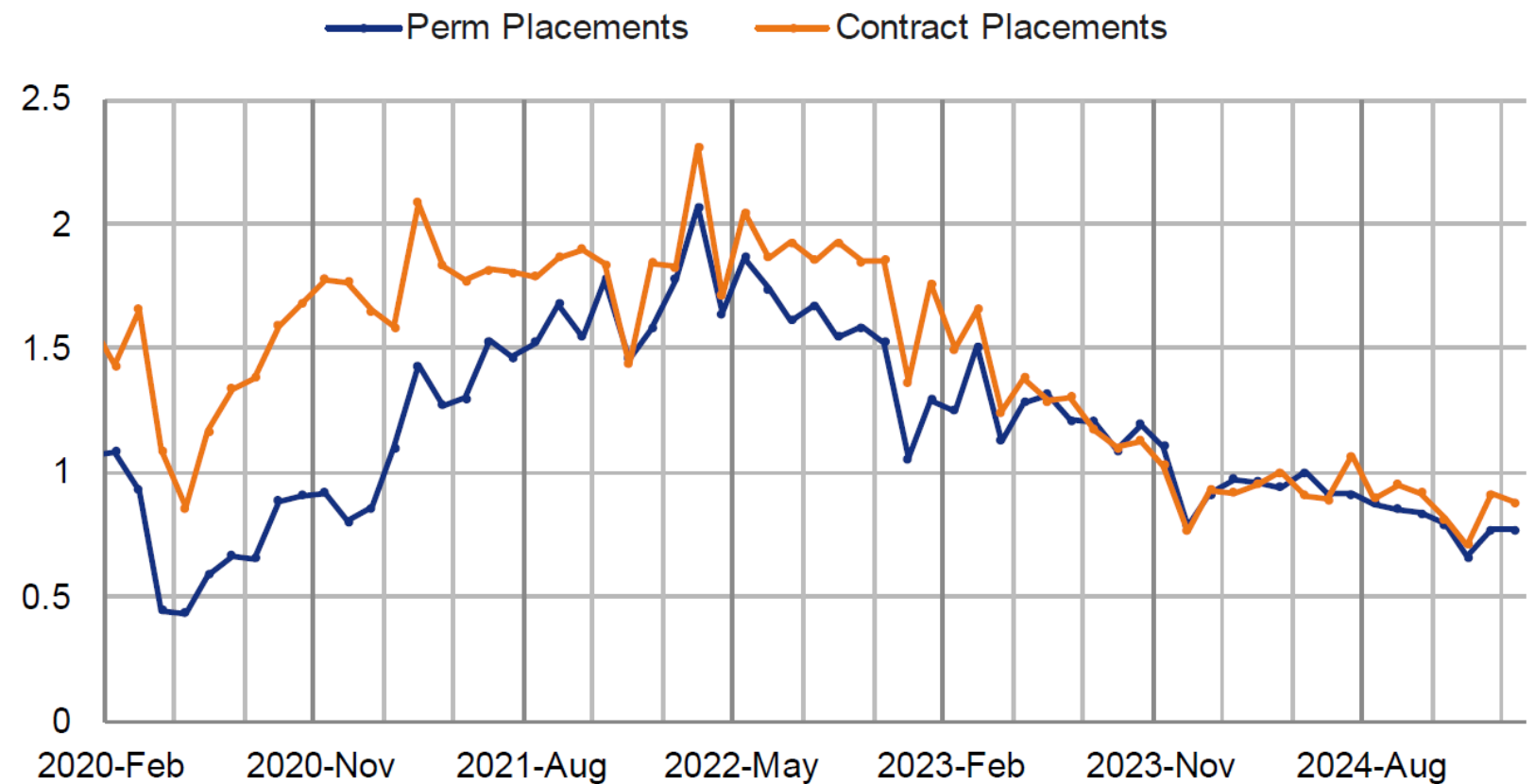
↓ 21.1% YoY

### CONTRACT

↓ 3.5% MoM

↓ 4% YoY

### Perm Placements Vs Contract Placements



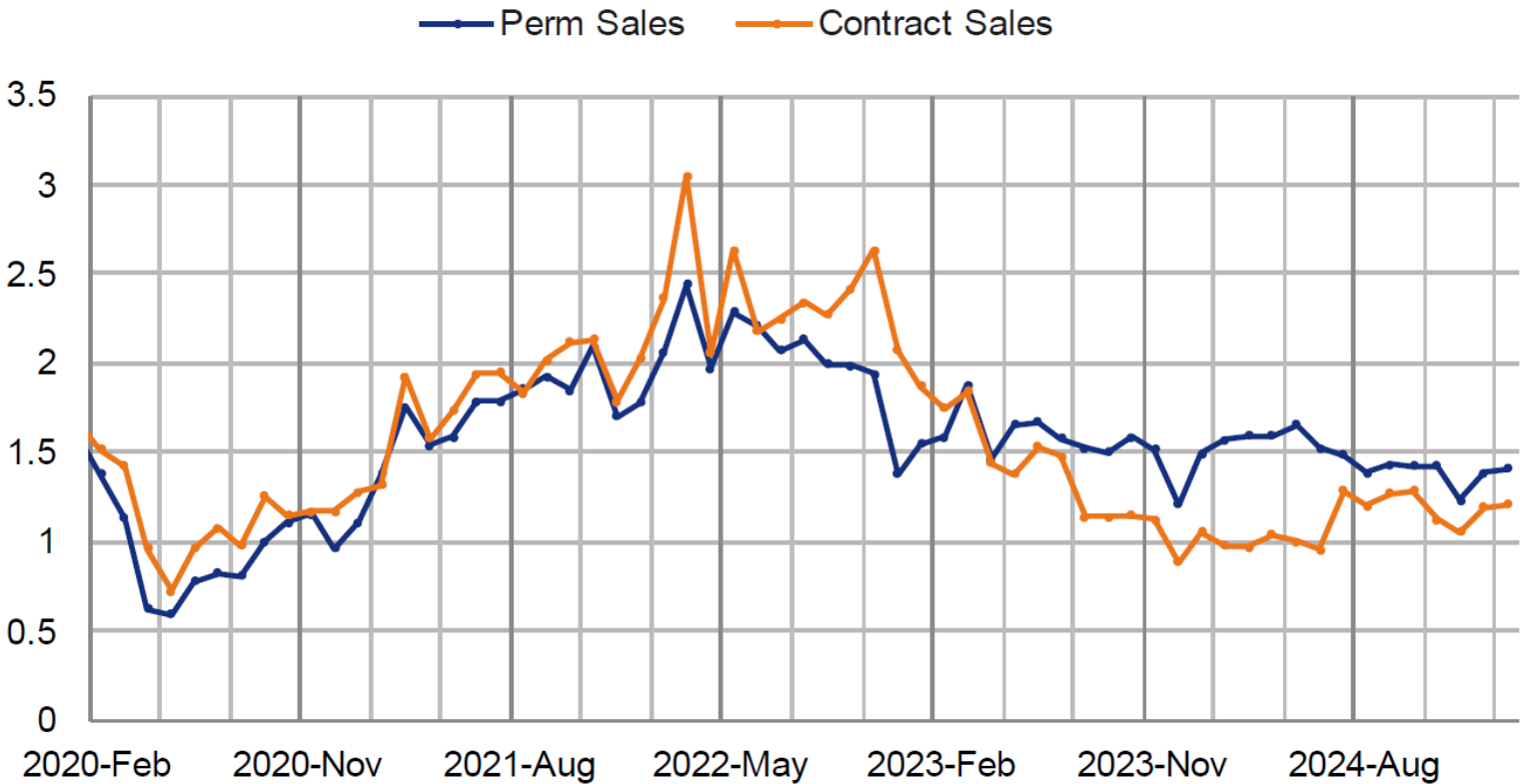


# Sales Revenue



Revenue held firm despite job and placement declines. Permanent sales rose 1.8% MoM but remain 10.3% down YoY, suggesting higher-value hires. Contract sales grew 1.0% MoM and 23.3% YoY, reinforcing contract's strong position.

### Perm Sales Vs Contract Sales



## SALES REVENUE FROM PLACEMENTS | III

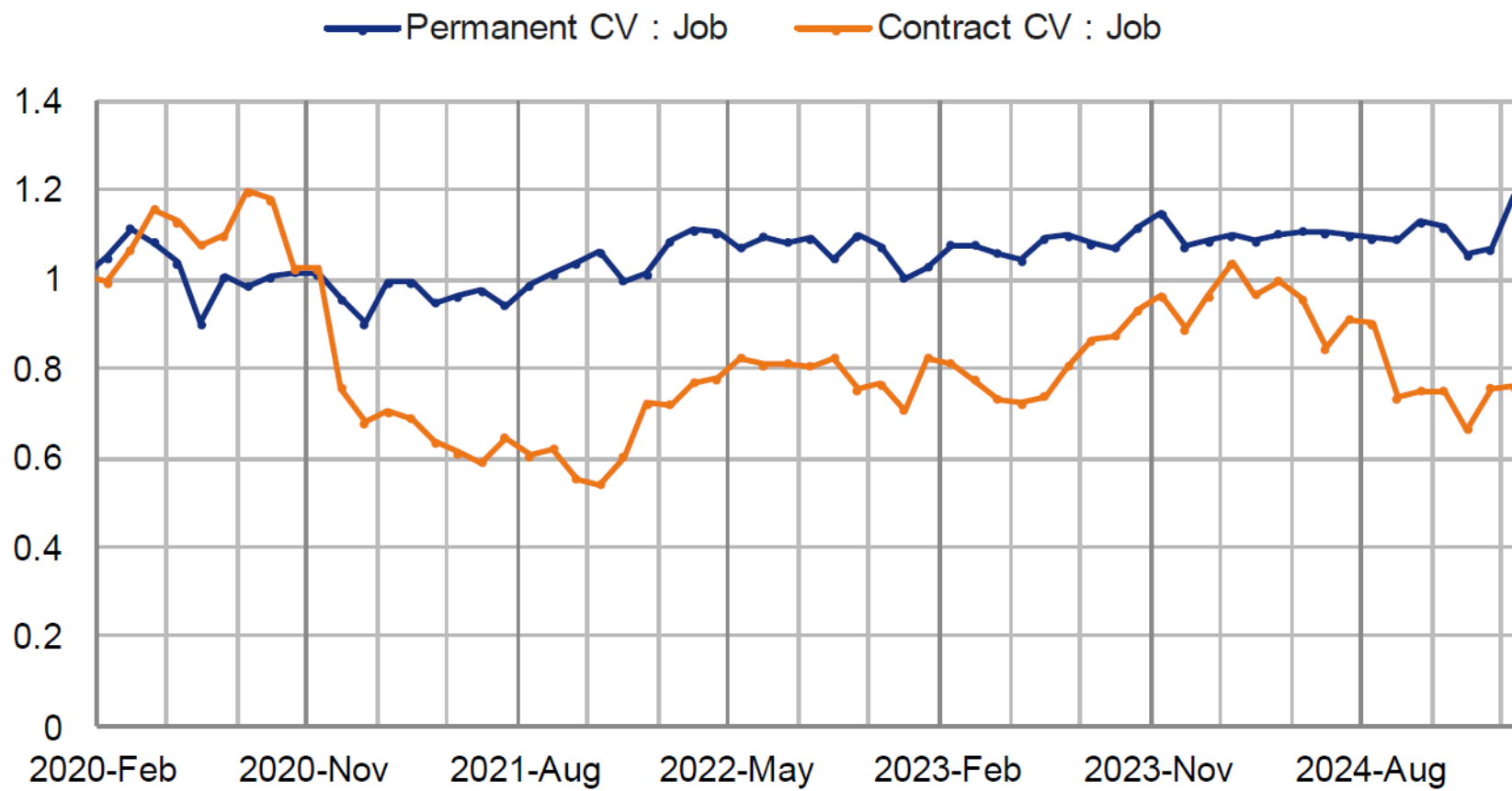
**PERMANENT**  
↑ 1.8% MoM      ↓ 10.3% YoY

**CONTRACT**  
↑ 1% MoM      ↑ 23.3% YoY

# Job Coverage

With fewer job orders, CV coverage rose, as recruiters maximised available roles. The perm CVs-to-job ratio increased 11.0% MoM and 8.0% YoY, while contract edged up 0.2% MoM but remains down 26.8% YoY.

### Job Coverage - Permanent vs Contract



**JOB COVERAGE**  
CVs : Jobs | **IV**

**PERMANENT**

↑ 11% MoM

↑ 8% YoY

**CONTRACT**

↑ 0.2% MoM

↓ 26.8% YoY





# Placements Per CV

## CVs PER PLACEMENT |



### PERMANENT

↑ 6.9% MoM

↑ 15.3% YoY

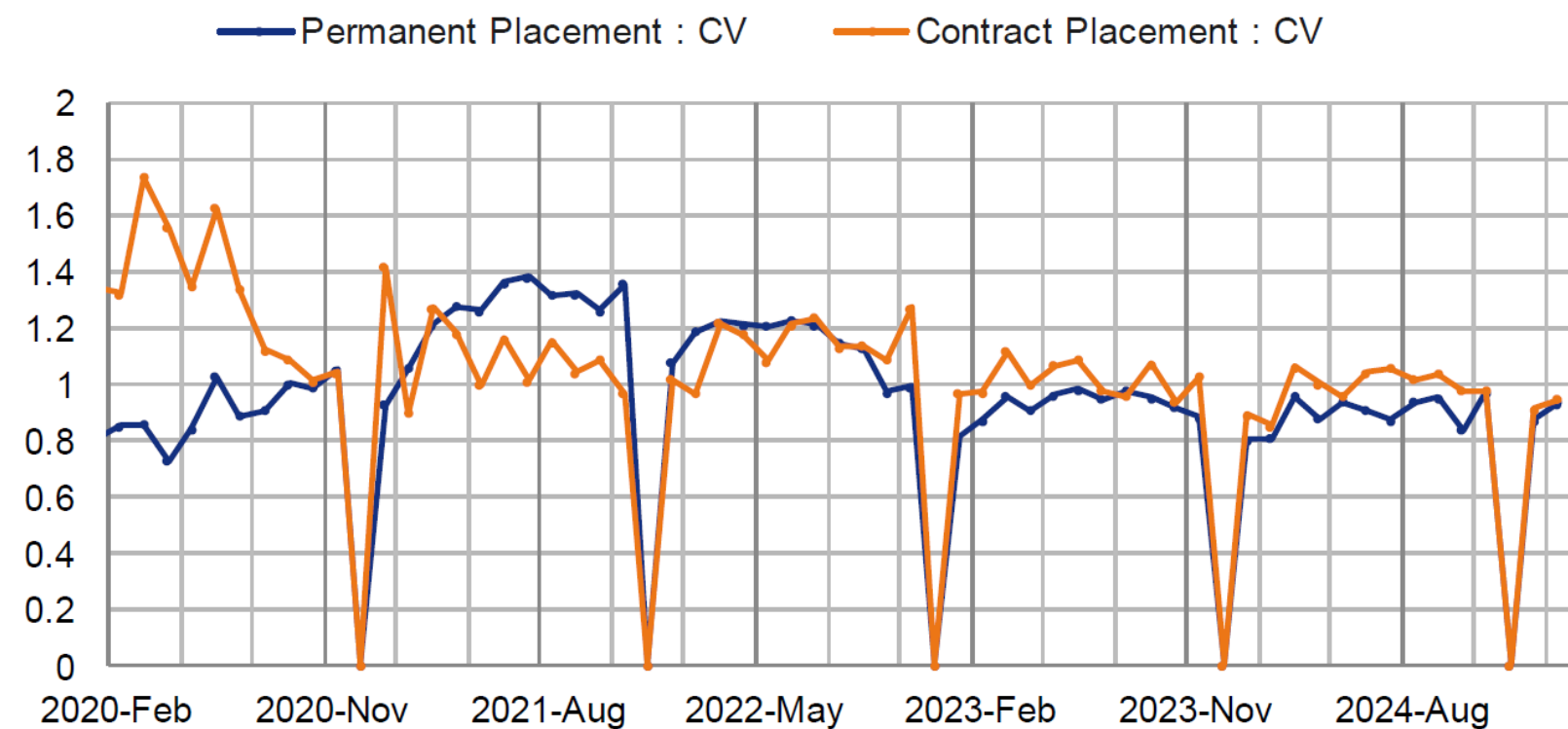
### CONTRACT

↑ 3.6% MoM

↑ 10.9% YoY

Recruiter efficiency improved, with perm placements per CV up 6.9% MoM and 15.3% YoY, and contract up 3.6% MoM and 10.9% YoY. This suggests better candidate matching and stronger employer commitment to hiring.

### Placements Per CV - Permanent vs Contract





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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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