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# Market Insights Update: Marketing, Media & Sales (MMS) Sector Market & Insights Trend



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

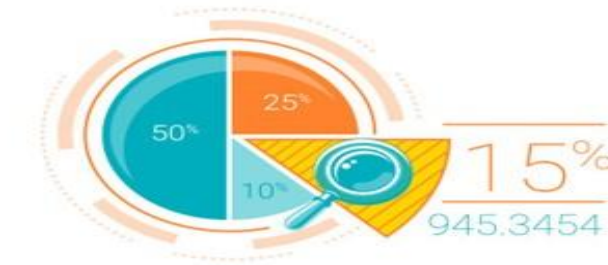
Best wishes,

**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, 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, 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.





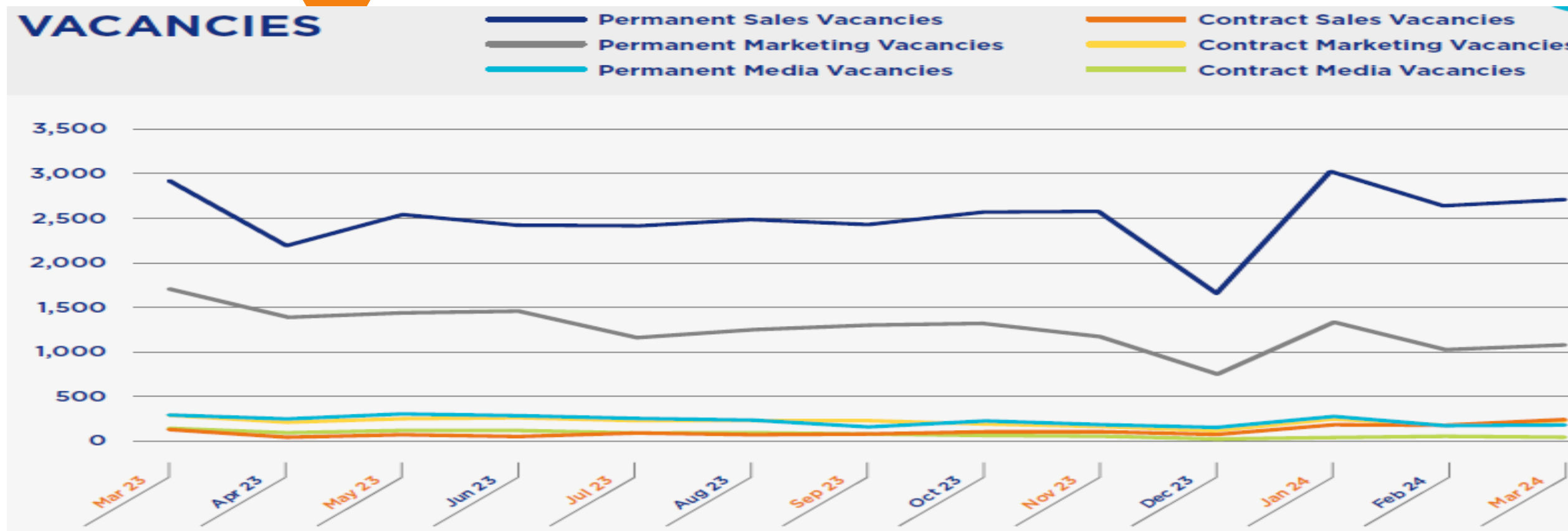
# Introduction

“It has been a roller coaster year for the MMS market, with individual sectors seeing peaks and troughs of activity throughout the last 12 months. However, despite a strong start to 2024, vacancies and applications across all three markets have dropped in the past month, which employers, recruiters and jobseekers alike will be hoping is only a temporary blip, and not a forewarning of a potential downturn in what is already a skills-short field.”



# MMS Vacancy Breakdown

Permanent job vacancies in media reached their second highest level in March 2023, where 38% more vacancies were recorded when compared to the same point this year. The market peaked in May 2023, before a fairly steady decline, with the lowest numbers reported in December of last year, closely followed by September 2023. There was a brief, seasonal upturn in January 2024, where vacancies climbed by an impressive 76% month-on-month from December. However, this was short-lived and was followed by a dip of 34% in the following month. The contract media market has also seen a fairly tough year, with contract vacancies peaking in March 2023 and then falling as the year went on, albeit with spikes in Q2 and Q3. Overall, contract vacancies were 64% lower year-on-year in March 2024 than at the same point last year.



# MMS Vacancy Breakdown

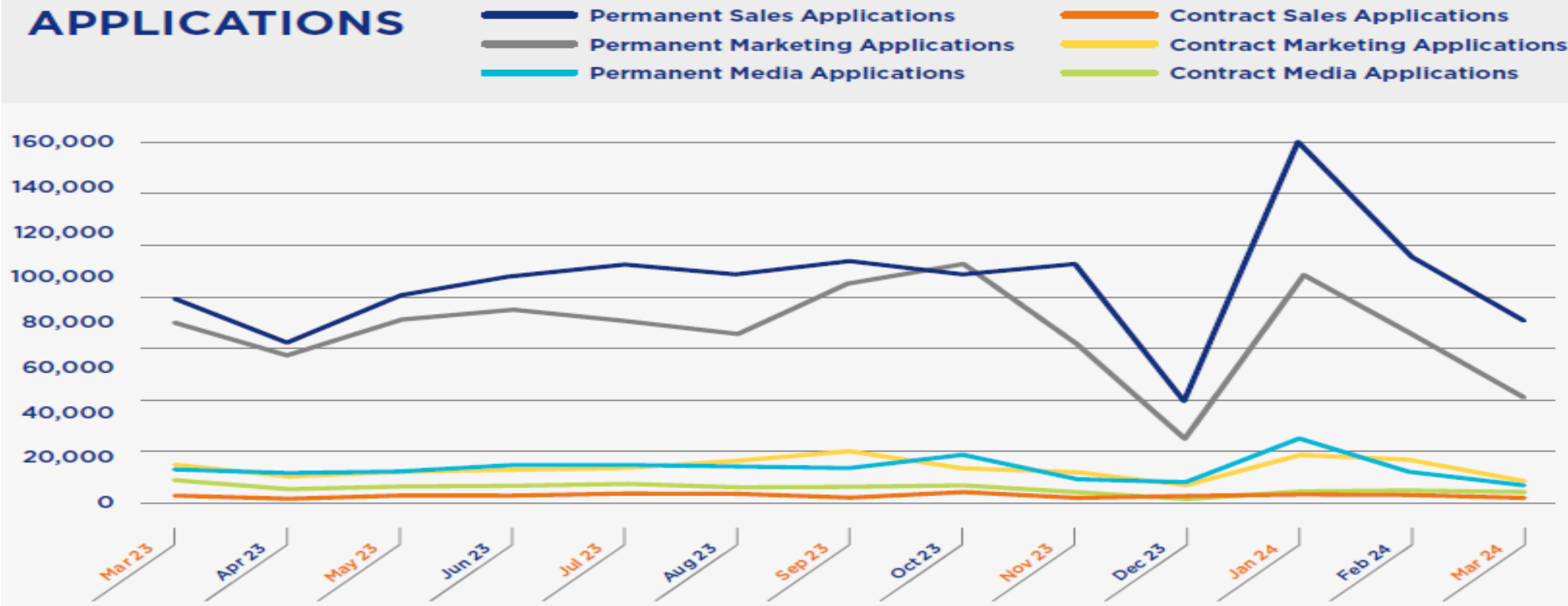
Permanent vacancies within marketing also saw a fairly stable decline throughout 2023, with job numbers in March 2024 37% lower than the same point in the previous year. The market did pick up in May and June of last year, although data recorded in July and August showed a drop of 16%. There was a steep decline December which can likely be attributed to the drop-off over the Christmas break, however, the market recovered well, climbing by 49% at the start of this year. As with the permanent market, contract vacancies were buoyant in March 2023, and remained fairly steady until the beginning of Q4, where there was a month-on-month drop of 18%. However, there was strong growth noted at the turn of this year - again, mirroring permanent recruitment, with jobseekers hoping this is sustained as we move further into 2024.

Permanent sales roles remained strong throughout the year, albeit with a slight decline year-on-year from March 2023 to March 2024 of 7%. Despite job numbers dropping as the year went on, the market peaked in January where vacancies were 84% higher than the previous month, although seasonal hiring trends should be taken into account. The contract sales market has seen a more tumultuous year, with vacancies dropping and climbing throughout the past 12 months. Despite this uncertainty, the sector appears to be in a good position, with the first quarter of this year seeing vacancy numbers higher than at any point in 2023. Contract vacancy levels in March 2024 were an impressive 108% higher than the same point in 2023.



# Application Numbers

The permanent media market saw a staggering 222% month-on-month increase in applications in January this year, representing the highest level recorded in the past 12 months, however, this followed a steady decline seen throughout 2023. A further fall in applications was also noted in February and March of this year. Contract applications within the media market recorded a significant fall over 2023, with total numbers declining by 54% year-on-year to March 2024. Q3 reported relatively strong application numbers, however, this was followed by a sharp decline later in the year, with applications still below the highs of last year.



# Application Numbers

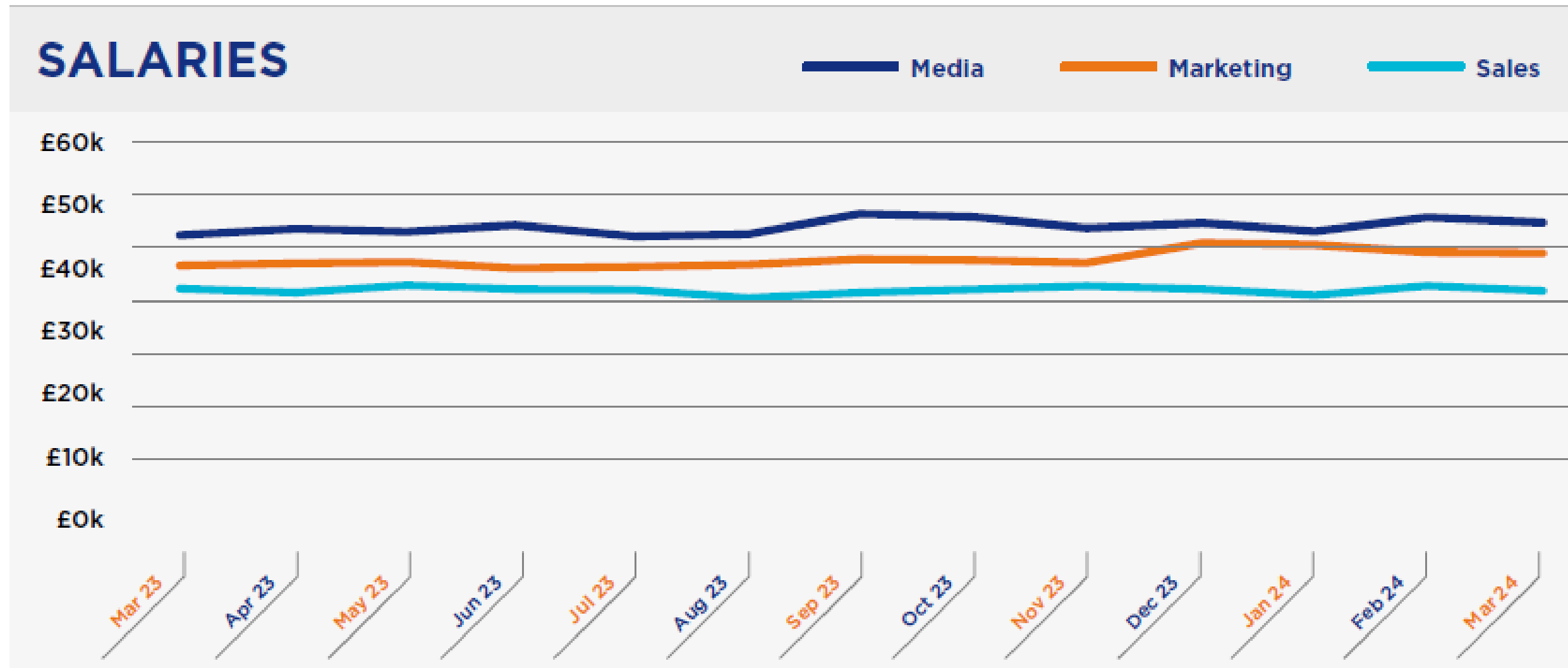
Applications for permanent marketing roles grew throughout 2023, albeit with a drop noted in August, peaking in November where 32% more applications were noted than March 2023. There was a steep fall over the winter months, however the market rebounded dramatically in January, when applications more than tripled from December 2023. This growth hasn't been sustained, with application numbers in March the lowest of any over the past 12 months, outside of the outlier of December. Contract marketing applications also followed a similar trend, with steady growth from April 2023 peaking in September, where 35% more applications were recorded than in March 2023. However, following this point, applications fell steadily until January, when the market spiked again, but this was followed by a sharp drop-off in March of this year, in line with sector vacancy data.

Applications for permanent sales roles remained fairly level throughout 2023, before a drop in December and then a major spike at the start of 2024, where there was an astonishing 255% month-on-month growth, though seasonal nuances will have impacted this. Applications reached their second highest point in February 2024, however March saw a month-on-month fall of 27%, which the market will hope is only a temporary blip. Contract sales applications saw a much more uneven year, with spikes in both July and October behind only the peak in January of this year. Applications remained strong in February 2024, but, as with the permanent market, there was a steep decline noted at the start of March 2024, with data showing a 38% month-on-month fall.



# Salaries

- Media salaries grew by 5% year-on-year from March 2023, with pay peaking in September 2023, following a month-on-month growth of 6%. The market stabilised somewhat from this point, however, significant growth was also seen in both December 2023 and February 2024.
- Salaries in marketing also saw an uptick, with a year-on-year increase of 5% noted in March 2024. Pay was actually at its highest in December and January, however, the following month saw a drop of 3%.
- Sales pay remained more consistent than both marketing and media, with a relatively low yearly rise of 0.2%. Salaries were at their highest in February 2024, where pay was 5% higher than the previous month.





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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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