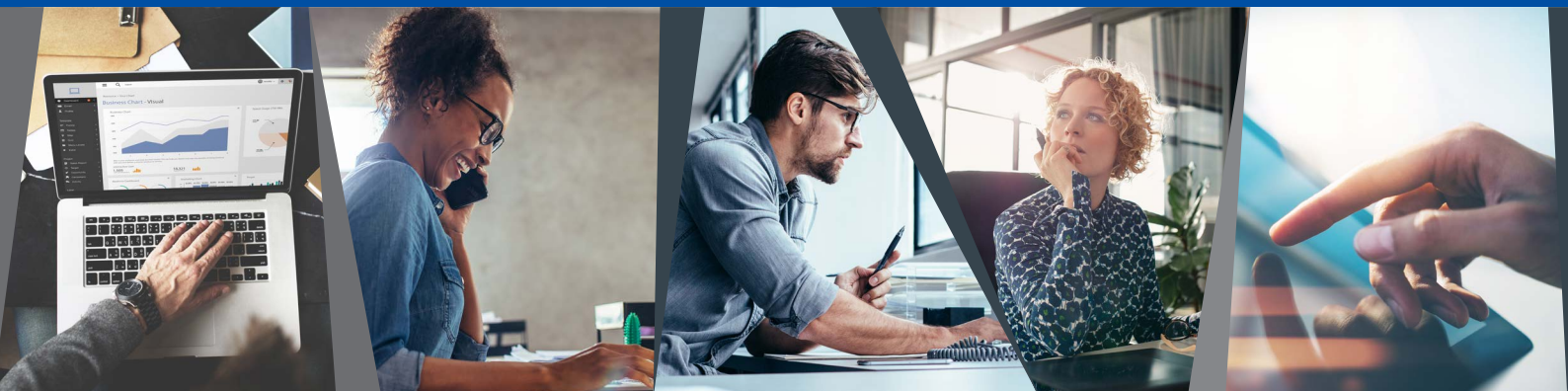


MARKETING AND DIGITAL MARKETING AND DIGITAL MARKET AND RECRUITING UPDATE RECRUITING DIGITAL MARKET REPORT

COMMERCIAL

KEY INSIGHTS ON **HOW TO ADAPT AND THRIVE**
IN A POST-PANDEMIC WORLD



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An introduction from Nick Kirk

UK Managing Director, PageGroup



Continuous change has defined the way many companies have been operating throughout the global health emergency. At times of uncertainty, strong leadership, effective communication, and above all, empathy are key to enabling your people to drive business continuity and facilitate a strong recovery.

In light of the rapid switch to remote working, operating in a locked-down country, and navigating the ongoing impacts of Covid-19, organisational transformation has come to the fore as businesses adapt to the realities of the market and a redefined business world.

Understanding the shape of the industry you operate within and how the candidate market is responding to these changes is crucial to effectively plan your team structure and reinforcing the vision of your company. Closing any identified skills gaps and bringing in new skill sets will be fundamental to your success.

In this marketing and digital market update, we share our unique insights and data on the shape of the sector. We explore how competitive the market is, what professionals are looking for, and how businesses can secure top talent.

It is undeniable that an increase in homeworking will be one long-term legacy of the pandemic, but our research shows that many workers are relishing a return to the office and value the in-person interaction it brings. It will be interesting to see how employers tackle the challenges of managing a blended workforce, and the role that offices will play from now on – not least because these are pertinent topics for us, at PageGroup, too. We are also having to adapt in order to thrive – and are committed to helping our customers do the same with their business.

Our consultants are available via email, landlines, mobiles, and video to assist you with all of your recruitment needs. You can also get in touch and request a call back by clicking [here](#).

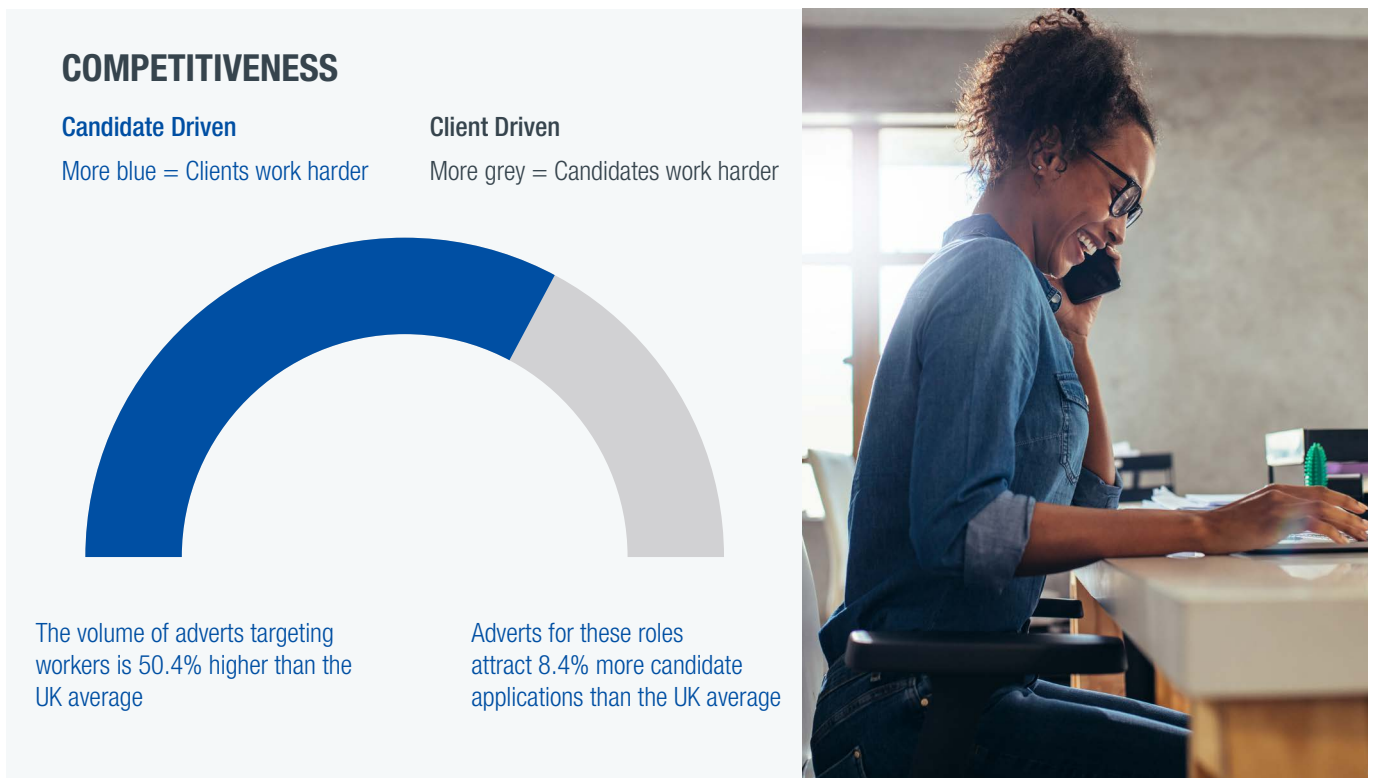
On behalf of PageGroup in the UK, I hope you find this report to be a useful tool in the next steps of your business's evolution.

A handwritten signature in black ink, appearing to read 'Nick Kirk', with a horizontal line underneath.

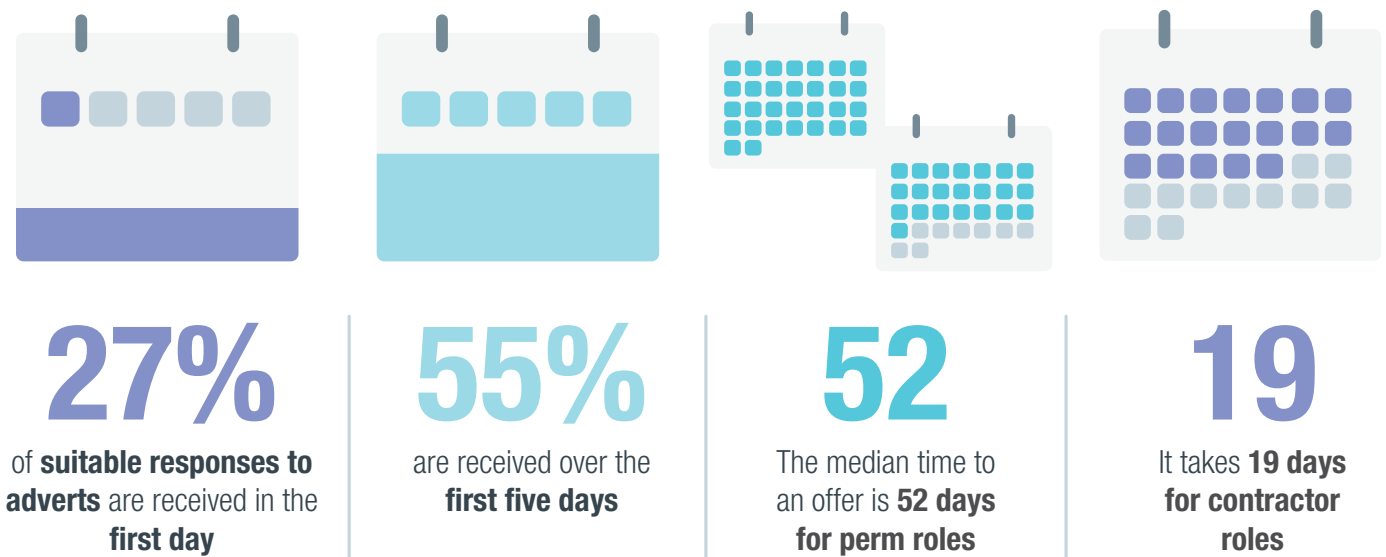


Marketing recruitment has been impacted significantly, with budget cuts and redundancies pending, processes have been challenging. There has been a drive to utilise technology for remote interviews and networking which has allowed recruitment to continue and on boarding to be seamless.

COMPETITION IN THE SECTOR



RECRUITING MARKETING AND DIGITAL TALENT





TOP 10 MOST ADVERTISED ROLES

1. **MARKETING MANAGER**
2. **DIGITAL MARKETING MANAGER**
3. **PR MANAGER**
4. **SEO/PPC MANAGER**
5. **HEAD OF MARKETING/ECOMMERCE**
6. **SOCIAL MEDIA MANAGER**
7. **ECOMMERCE MANAGER**
8. **MARKETING INSIGHT ANALYST**
9. **BRAND MANAGER**
10. **INTERNAL COMMUNICATIONS MANAGER**

MOST IN-DEMAND MARKETING AND DIGITAL SKILLS



Effective communication

A shift to remote working and utilising technology to communicate has become the new normal. It has therefore become imperative for marketers to use new channels to work collaboratively with their teams and stakeholders to keep continuity with upcoming campaigns and projects.



Digital skills

There has been a real shift in the channels being used for marketing campaigns, with a real emphasis put on digital. Businesses are now interacting with their customers online as primary channels, and therefore require more specialist digital skill sets to ensure information and products are kept up to date online.



Insight and analysis

With market challenges, it has become more important than ever for businesses to understand the needs of their customers in order to market effectively to them. There has therefore been a greater requirement for insight and data into behaviours and how the changes in environments have affected the way customers are interacting.





The unique circumstances surrounding Covid-19 have reshaped the way that professionals view their options in the job market. When assessing both their longer-term career directive and immediate opportunities for a new role, candidate behaviours are likely to change significantly moving forward.

KEY CANDIDATE INSIGHTS

When considering their career:



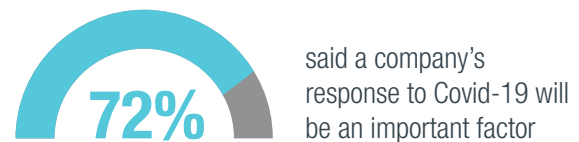
1 in 3 are likely to favour roles that are not customer-facing or can be done virtually



When looking for a new role:



7 in 10 highlighted development opportunities as more important



3 in 5 want to be able to work from home more than previously

The biggest challenges facing the sector

— and how to tackle them

CHALLENGE:

When advertising roles, there has been a higher number of applicants than ever before due to redundancies and market changes. Combined with this, in response to the Covid-19 pandemic, many businesses have had to reduce their marketing budgets due to cost saving exercises.

“



The high number of restructures and redundancies across a number of sectors has meant that when roles are advertised, the interest from applicants is much higher than usual. It is therefore important to ensure that adverts for roles are clear and concise in terms of experience required and that applicants are communicated with effectively and notified whether they have been successful or not.

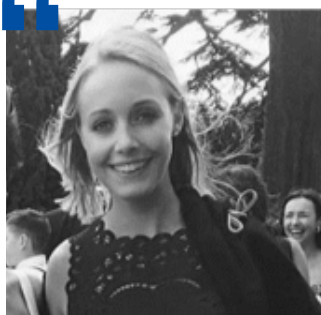
”

Manisha Sandhu, Senior Business Manager,
Michael Page

CHALLENGE:

There has been an undeniable shift in the way customers are interacting with businesses as everything is becoming more digitally focused. It has therefore been more important than ever to have digitally savvy people within businesses, which has seen the demand for digital skill sets rise significantly.

“



As there has been a higher demand for more specialist skill sets within digital marketing, it is now more important to outline key business objectives and how they can be achieved

when hiring. This might be to acquire new customers or retain existing ones, increase brand awareness, or boost sales. Doing this will support a more targeted approach when looking at growing your team and allows candidates to assess where their skill sets will be valued and have influence.

”

Rebecca Moore, Manager, Michael Page

CHALLENGE:

Due to remote working being the primary way businesses are operating currently, a lack of face-to-face interaction has often resulted in recruitment process having more stages and becoming longer than usual.

“



It is more important than ever to communicate effectively with candidates that are in process to provide a detailed overview of the timeline, including when interviews will be

held and feedback will be given. Engagement is key in an uncertain market. Involving key stakeholders and team members in interviews as well as onboarding will also allow candidates to feel part of the business and become more invested. It can be difficult to join a business without physical interaction so virtual introductions and meet and greets are a great way to overcome this.

”

Ryan Dhadwal, Consultant, Michael Page



VIRTUAL EVENT

Adapting is thriving in a post-pandemic world

Watch on demand now



Based on a recent PageGroup survey



of employees said they **do not plan** to stay with their current employer beyond 12 months

Virtual Event

Adapting is thriving in a post-pandemic world

Keynote speakers:



Matthew Taylor, UK Government advisor



Professor Jonathan Trevor from Saïd Business School



RUNNING YOUR RECRUITMENT PROCESSES REMOTELY: A complete guide

- Attracting the right talent
- Assessing CVs and covering letters
- Utilising video technology for interviewing
- Making a strong offer to secure top talent
- Adapting your onboarding to a remote process

For practical tips and advice, as well as examples of best practices when hiring, access your free copy.

Download guide



RUNNING YOUR RECRUITMENT PROCESSES REMOTELY:

A complete guide

Michael Page



Why work with Michael Page Marketing and Digital?

Taking into consideration both the recruitment landscape in marketing and digital, and the sentiments of professionals in the market, there are more changes ahead for businesses in the UK.

The shifts that were made in response to Covid-19 may be just the beginning. It has been said that these changes are likely to form the foundation for more change in the coming years, which businesses must stay on top of to future proof operations and win the best talent in the market.

At PageGroup, we are committed to providing our customers with the highest level of support possible. This means forming strong partnerships built on person-to-person relationships, backed by unparalleled insight into the recruitment landscape, and our promise to connect our clients' opportunities with the very best talent in the market.



While this report covers general insights and data on the marketing and digital market across the UK, we recognise that many of our customers will require more in-depth insights into their regions, sector, and even specific roles.

If you would like more information about job demand, salary and benefits trends, talent mapping, an assessment of your employer branding, plus much more, you can request a comprehensive, bespoke market analysis report.

For more information, please reach out to your local Michael Page specialist.

Get in touch



Submit a job spec



Request a bespoke report



MichaelPage Custom Market Analysis produced for **Example Client** by Katherine Jackson | PageInsights
28/06/2020

Analysis 1: UK vs global job demand in your industry

During these unprecedented times, the level of hiring going on within a sector gives a clear indicator of where things stand and the direction of travel in the future. Our comprehensive data covers the entire UK recruitment market and shows you how many roles are being advertised at any one time, along with week-on-week fluctuations.

Of course, the entire world is facing the same challenges around employment and the economy as a result of the pandemic. For this reason it is important to view the UK's levels of activity within the broader global context, particularly regions such as APAC which have been dealing with the outbreak for longer. This report gives you a comprehensive global view, at a glance.

UK week on week view

APAC

Europe

LATAM

North America

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Analysis 2: Current salary & benefits trends

When hiring the top talent you need to drive your business forward, it is important to understand how the salary you are offering stacks up against what your competitors are paying staff in equivalent roles. This information may well be crucial in helping you to decide whether increasing the salary you are offering will help to widen the talent pool you are choosing from, particularly pertinent in sectors which are talent-short.

Our comprehensive data shows you the median salary per role, both nationally and regionally, and reveals the London premium if you are hiring in the south east.

However, today's candidates look at much more than salary when deciding whether to accept a role. The benefits package you offer on top of the base salary is also really important - so we have also included data from a recent PageInsights survey on this topic to reveal on what candidates are really looking for when moving roles.

Current market rate for your last 10 hires

Job title	Median	London Med	London Prem
Commercial Property Solicitor	42,500	52,500	10,000
Private Client Solicitor	45,000	62,500	17,500
Compliance Manager	42,495	57,000	14,505
Corporate Solicitor	55,500	80,000	24,500
Litigation Solicitor	42,715	57,500	14,785
Family Lawyer	42,500	47,500	5,000
Legal Counsel	62,500	80,000	17,500
Legal Administrator	22,500	28,500	6,000
Employment Solicitor	47,500	75,000	27,500
Conveyancing Assistant	21,000	24,000	3,000

Most in demand benefits 2020

- 77% | Flexible working hours
- 59% | Wellness programme (including life/health insurance)
- 35% | Education loan
- 20% | Company device policy (eg, mobile, tablet)
- 18% | Employee discounts

Percentage refers to number of job applicants we surveyed who would prefer this benefit when taking on a new role.

Analysis 3: Talent mapping and targeting

Location and volume study

In order to source the best talent that's most suited to your requirements, we have the ability to map out the available talent within what is considered an acceptable commute distance. This helps to widen our search and access candidates that might otherwise be overlooked based on their location.

Industry attractiveness and migration data

Based on our market data, we are able to compile an accurate study of where the best talent is migrating from and which industries are in favour. This allows us to specifically target candidates who are best suited to your industry and are more likely to be attracted to your organisation.

Candidate availability based on your last hire
Commercial Property Solicitor (home counties)

Location	Active	Passive
London	121	65
Berkshire	34	14
Buckinghamshire	23	11
Essex	54	32
Hertfordshire	12	7
Kent	65	31
Surrey	34	14
Sussex	43	22

Candidates most likely to migrate to your industry had previously worked in the following:

- Public Sector
- Software
- Retail
- Healthcare
- Financial Service
- FMCG

Most popular sectors for your last recruited role and how you rank against these:

- 1 | FinTech
- 2 | Financial Services
- 3 | Finance
- 4 | FMCG
- 5 | Your Industry
- 6 | Healthcare
- 7 | Retail
- 8 | Software

Market data and insights source: Page Insights recruitment market data July 2020; PageGroup's UK July Job Confidence Index Survey completed by 3972 professionals; PageGroup's UK August (3rd-17th) Job Confidence Index Survey Conducted 1025 Professionals.

PageExecutive

Michael Page

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