

## OVERVIEW

With 'disruptive marketing' taking centre stage, it has been an exciting start to the year with consumer focused and data driven marketers becoming highly sought after across all sectors. We have seen a larger flow of permanent roles across the property, professional services and B2C industries reflecting positive growth in these markets while financial services recruitment has remained steady or seen a slight decline compared to 2015.

It has been noticed that contract roles are becoming more niche in terms of the skills required across most professional services companies with longer recruitment processes being implemented to almost that of full permanent recruitment. Volumes of contract positions are likely to pick up moving into the summer months due to increased holidays being taken by permanent staff. The technology sector is pioneering exciting and dynamic marketing strategies. However, limited candidate availability in these new areas has led to a significant shortage of professionals suitable for available positions.

We anticipate that the shortage of high calibre active candidates across all industries is likely to remain until the political climate has stabilised. Businesses will need to ensure that they have candidate friendly recruitment processes if they want to secure the small amount of top tier talent that is available on the market.

## CANDIDATE MARKET

Candidate volumes have remained consistent over the course of the year with a slight increase in the number of financial services candidates following a slowdown in the market and a number of redundancies in the sector. Often, businesses have opted to extend contracts for interim workers rather than taking on permanent staff, reducing the number of available temporary candidates in the market. Many businesses are looking to balance their recruitment needs with a combination of direct hire models, employee referral schemes and engaging recruitment consultancies to source roles which are high importance.

Consultancies have also proven popular among businesses looking to fill roles with niche requirements where generalist internal teams lack the market knowledge and existing candidate relationships to recruit effectively.

We have also seen a steady increase in companies looking to expand their digital teams, resulting in an increase of newly created roles as opposed to replacement hires. The competition for talent remains fierce across all markets with many candidates receiving multiple offers as well as significant counter offers from their current employers. Again, this highlights the need for prospective employers to run smooth recruitment processes with swift decision making.

## KEY HIRING TRENDS

The rise in digital has resulted in clients seeking individuals with specialist experience/qualifications in specific CRM tools and online programmes. This has also been noted in the financial services market where the desire to use both traditional and digital marketing has increased. Furthermore, we have seen an increased demand for candidates with a second language which is a fairly new requirement among marketing hiring managers.

We have also seen a slight decrease in junior marketing roles with clients opting instead to pay a premium for candidates with specialist skill sets. Business development and campaign roles continue to be of importance in the professional services sector. However, candidates possessing proven business development skills continue to be challenging to source as the talent pool is very small.

## SALARIES

Salaries have increased from last year as supply is still short of demand in certain sectors. Where niche skill sets are required we have seen a larger increase in salaries. Digital professionals are still commanding the most competitive salaries on the market which is a reflection of the increased use of digital channels in the marketing space. In contracting, remuneration packages must be highly competitive in order to attract candidates outside the stability of the permanent world, with some clients recognising the need to pay a premium for flexibility in their workforce.

# AT A GLANCE RECRUITMENT TRENDS

## TALENT SHORTAGES

**72%** of employers have been affected by talent shortages

## MANAGING SKILLS SHORTAGES

Which of the following recruitment strategies have you adopted to manage candidate shortages?



## ENGAGING WOMEN RETURNING TO THE WORKFORCE



## RETAINING MILLENNIAL PROFESSIONALS

What keeps Millennials engaged at work?

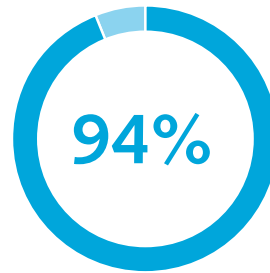


## MARKET UPDATE

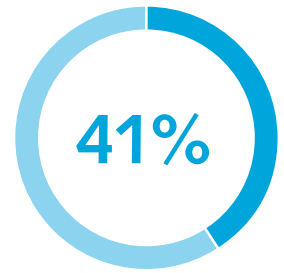


73% of marketing employers plan to hire mid-level professionals in the second half of 2016

## PASSIVE JOBSEEKERS



94% of professionals are open to a job approach even when not actively looking



However, only 41% of employers have a plan in place to attract passive jobseekers

## MARKET LEADING INTELLIGENCE

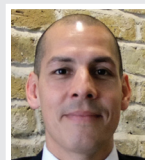
The Robert Walters Salary Survey is the most comprehensive review of global recruitment trends and salary levels available. It's ideal for benchmarking your team's salaries, your organisation's salaries and your own, making determining pay and bonus reviews significantly easier.



Our recruitment insight series of whitepapers provides industry leading research to help employers manage their recruitment strategies and address key talent management issues. To receive a copy of any of our market leading intelligence please contact us on the details below.



To discuss your recruitment requirements, please contact:



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