

# Adecco Labour Market Outlook

The Spring Edition

March 2022

Adecco



OXFORD  
ECONOMICS



# Contents



**This snapshot of the UK labour market aims to help you better understand the current landscape and identify the right salaries to pay so you can recruit and retain the best talent.”**

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# Spring Edition

Following a period of unprecedented challenges brought about by the global Covid-19 pandemic, we expect the labour market trends that defined 2021 to continue in 2022. Employers will need to enhance their candidate experience, tackle staff and skills shortages, and face growing calls to increase wages in the face of spiralling costs of living.

In such a challenging environment, it is vital to inform your decision-making with the latest market insight. This Labour Market Outlook combines salary data from Emsi Burning Glass, economic analysis from Oxford Economics, and insight from Adecco experts on the ground. We hope this unique combination will help you in your talent attraction and retention planning for this year and beyond.

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# Introduction



The start of the year has seen high levels of employment continue, and all signs point towards the candidate-led market lasting throughout 2022. With vacancies at an all-time high and skills shortages pervading most sectors, candidates remain in the driving seat.

The battle for talent will continue to burn bright – with salary, flexible working, health and wellbeing benefits, childcare, and learning and development offerings pivotal to effective talent attraction and retention.

Recent research by Adecco revealed that for UK candidates, salary is by far the most important aspect when applying for a job. This is followed by flexible working, especially in terms of hours and location.

Career advancement is also a key issue. Adecco Group research revealed that fewer than half of UK office workers believe their personal career development has continued throughout the pandemic. Therefore, employers must carefully consider how to support employees' progression if they want to keep the talent they already have – particularly as the 'Great Resignation' continues to sweep through different industries.

Providing upskilling and reskilling opportunities is integral to supporting employee growth. It helps ensure individuals have clear visibility

**Recent research by Adecco revealed that for UK candidates, salary is by far the most important aspect when applying for a job. This is followed by flexible working, especially in terms of hours and location.**

of progression paths and plays an important role in futureproofing workforces. Organisations that recognise the need to train employees not only help in closing the skills gap but also equip their workforce to succeed in an increasingly digitalised world.

Additionally, transparency and accountability will be crucial for leaders and companies moving forward. Corporate empathy will play a major role in the new era of work. How leaders better understand their workforce and show compassion for their workers will make a world of difference, particularly when it comes to fostering a culture of equity and inclusivity. Glassdoor research revealed that 72% of UK job seekers and employees consider a diverse workforce an important factor when evaluating companies and job offers.

In such a competitive market, it can be a real challenge to attract talent to your business. Through a mixture of expert local knowledge in regions across the UK and our partnership with Oxford Economics, we've put together a snapshot of the UK labour market. This aims to help you better understand the current landscape and identify the right salaries to pay so you can recruit and retain the best talent.

**Niki Turner-Harding**  
Senior Vice President, Adecco UK & Ireland



The UK labour market is emerging from a period of unprecedented challenges brought about by the global Covid-19 pandemic. Although employment held up better than expected – partly thanks to various forms of government support headed by the furlough scheme – many people left the labour market, suffered declines in wages, or were required to take jobs that did not fully reflect their skills and qualifications. More recently, the challenges have switched towards labour shortages, in some cases very severe, as the economic upswing has seen multiple employers competing for a reduced supply of labour.

In this report we seek to put these into a broader context, by suggesting what is likely to happen to the labour market in 2022 and 2023, and what the longer-term prospects might be. We look at the overall picture, at differences between sectors, and also at the outlook for the 12 regions of the UK.

**The economic upswing has seen multiple employers competing for a reduced supply of labour.**



# Labour Market Overview

## UK labour market in good health but not fully healed

For employees, 2021 was a year of rising opportunity, confounding many expectations at the start of the year. In particular, anxieties that there would be a spike in unemployment as the Coronavirus Job Retention Scheme wound down in the second half of the year proved to be unjustified. Most furloughed workers returned to normal employment, and unemployment continued to fall. By November, the International Labour Organization (ILO) unemployment rate was 4.1% – only 0.1% higher than it had been before the Covid-19 pandemic began in early 2020 – while redundancies were at a record low, with only 78,000 people made redundant in the September to November period. By the end of December, job vacancies stood at 1.2 million, around 50% above pre-pandemic levels. The number of payrolled employees, which had been rising throughout 2021, was 409,000 higher than before the pandemic and exceeded pre-pandemic levels in every region and nation of the UK.

Against an unexpectedly buoyant employment landscape, many businesses were reporting recruitment difficulties, particularly in certain roles and sectors. The Institute of Chartered Accountants in England and Wales (ICAEW) Business Confidence Monitor for Q4 2021 reported increasing numbers of companies experiencing rising challenges with respect to the availability of skills, especially non-management skills, and staff turnover. Manufacturers and construction companies were particularly affected. And Office for National Statistics (ONS) data shows that vacancy rates in December were highest in accommodation and food services and in the information and communication sector. The health sector alone had over 200,000 unfilled vacancies.

A lack of international migrants also contributed towards labour supply shortages. Experimental ONS data suggests that net inward migration dropped to just 34,000

in 2020 from 271,000 in 2019. With travel restrictions in place for part of 2021 and a new post-Brexit immigration system coming into force, it's likely that net inward migration was similarly weak last year. These pressures quickly fed through staff shortages, resulting in rising wages, although the most recent official data from ONS suggests that earnings growth probably eased at the end of the year. The slowdown in pay growth resulted from both the unwinding of distortions caused by the furlough scheme (with workers moving from 80% to 100% of pay) and an easing of pressure on wages as hiring activity increased last summer.

### But workforce has shrunk as some sectors hard hit

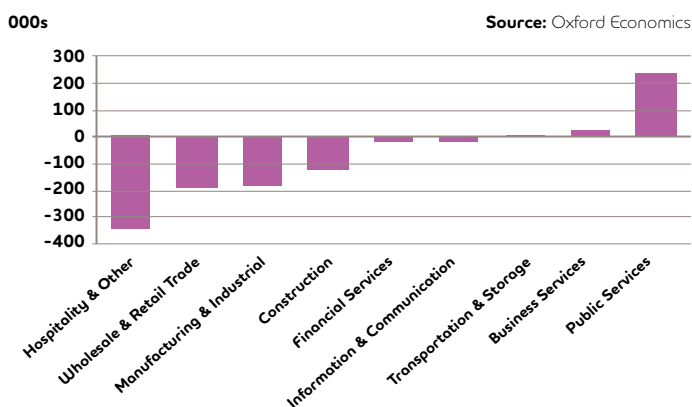
However, that is not the whole story. Total employment in the three months to November was almost 600,000 below the level at the start of 2020, with the

shortfall accounted for by fewer people in self-employment. And the picture has varied markedly between sectors. Those that are more dependent on social consumption, such as hospitality and retail, ended 2021 with employment still significantly lower than pre-pandemic levels, while employment in some sectors such as public sector, health, and professional services were at all-time highs. The sectoral impact may also help explain another phenomenon that saw full-time employee roles recover much more quickly than part-time ones, although the furlough scheme may have distorted this picture.

Yet perhaps the most striking consequence of the pandemic has been the shrinkage of the UK workforce, with many people who lost their jobs still not actively seeking work. The number of working-age people who are neither in work nor seeking employment was 400,000 higher in November 2021 than it was in February 2021. Initially, some of this was attributable to younger people staying in education. But more recently the rise in inactivity was most evident among men, particularly those in older age groups. The ONS data suggests that this was in part due to long-term illness but the data is not conclusive. It may also be a result of people re-evaluating their priorities and taking early retirement. Whatever the cause, the UK labour force was almost 750,000 lower than it would have been, had the rising trend over 2010-2019 continued.

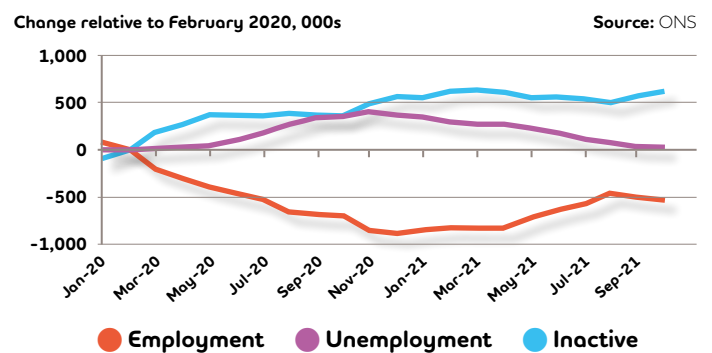


Employment deficit by sector, 2019-21



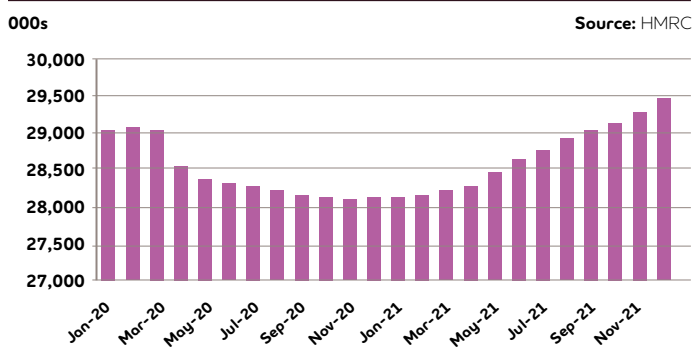
Employment increased in many sectors in 2021 but remains below pre-pandemic levels, particularly in hospitality, retail and manufacturing. Public services (including health) and business services recovered past pre-pandemic levels in 2021.

Labour market indicators, UK



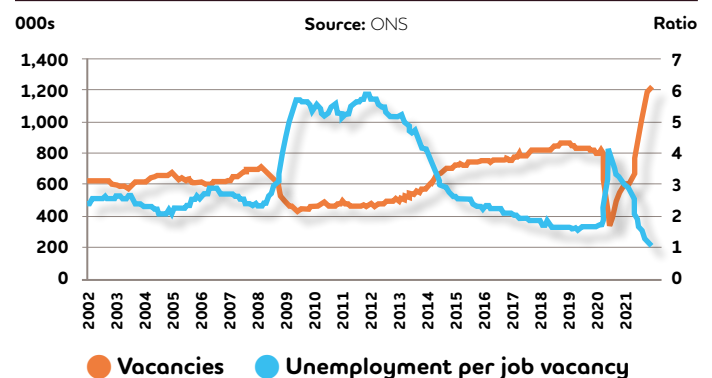
Rising employment through 2021 has been accompanied by a fall in unemployment. However, many workers left the labour force and inactivity levels remained high at the end of 2021.

Payroll employees, UK

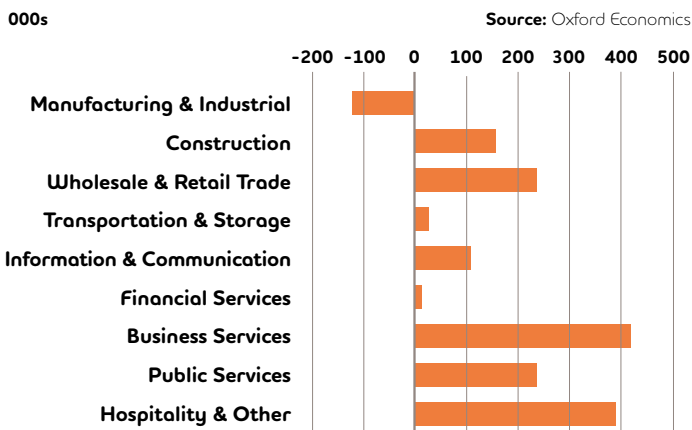


In 2021, the number of payroll employees increased every month and the vacancy ratio fell to a historic low indicating that labour market conditions tightened at the end of 2021.

Vacancies and unemployment/vacancy ratio, UK

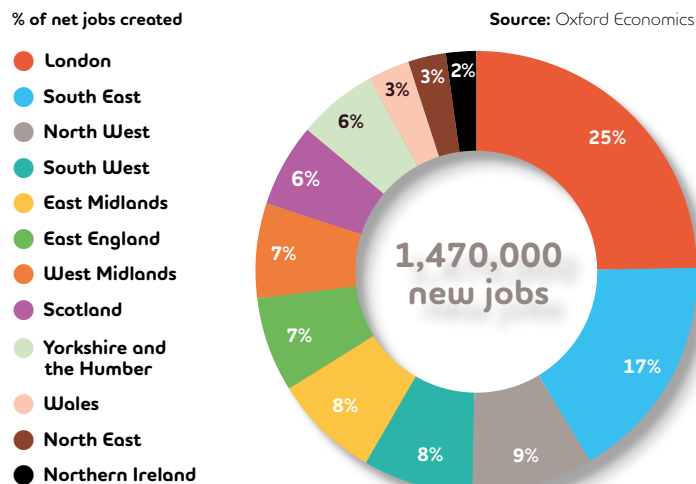


## Expected net jobs created by sector, 2022-25



Many new jobs will be in business services, such as professional and administrative services. The retail and hospitality sectors are also expected to recruit significantly, although this will only just offset lockdown losses.

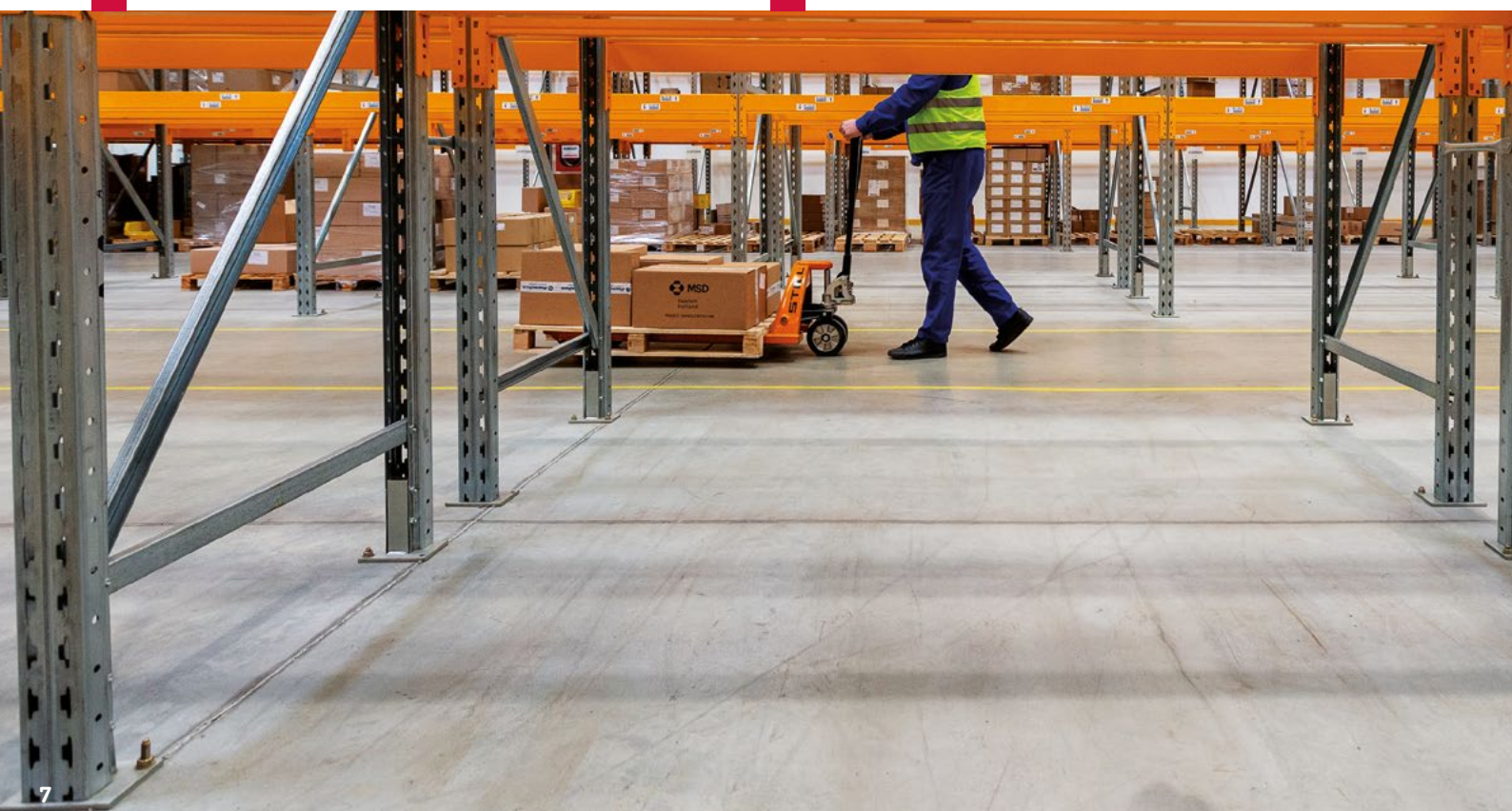
## Expected net jobs created by region, 2022-25



Between 2022 and 2025, almost 1.5 million new jobs are expected to be created in the UK. London and the South East will see the largest gains.

After a slow start in the first quarter of 2022, employment growth will pick up, resulting in the creation of nearly half a million jobs over the course of the year.

Sector specialisms will drive the growth story across regions in 2022. While we expect all regions to enjoy strong jobs growth throughout the year, London should lead the way.



## Job prospects are buoyant for 2022

Together these factors suggest that while the recovery of the labour market is not quite complete, its resilience in 2021 has been encouraging and the outlook for 2022 is far more positive as a result.

Omicron may have taken some of the wind out of the sails of job creation at the start of the year, but the continuation of near-record high vacancies points to unemployment staying low. And we expect the risks from Covid-19 to fade as the year progresses. Meanwhile, the end of Covid-19 restrictions should encourage desk-based employees to go back to the office. Although this will probably be gradual and partial, it will support city-centre businesses and high-street footfall, particularly in larger cities.

After a slow start in the first quarter of 2022, employment growth will pick up, resulting in the creation of nearly half a million jobs over the course of the year. That is likely to lead to a recovery in labour market participation this year after 2021's decline. International migration patterns should also start to recover, helping to further ease labour shortages in some areas.

Employers will face a growing pressure to increase wages amid spiralling costs of living. The expected rise of minimum and living wage in April might not be enough to compensate the combined impact of inflation, energy prices and tax rise. Many workers may be forced to look for better paid opportunities if their employers do not raise pay.

## Hospitality and leisure will rebound but manufacturing will continue to decline

Employment prospects look encouraging across most sectors, particularly those that experienced the largest falls in employment during the pandemic. Hospitality, leisure, and retail are expected to provide the largest numbers of additional jobs, although these sectors may still not have recovered fully by the end of the year. Elsewhere sectors that were more resilient during the pandemic, including many types of business services, may see slower rates of growth, but will still be creating new jobs, with employment surpassing pre-Covid highs over the year. Against that, the long-run decline in employment in manufacturing will probably continue, despite a possible temporary boost as global supply chains recover from their 2021 problems.

Sector specialisms will drive the growth story across regions in 2022. While we expect all regions to enjoy strong jobs growth throughout the year, London should lead the way. The capital lagged behind the rest of the country in 2021 in terms of employment recovery, partly due to the structure of its economy, part of which relies significantly on consumer-facing activities and international tourism. But the end of the year showed very encouraging signs, and the removal of testing requirements when entering the UK from abroad should further boost growth in the capital.

Turning to the prospects for pay, the strong demand for workers across the UK and a rise in the labour supply should keep pay growth running at just above pre-Covid-19 rates, cooling somewhat compared to the highs of last year.

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# Labour Market Trends

**Major trends that arose or intensified in 2021 are set to continue in 2022. These include staff and skills shortages, wage pressure, enhanced salary and benefits packages, the increased importance of candidate experience, and more investment in upskilling.**

## Staff shortages

2021 was a year marked by acute staff shortages, resulting from several key factors. Economic recovery and increased business confidence led to an increase in hiring plans, while the furlough scheme and uncertainty around the pandemic made employees reluctant to change roles. There is also the longstanding issue of skills shortages, compounded by a reduction in the number of EU workers available in the UK. And for some sectors, including social care and transport and storage, the pandemic was just the latest chapter in an ongoing story of staff shortages.

With approximately 500,000 fewer workers in the labour market and vacancies continuing to rise, the capacity constraint is expected to be a continued challenge for employers in 2022. **According to the Confederation of British Industry, staff shortages could last up to two years.**

Those industries most reliant on labour from the EU before Brexit and the pandemic will continue to be negatively affected. Adding HGV drivers and social care workers to the government shortage occupation list could alleviate the shortage in those areas to some degree. But the government is resisting calls to include workers in the hospitality sector, which has the highest ratio of vacancies per 100 employees. The wage and skills threshold for this industry is too high and so hiring difficulties will remain. In summer we can also expect a significant shortage of seasonal agricultural workers, as industry leaders say the number of temporary

visas is not high enough to meet current demand, and there is decreasing interest from foreign workers who have plenty of similar opportunities in the EU.

It is not only lower paid occupations that are seeing increased demand and record levels of vacancies. A lack of digital and STEM skills has been a persistent problem for years, contributing to the shortage of engineering and technology workers. Moreover, there is growing demand for roles in areas such as sales, accounting and finance, PR and marketing, HR and recruitment, project management, and administrative support.

## Skills shortages

The UK's skills shortage is a longstanding issue that will continue in 2022 and beyond. In terms of highly skilled occupations, the UK simply doesn't have enough qualified and capable people. The increased demand for tech and engineering roles, driven by accelerated digital transformation and the transition towards a green economy, is exacerbating the skills gap. In the short and medium term, the UK candidate market will struggle to keep up with demand.

While the tech skills shortage and number of vacancies in the sector had been a problem before the pandemic, the current shortage is the highest on record. Business leaders believe the digital skills gap in the UK is hindering digital transformation. However, the digital skills gap issue is not limited to the insufficient number of available IT and tech professionals. **According to the latest Lloyds Bank report, 36% of the UK workforce lack essential digital skills for work.** The employees most likely to need support are those aged 55-64, those working part-time, workers in the service sector, and those with no formal qualifications.

The lack of skills in the labour market also includes soft skills. Employers observe that many recent graduates and school leavers

lack essential preparation for the world of work, with personal skills such as time management and communication among the biggest challenges. There is high demand for soft skills such as self-motivation, creativity, collaboration, and communication.

In the face of persistent hard and soft skills shortages, employers should be more open to hiring people who are lower skilled or whose skill profile only meets a proportion of the role requirements, and invest in training new hires, as well as upskilling and reskilling existing employees. **According to the latest Deloitte UK CFO Survey, 77% of CFOs expect to invest more in workforce skills over the next three years than they did in the years before the pandemic.**

## Wage pressures

The limited availability of candidates combined with high demand is driving pay increases for both permanent and temporary workers. The pressure on employers to increase wages will intensify in 2022, as rising inflation outstrips pay increases. In November, pay fell in real terms for the first time in more than a year.

Rising inflation and increased cost of living will prove particularly difficult for low-income households. We expect many employees in low-paid jobs to look for better opportunities, which will be particularly challenging for low-paid sectors that already face significant staff shortages, such as social care and hospitality. With rising energy and supply costs, many businesses – especially those operating with small margins – are simply not able to increase wages further and face the risk of losing workers.

**With approximately 500,000 fewer workers in the labour market and vacancies continuing to rise, the capacity constraint is expected to be a continued challenge for employers in 2022.**





## Attracting and retaining talent

In 2021, businesses had to adapt to the challenges caused or exacerbated by the pandemic, such as staff shortages and high staff turnover, burnout and deteriorating mental health, and wage pressures. Initially acting in a very reactive way to tackle the challenges, employers will now have to think about their workforce with a long-term perspective.

With low levels of unemployment and record vacancy levels, candidates will be in a strong negotiating position in 2022. Employers need to look seriously into candidates' expectations, think beyond the pay-package, and offer non-financial incentives.

Pay remains the top driver for employees when choosing to remain in a role or accept a new job. However, work-life balance is now the second most important factor – and this is not limited to office-based workers. **According to a survey by Autonomy of workers in the three hardest hit sectors – logistics and transport, hospitality, and social care – when asked about things they look for in a “good job”, 70% of people indicated good pay and 66% mentioned good work-life balance.**

Regarding low-paid sectors suffering from acute labour shortages, it will be vital for employers to improve working conditions. Among the reasons given by employees considering leaving their job in the hardest hit sectors were low pay, poor mental health, and long working hours. Worryingly, they also reported being offered no incentives to stay by their employer. A pay rise, shorter working hours for the same pay, and better in-work benefits such as holiday pay and pensions would keep them working in their current sector.

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## Recruitment experience

In this incredibly tight labour market, employers have to be more creative in their approach to recruitment and make sure to provide a positive candidate experience. The majority of candidates are unlikely to accept a job offer if they have been treated poorly during the hiring process, especially in a market offering an abundance of opportunities. We anticipate this to be one of the key differentiators and those businesses that do not improve their recruitment process will lose out on talent to their competition.

Employers should also reach out to underrepresented groups, such as older workers or those with disabilities, and make sure the recruitment process is adjusted to their needs.

## Remote and hybrid working

The pandemic has reshaped working models. A recent YouGov survey showed that 79% of senior business leaders agree that it's likely people will never return to offices at the same rate as before the pandemic.

In terms of workers' preferences, a survey of 3,000 professionals by RADA Business found 45% were interested in making remote working a permanent feature post-pandemic, with younger workers particularly in favour of the change. 18% of those aged between 35-44 were most interested in working from home full-time. Across the board, 80% of respondents said they would like to keep the ability to occasionally work from home, while 20% said they would be reluctant to see the end of permanent office-based roles.

We expect the trend of remote and hybrid working to continue through 2022 and beyond. These preferences will fluctuate, and it is difficult to say definitively how they will look in the long term.

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## Diversity & Inclusion

The unequal impact of the pandemic on various demographic groups has contributed to the growing importance of diversity, equality, and inclusion in the workplace, as well as in the recruitment process. It is an increasingly important issue to workers, who expect their employer to deliver on goal setting and pledges. It is also a major factor for candidates. According to a Glassdoor survey, 72% of UK job seekers and employees consider a diverse workforce to be an important factor when evaluating companies and job offers.

**Further, according to a recent McKinsey report, companies with greater ethnic and racial diversity among staff performed 35% better than companies whose staff demographics matched the national average.** Companies with greater gender diversity performed 15% better than companies with less gender diversity.

## Wellbeing and mental health

Employees' mental health and wellbeing has become one of the most important issues in the workplace. The widely reported negative impacts of the pandemic on people's physical and mental health need to be carefully addressed by employers. **It has been particularly difficult for young people, who report that mental and physical health have an impact on their ability to access good quality work.**

In 2022, we expect employers to be at the forefront of supporting employees' mental health and wellbeing.

It is important to remember these issues are widely spread across different sectors. Burnout rates in the healthcare and social care sectors are the highest in history and are considered as a risk to the future functioning of both services. In adult social care, the situation is serious and deteriorating. However, with the problems being largely caused by excessive workload, improving the mental wellbeing of social care workers without increasing staff numbers will be extremely difficult.

**According to a Glassdoor survey, 72% of UK job seekers and employees consider a diverse workforce to be an important factor when evaluating companies and job offers.**

# Regional Analysis

The following pages reveal the average salaries in a variety of key roles. These salaries cover a range of job functions and span the 12 regions of the UK, with the economic outlook for each region provided by Oxford Economics and commentary from experts across our business.

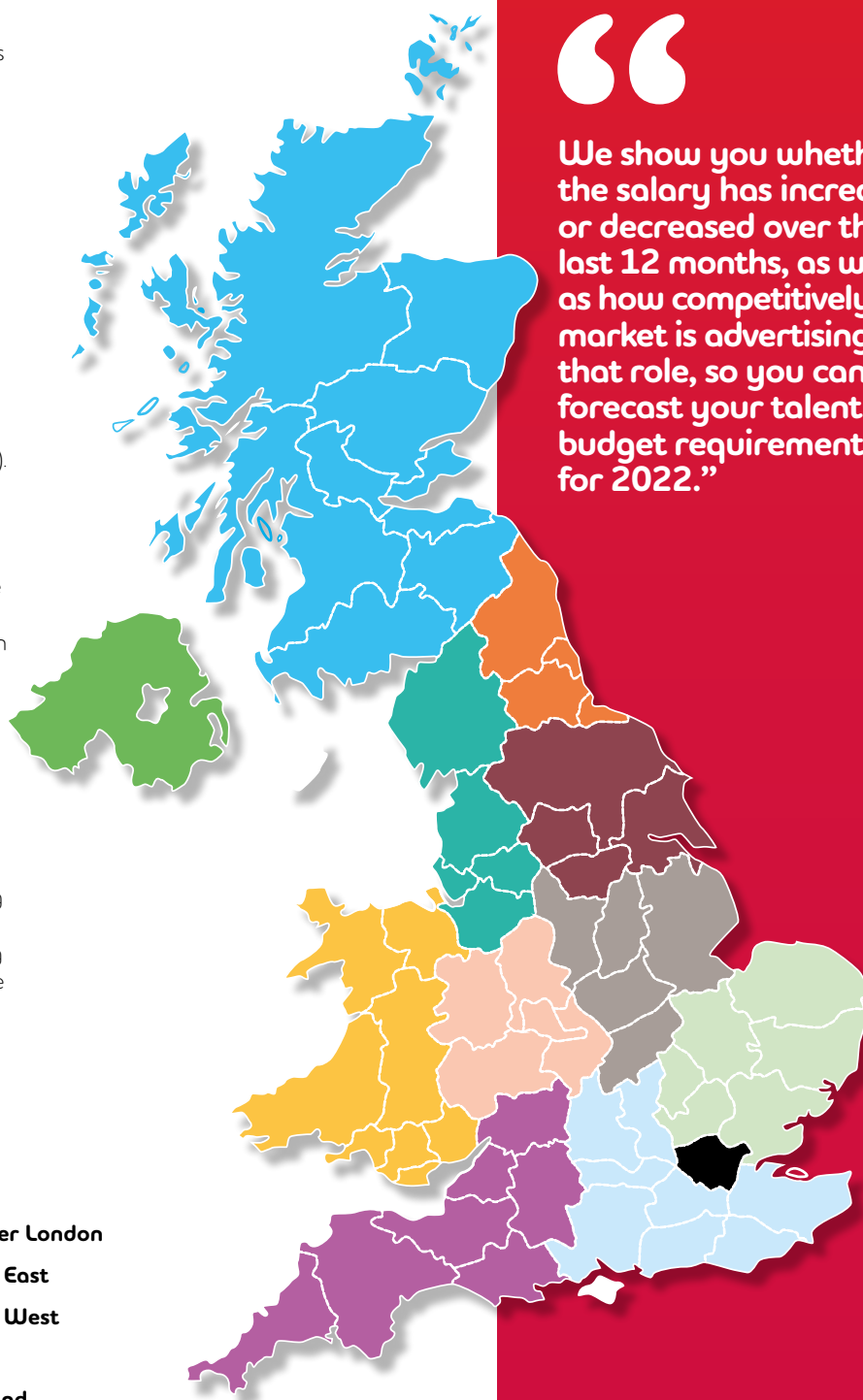
The salaries are derived from Emsi Burning Glass data – which is harvested from tens of thousands of job boards and updated every month with between 800,000 and 1 million new unique postings – captured between January and December 2021. This means we are bringing you the most accurate and reliable data and insight on the market (correct as of 7 February 2022).

We have selected commonly advertised job titles at different seniorities across multiple functions, providing the median advertised salary for a permanent full-time employee. As such, this guide can support talent planning for your whole organisation or department.

We show you whether the salary has increased or decreased over the last 12 months, as well as how competitively the market is advertising for that role, so you can forecast your talent budget requirements for 2022.

Accurate and objective salary benchmarking is key – both for attracting the people you need to grow your business and for retaining key talent within your organisation. This guide offers a broad overview of salaries in the UK. If you are looking for more granular market insight or to understand how to benchmark salaries for a niche role, your Adecco consultant will be happy to help.

- |                          |                    |
|--------------------------|--------------------|
| ● North East             | ● Greater London   |
| ● North West             | ● South East       |
| ● Yorkshire & the Humber | ● South West       |
| ● East Midlands          | ● Wales            |
| ● West Midlands          | ● Scotland         |
| ● East of England        | ● Northern Ireland |



“

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## Accountancy and Finance

Finance Director  
Head of Finance  
Financial Controller  
Finance Business Partner  
Finance Manager  
Management Accountant  
Financial Analyst  
Finance Assistant  
Accounts Assistant  
Bookkeeper  
Payroll Officer  
Credit Controller  
Accounts Payable Assistant

## Administrative and Business Support

Office Manager  
Office Administrator  
Purchasing Administrator  
Project Coordinator  
Executive Assistant  
Personal Assistant  
Medical Secretary  
Legal Secretary  
Secretary  
Receptionist

## Human Resources

HR Manager  
HR Business Partner  
HR Advisor  
HR Administrator  
Reward Specialist  
Employee Relations Manager  
Talent Acquisition Manager  
Diversity & Inclusion Manager  
Learning & Development Manager  
Recruitment Coordinator  
Recruiter

## IT

IT Manager  
Information Security Manager  
Information Security Analyst  
Cybersecurity Manager  
Cybersecurity Engineer  
IT Auditor  
Full Stack Developer  
Front End Developer  
Back End Developer  
IT Network Engineer  
Infrastructure Engineer  
IT Support Engineer  
Service Desk Analyst  
IT Project Manager  
IT Business Analyst

## Manufacturing and Industrial

Manufacturing Manager  
Manufacturing Engineer  
Mechanical Engineer  
Electrical Engineer  
Maintenance Engineer  
Installation Engineer  
CSCS Labourer  
Assembly / Machine Operative  
Warehouse Operative  
Production Operative  
Food Production Operative

## Marketing

Marketing Manager  
Marketing Executive  
Marketing Assistant  
Digital Marketing Manager  
Social Media Specialist  
PPC Specialist  
Digital Marketing Executive  
Digital Marketing Assistant  
Account Handler

## Supply Chain and Logistics

Head of Procurement  
Procurement Manager  
Supply Chain Manager  
Supply Chain Planner  
Buyer  
Logistics Manager  
Logistics Coordinator  
Transportation Manager  
Transportation Administrator  
Warehouse Manager  
Warehouse Operative  
Stock Controller  
Stock Assistant  
Delivery Driver

## Sales and Customer Service

Business Development Manager  
Business Development Executive  
Account Manager  
Sales Manager  
Sales Executive  
Sales Administrator  
Sales Assistant  
Retail Assistant  
Customer Service Manager  
Customer Service Team Leader  
Customer Service Advisor  
Customer Service Assistant

# North East

## Continued employment growth is expected in the region, despite labour market and demographic challenges

Most of the North East is rural, but significant legacy manufacturing sectors are clustered around the Tyne and Tees estuaries. Despite more recent business and digital activities developing in Newcastle and Sunderland, the region's remoteness continues to pose a challenge.

## A mixed picture for the North East in 2021

The data for the North East paints a mixed picture of labour market recovery in 2021. Like many regions, employee numbers recovered strongly during the year and ended the year comfortably above pre-pandemic levels. Online job adverts provided further evidence of strong demand for workers throughout 2021. At the same time joblessness did not fall as quickly as in other regions and there is evidence that some workers continued to leave the labour market in 2021.

The North East has a lower rate of participation in the labour market than most regions, a less qualified workforce, and a greater proportion of workers employed in lower skilled occupations. These challenges, evident long before the pandemic, could hinder the region's longer-term growth prospects.

Sectors that are most dependent on consumer spending, including hospitality, leisure, and retail, were among those hardest-hit by pandemic-related restrictions, and conditions

in 2021 remained challenging, with further job losses. In contrast, logistics, public administration, and health and social care contributed the most to job creation in 2021. Employment in business services (which includes activities such as marketing, legal, and scientific research) also proved resilient, and is currently recovering to pre-pandemic levels.

## Growth in 2022 as pandemic-hit sectors recover losses

Employment growth will be strong in 2022, driven largely by sectors that suffered the greatest losses during 2020, including retail and hospitality. Construction is also expected to outperform the UK-wide average.

Encouragingly, we also expect employment in business services to continue to expand rapidly. As a result, we expect managers and associate professionals to be in high demand this year.

Earnings are also forecast to grow, in line with the rest of the country, while the unemployment rate will fall but remain above the national average.

## Long-term outlook: sectoral development but demographic difficulties

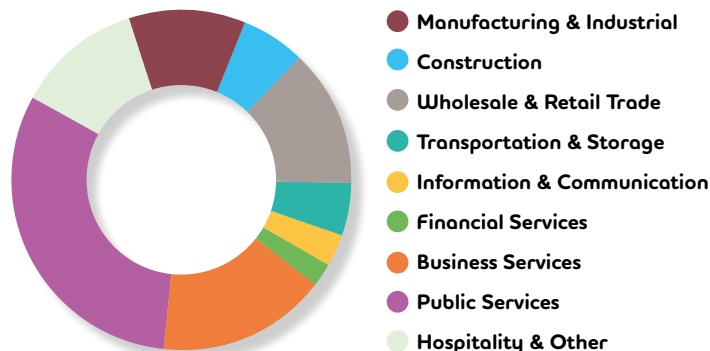
In the longer term retail should continue to be the largest sector in terms of employment, but jobs in business services are expected to grow at the fastest rate. Considerable regeneration efforts are being made in Teesside, associated with the new freeport, and there are also growing opportunities in the region in sectors such as digital and advanced manufacturing. The digital tech sector is particularly growing in Newcastle and Sunderland, with employment specialisation in software and video games, and research facilities such as the National Innovation Centre for Data.

This is good news for the labour market in the sense that these are jobs that are typically more secure, more productive, and better paid. However, the restructuring of the economy in the region will mean that many workers may need to acquire new skills.

Another challenge for the North East lies in its changing demographics. The working age population is expected to decline continuously year-on-year, potentially threatening economic growth unless older people's participation in the labour market rises, perhaps by people retiring later, or by others re-entering the market. Small towns and rural areas are most likely to be affected.

### Employment structure, 2021

Employment % of total

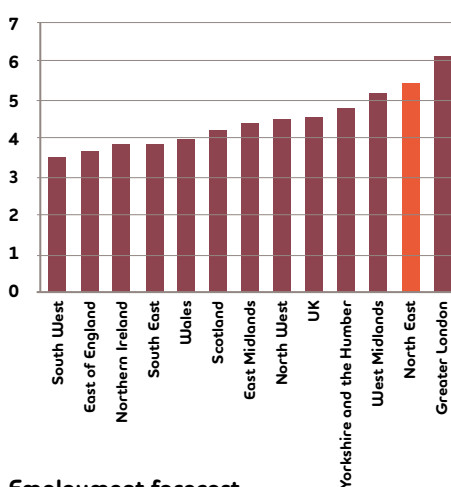


Source:  
Oxford Economics

### Unemployment, 2021

Unemployment rate %

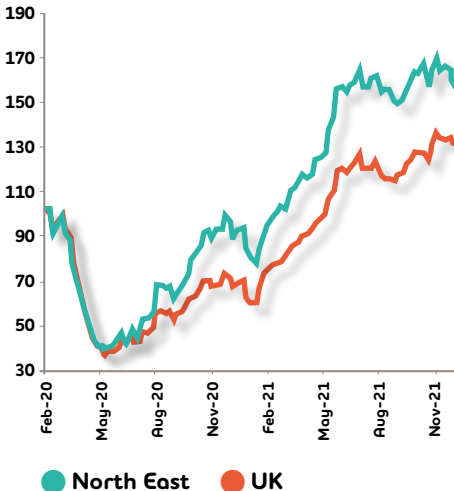
Source:  
Oxford Economics



### Online job adverts, 2020-21

Job adverts  
(Feb 20=100)

Source:  
ONS, Adzuna

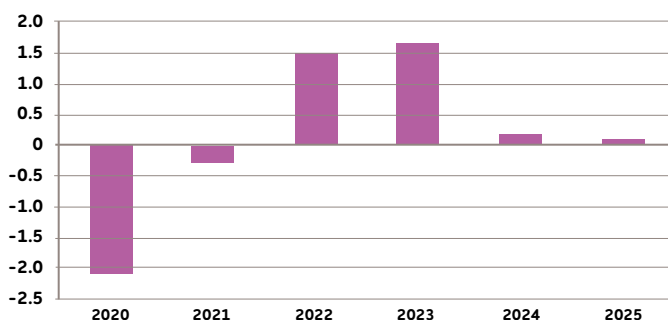


### Employment forecast

% change

● Employment

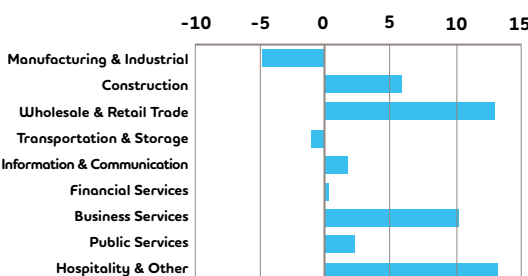
Source:  
Oxford Economics



### Expected net jobs created by sector, 2022-25

000s

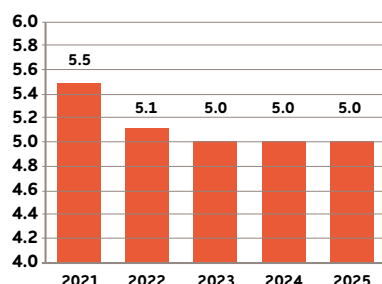
Source:  
Oxford Economics



### Unemployment rate

% economically  
active position

Source:  
Oxford Economics



# Top 10 North East

Support Workers

Care Assistants

Warehouse Operatives

Cleaners

Production Operatives

Teaching Assistants

Customer Service Advisors

Health Care Assistants

Registered Nurses

Staff Nurses

## Accountancy and Finance

| Job Title                  | Median Salary | Trend | Talent Competitiveness Index |
|----------------------------|---------------|-------|------------------------------|
| Finance Director           | £75,000       | ↔     | Medium                       |
| Head of Finance            | £52,600       | ↑     | Medium                       |
| Financial Controller       | £47,500       | ↑     | Medium                       |
| Finance Business Partner   | £45,000       | ↓     | High                         |
| Finance Manager            | £37,500       | ↓     | High                         |
| Management Accountant      | £33,400       | ↑     | High                         |
| Financial Analyst          | £32,400       | ↓     | Medium                       |
| Finance Assistant          | £22,000       | ↑     | High                         |
| Accounts Assistant         | £23,000       | ↑     | High                         |
| Bookkeeper                 | £23,000       | ↑     | Medium                       |
| Payroll Officer            | £23,700       | ↑     | Medium                       |
| Credit Controller          | £21,800       | ↑     | High                         |
| Accounts Payable Assistant | £21,100       | ↑     | High                         |

## Administrative and Business Support

| Job Title                | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------|---------------|-------|------------------------------|
| Office Manager           | £25,000       | ↑     | Low                          |
| Office Administrator     | £19,800       | ↑     | Low                          |
| Purchasing Administrator | £20,000       | ↔     | Medium                       |
| Project Coordinator      | £25,000       | ↑     | Low                          |
| Executive Assistant      | £27,900       | ↑     | Low                          |
| Personal Assistant       | £20,800       | ↔     | Low                          |
| Medical Secretary        | £21,100       | ↑     | High                         |
| Legal Secretary          | £20,000       | ↑     | High                         |
| Secretary                | £21,100       | ↑     | Low                          |
| Receptionist             | £18,800       | ↑     | Low                          |

## Manufacturing and Industrial

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Manufacturing Manager        | £37,500       | ↑     | Low                          |
| Manufacturing Engineer       | £39,600       | ↑     | High                         |
| Mechanical Engineer          | £36,000       | ↑     | Medium                       |
| Electrical Engineer          | £34,400       | ↑     | High                         |
| Maintenance Engineer         | £34,400       | ↑     | High                         |
| Installation Engineer        | £32,000       | ↓     | High                         |
| CSCS Labourer                | £22,100       | ↑     | Low                          |
| Assembly / Machine Operative | £19,900       | ↑     | Medium                       |
| Warehouse Operative          | £20,400       | ↑     | High                         |
| Production Operative         | £19,600       | ↑     | Medium                       |
| Food Production Operative    | £19,800       | ↑     | Medium                       |

## Supply Chain and Logistics

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Head of Procurement          | £57,300       | ↔     | Low                          |
| Procurement Manager          | £45,500       | ↑     | High                         |
| Supply Chain Manager         | £50,000       | ↓     | Medium                       |
| Supply Chain Planner         | £27,500       | ↔     | Medium                       |
| Buyer                        | £29,000       | ↑     | Medium                       |
| Logistics Manager            | £33,000       | ↑     | Medium                       |
| Logistics Coordinator        | £23,500       | ↔     | Medium                       |
| Transportation Manager       | £34,900       | ↔     | Low                          |
| Transportation Administrator | £20,800       | ↔     | Medium                       |
| Warehouse Manager            | £33,000       | ↑     | Medium                       |
| Warehouse Operative          | £20,400       | ↑     | High                         |
| Stock Controller             | £21,400       | ↑     | High                         |
| Stock Assistant              | £18,800       | ↑     | High                         |
| Delivery Driver              | £25,000       | ↑     | Medium                       |

Despite the North East having the highest overall unemployment rate in the UK by ONS estimates, the region is seeing a growing demand for candidates to fill a variety of roles ranging from warehouse operatives and delivery drivers to project managers and customer service advisors. Due to this demand, more and more employers are needing to review the salaries and benefits offered to attract the best candidates for their roles.

More companies in the North East are advertising positions with a range of benefits such as remote and hybrid working, access to support around mental health and personal wellbeing, sign-on bonuses, and the option to buy or sell annual leave. This is an important step for employers in moving beyond the reactive approach of 2021 and focusing on offering employment conditions that will attract the candidates they need.

The outlook is good if normality and stability return to global supply chains. And looking further ahead, the Teesside Freeport has the potential to support further growth in the region, alongside large private sector investments from the likes of Nissan in Sunderland and Britishvolt in Northumberland.

Early signs for the year ahead are that demand for workers will continue to grow across all sectors, and we expect to see a highly competitive job market across the North East through 2022.

**Kim MacDonald – Regional Manager**

“

**More and more employers are needing to review the salaries and benefits offered to attract the best candidates.”**

## Sales and Customer Service

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| Business Development Manager   | £40,100       | ↓     | Low                          |
| Business Development Executive | £25,000       | ↑     | High                         |
| Account Manager                | £30,000       | ↑     | Medium                       |
| Sales Manager                  | £37,100       | ↓     | Medium                       |
| Sales Executive                | £26,000       | ↑     | Medium                       |
| Sales Administrator            | £20,000       | ↑     | High                         |
| Sales Assistant                | £18,800       | ↑     | Low                          |
| Retail Assistant               | £18,800       | ↑     | Low                          |
| Customer Service Manager       | £33,900       | ↑     | Low                          |
| Customer Service Team Leader   | £22,000       | ↑     | High                         |
| Customer Service Advisor       | £19,000       | ↑     | High                         |
| Customer Service Assistant     | £18,800       | ↑     | High                         |

## Marketing

| Job Title                   | Median Salary | Trend | Talent Competitiveness Index |
|-----------------------------|---------------|-------|------------------------------|
| Marketing Manager           | £32,400       | ↑     | Low                          |
| Marketing Executive         | £25,000       | ↑     | Low                          |
| Marketing Assistant         | £20,800       | ↓     | Low                          |
| Digital Marketing Manager   | £33,900       | ↑     | High                         |
| Social Media Specialist     | £25,000       | ↑     | Low                          |
| PPC Specialist              | £26,500       | ↑     | Low                          |
| Digital Marketing Executive | £25,100       | ↑     | Medium                       |
| Digital Marketing Assistant | £19,800       | ↓     | Medium                       |
| Account Handler             | £28,500       | ↔     | Medium                       |

## Human Resources

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| HR Manager                     | £40,100       | ↓     | Medium                       |
| HR Business Partner            | £44,400       | ↔     | Low                          |
| HR Advisor                     | £30,000       | ↑     | Medium                       |
| HR Administrator               | £21,100       | ↑     | High                         |
| Reward Specialist              | £41,600       | ↑     | Medium                       |
| Employee Relations Manager     | £30,000       | ↔     | Low                          |
| Talent Acquisition Manager     | £31,600       | ↔     | Medium                       |
| Diversity & Inclusion Manager  | £33,700       | ↔     | Low                          |
| Learning & Development Manager | £34,900       | ↔     | Medium                       |
| Recruitment Coordinator        | £22,500       | ↑     | Low                          |
| Recruiter                      | £25,500       | ↑     | High                         |

## IT

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| IT Manager                   | £44,900       | ↑     | Medium                       |
| Information Security Manager | £56,800       | ↓     | High                         |
| Information Security Analyst | £40,100       | ↔     | High                         |
| Cybersecurity Manager        | £44,900       | ↔     | High                         |
| Cybersecurity Engineer       | £26,600       | ↔     | Medium                       |
| IT Auditor                   | £39,800       | ↑     | High                         |
| Full Stack Developer         | £45,000       | ↑     | High                         |
| Front End Developer          | £40,100       | ↑     | High                         |
| Back End Developer           | £54,900       | ↑     | Low                          |
| IT Network Engineer          | £40,100       | ↓     | High                         |
| Infrastructure Engineer      | £40,100       | ↓     | High                         |
| IT Support Engineer          | £26,900       | ↑     | High                         |
| Service Desk Analyst         | £21,800       | ↑     | High                         |
| IT Project Manager           | £44,900       | ↔     | Low                          |
| IT Business Analyst          | £40,100       | ↔     | High                         |

# North West



## **Employment in business services leads the post-pandemic recovery, but the demographic outlook will act as a brake**

The centre of Greater Manchester has emerged as an important location for office-based services and media and cultural industries. But prosperity is not evenly spread across the region, and there are concerns about many of its smaller cities and towns being left behind.

## **Strong recovery in jobs but labour market concerns remain**

After a large fall in 2020, employment in the North West rebounded healthily in 2021. Payroll data shows a more rapid recovery to pre-pandemic levels than most other UK regions.

Employment in business services has seen marked growth in 2021. It created new jobs to take employment back above pre-pandemic levels. However, for most sectors last year was about recovery. For instance, employment in the hospitality sector bounced back strongly,

showing higher growth than in any other UK region, but employment levels are yet to fully recover.

Unlike many other regions, the unemployment rate in the North West showed a slight increase in 2021 but remained broadly on par with the UK as a whole. Less encouragingly the labour force data shows a further decline in the North West, as more people remain inactive having not returned to look for work as economic conditions improved.

## Strong growth expected to continue over the next two years

Building on the momentum of last year, 2022 will see further employment growth in the North West, led by significant growth in office-based employment. The bulk of new jobs created will be in the business services sector, as large parts of the North West continue to transition from industrial activities towards business and professional services. Demand for management and senior roles will increase as a result of this transition.

Average earnings are forecast to grow at one of the fastest rates in the country, partly due to an increase in higher-paid occupations. This will put the North West in a better position to tackle the problems associated with high inflation expected in the short term in 2022.

## Long-term outlook: Employment to slow after 2023

Much like the rest of the country, employment growth is expected to slow after 2023. Unemployment will fall steadily in the long run, but at a slower rate than the UK as a whole.

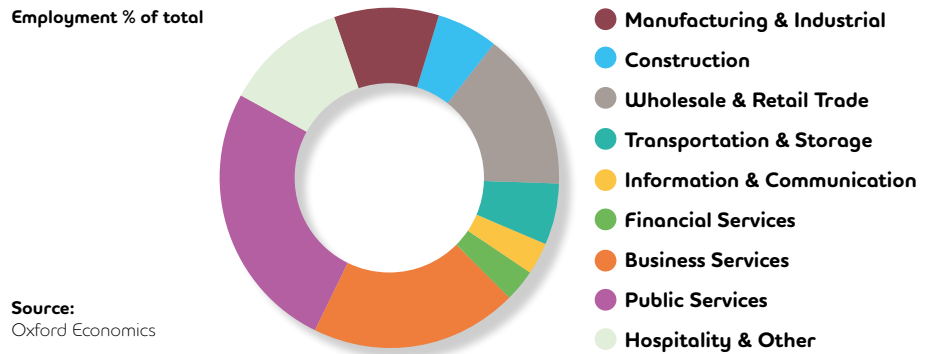
An ageing population will be a problem for the North West, particularly in the more rural parts of the region as young people move to the cities in search of higher-paid jobs. The working-age population for the region as a whole is forecast to decline in the longer term. Total population growth is expected to be weak, further limiting economic growth.

Business services should continue to grow over the long term, especially in larger cities such as Manchester and Liverpool. Despite the North West having some of the most affluent areas in the UK, the region also has multiple areas of severe deprivation. There are concerns that smaller, more rural towns in the region will be left behind as the cities transition towards more knowledge-based employment.

Over the coming years, the Northern regions, including the North West, are expected to lag behind London and the rest of the UK.

### Employment structure, 2021

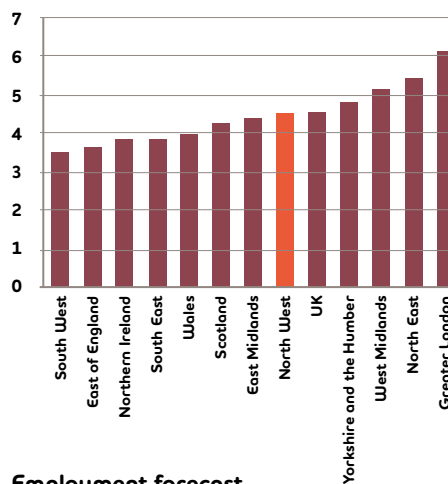
Employment % of total



### Unemployment, 2021

Unemployment rate %

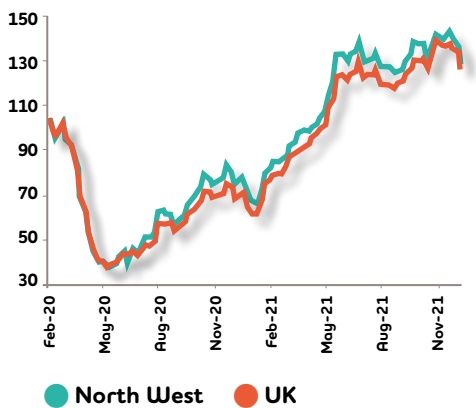
Source: Oxford Economics



### Online job adverts, 2020-21

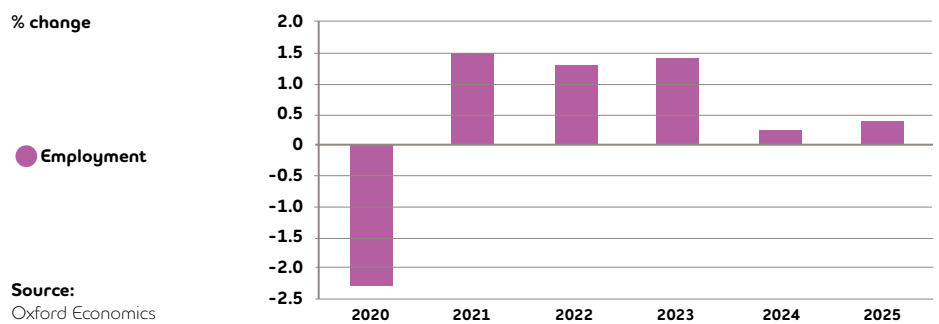
Job adverts (Feb 20=100)

Source: ONS, Adzuna



### Employment forecast

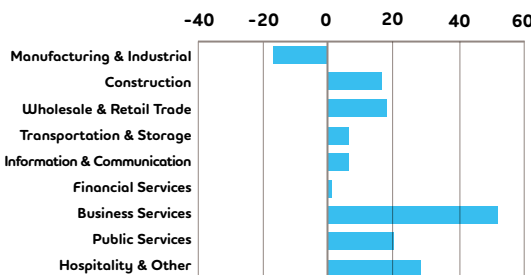
% change



### Expected net jobs created by sector, 2022-25

000s

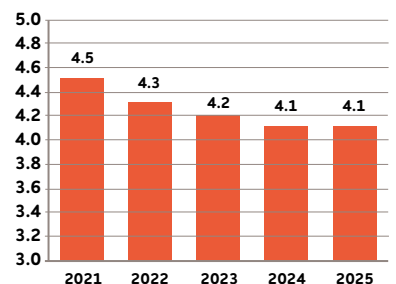
Source: Oxford Economics



### Unemployment rate

% economically active position

Source: Oxford Economics



# Top 10 North West

Support Workers

Warehouse Operatives

Teaching Assistants

Health Care Assistants

Care Assistants

Cleaners

Registered Nurses

Staff Nurses

Customer Service Advisors

Solicitors

## Accountancy and Finance

| Job Title                  | Median Salary | Trend | Talent Competitiveness Index |
|----------------------------|---------------|-------|------------------------------|
| Finance Director           | £80,300       | ↑     | Medium                       |
| Head of Finance            | £57,500       | ↑     | Medium                       |
| Financial Controller       | £52,700       | ↑     | High                         |
| Finance Business Partner   | £47,600       | ↑     | High                         |
| Finance Manager            | £42,700       | ↑     | High                         |
| Management Accountant      | £36,500       | ↑     | High                         |
| Financial Analyst          | £35,000       | ↑     | High                         |
| Finance Assistant          | £21,400       | ↑     | Medium                       |
| Accounts Assistant         | £23,000       | ↑     | Medium                       |
| Bookkeeper                 | £24,000       | ↑     | Medium                       |
| Payroll Officer            | £24,900       | ↑     | High                         |
| Credit Controller          | £22,500       | ↑     | High                         |
| Accounts Payable Assistant | £22,000       | ↑     | High                         |

## Administrative and Business Support

| Job Title                | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------|---------------|-------|------------------------------|
| Office Manager           | £26,000       | ↑     | Low                          |
| Office Administrator     | £19,800       | ↑     | Low                          |
| Purchasing Administrator | £21,100       | ↔     | Medium                       |
| Project Coordinator      | £26,000       | ↓     | Low                          |
| Executive Assistant      | £28,600       | ↑     | Low                          |
| Personal Assistant       | £21,800       | ↑     | Low                          |
| Medical Secretary        | £22,500       | ↑     | Medium                       |
| Legal Secretary          | £21,100       | ↑     | Medium                       |
| Secretary                | £21,100       | ↑     | Low                          |
| Receptionist             | £19,000       | ↑     | Low                          |

## Manufacturing and Industrial

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Manufacturing Manager        | £41,600       | ↔     | Low                          |
| Manufacturing Engineer       | £40,100       | ↑     | Medium                       |
| Mechanical Engineer          | £37,100       | ↑     | High                         |
| Electrical Engineer          | £37,500       | ↑     | Medium                       |
| Maintenance Engineer         | £36,000       | ↑     | High                         |
| Installation Engineer        | £32,400       | ↓     | Medium                       |
| CSCS Labourer                | £23,400       | ↑     | Low                          |
| Assembly / Machine Operative | £20,400       | ↑     | Low                          |
| Warehouse Operative          | £20,600       | ↑     | High                         |
| Production Operative         | £20,000       | ↑     | Medium                       |
| Food Production Operative    | £19,300       | ↑     | High                         |

## Supply Chain and Logistics

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Head of Procurement          | £59,300       | ↑     | Low                          |
| Procurement Manager          | £48,300       | ↑     | Medium                       |
| Supply Chain Manager         | £50,100       | ↑     | Low                          |
| Supply Chain Planner         | £29,400       | ↑     | Low                          |
| Buyer                        | £32,400       | ↑     | Medium                       |
| Logistics Manager            | £35,000       | ↓     | Low                          |
| Logistics Coordinator        | £25,000       | ↑     | Medium                       |
| Transportation Manager       | £34,200       | ↓     | Low                          |
| Transportation Administrator | £21,100       | ↑     | Medium                       |
| Warehouse Manager            | £32,400       | ↑     | Low                          |
| Warehouse Operative          | £20,600       | ↑     | High                         |
| Stock Controller             | £22,500       | ↑     | Low                          |
| Stock Assistant              | £18,900       | ↑     | Medium                       |
| Delivery Driver              | £23,400       | ↑     | Medium                       |



2021 was a year in which uncertainty remained and a large amount of recruitment activity was reactive. In 2022, employers in the North West should focus on improving their recruitment processes, employment conditions, and development programmes, so they can take advantage of the opportunities ahead. This includes the Liverpool City Region freeport proposal that gives local manufacturers cause for optimism amidst the current trade turbulence resulting from Covid-19 and Brexit.

There is high demand in the North West for a range of candidates including workers in the textiles and garment trades, process operatives, and senior transport and logistics professionals. But all organisations must understand the importance of meeting candidates' expectations in such a candidate-short market. This includes offering remote and hybrid working where possible, championing diversity and inclusion, and supporting the mental health and wellbeing of their staff.

The North West continues to face the longstanding challenge of bridging the skills gap, with shortages of job seekers across all industries and sectors. This challenge has only grown thanks to accelerated digital transformation and the movement towards green economy. Therefore, it's crucial that all parties invest in developing skills in the region to support the levelling up agenda.

**Alison Hogg – Regional Manager**

“

**All organisations must understand the importance of meeting candidates' expectations in such a candidate-short market.”**

## Sales and Customer Service

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| Business Development Manager   | £40,100       | ↔     | Low                          |
| Business Development Executive | £25,500       | ↑     | High                         |
| Account Manager                | £29,500       | ↑     | Medium                       |
| Sales Manager                  | £40,100       | ↓     | Low                          |
| Sales Executive                | £26,900       | ↑     | Medium                       |
| Sales Administrator            | £21,100       | ↑     | Medium                       |
| Sales Assistant                | £18,800       | ↑     | Low                          |
| Retail Assistant               | £18,800       | ↑     | Low                          |
| Customer Service Manager       | £32,400       | ↑     | Low                          |
| Customer Service Team Leader   | £23,900       | ↑     | Medium                       |
| Customer Service Advisor       | £19,800       | ↑     | High                         |
| Customer Service Assistant     | £19,000       | ↑     | Medium                       |

## Marketing

| Job Title                   | Median Salary | Trend | Talent Competitiveness Index |
|-----------------------------|---------------|-------|------------------------------|
| Marketing Manager           | £37,500       | ↔     | Low                          |
| Marketing Executive         | £25,500       | ↑     | Medium                       |
| Marketing Assistant         | £20,300       | ↑     | Low                          |
| Digital Marketing Manager   | £37,600       | ↑     | Medium                       |
| Social Media Specialist     | £26,600       | ↑     | Low                          |
| PPC Specialist              | £30,000       | ↑     | Medium                       |
| Digital Marketing Executive | £26,600       | ↑     | Low                          |
| Digital Marketing Assistant | £19,800       | ↓     | Low                          |
| Account Handler             | £29,000       | ↑     | Medium                       |

## Human Resources

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| HR Manager                     | £39,600       | ↑     | Low                          |
| HR Business Partner            | £42,700       | ↔     | Medium                       |
| HR Advisor                     | £30,000       | ↓     | Medium                       |
| HR Administrator               | £21,100       | ↑     | Medium                       |
| Reward Specialist              | £41,700       | ↑     | Medium                       |
| Employee Relations Manager     | £32,600       | ↑     | Low                          |
| Talent Acquisition Manager     | £34,000       | ↔     | Medium                       |
| Diversity & Inclusion Manager  | £35,500       | ↓     | Low                          |
| Learning & Development Manager | £32,400       | ↔     | Low                          |
| Recruitment Coordinator        | £23,500       | ↑     | Low                          |
| Recruiter                      | £27,500       | ↓     | High                         |

## IT

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| IT Manager                   | £45,000       | ↑     | Medium                       |
| Information Security Manager | £54,900       | ↓     | High                         |
| Information Security Analyst | £47,000       | ↑     | High                         |
| Cybersecurity Manager        | £54,900       | ↑     | High                         |
| Cybersecurity Engineer       | £45,000       | ↓     | High                         |
| IT Auditor                   | £44,900       | ↑     | High                         |
| Full Stack Developer         | £47,600       | ↔     | High                         |
| Front End Developer          | £44,900       | ↑     | High                         |
| Back End Developer           | £50,000       | ↔     | Medium                       |
| IT Network Engineer          | £42,700       | ↓     | High                         |
| Infrastructure Engineer      | £43,100       | ↔     | High                         |
| IT Support Engineer          | £25,000       | ↑     | Medium                       |
| Service Desk Analyst         | £23,500       | ↑     | High                         |
| IT Project Manager           | £50,000       | ↑     | Medium                       |
| IT Business Analyst          | £43,600       | ↑     | High                         |

# Yorkshire and the Humber

## Strong employment growth is projected for 2022 and 2023, as the region shifts further towards business services

Many service sector jobs in Yorkshire and the Humber have faced competition from digital technology, while manufacturing has only limited participation in sectors that have seen the fastest growth such as vehicle assembly, aerospace, and pharmaceuticals.

## 2021: A recovery driven by services

The regional labour market began its recovery in 2021 after taking a severe hit in 2020 due to the pandemic. Total employment contracted slightly on average over the year, but high-frequency data suggest that the number of payroll employees increased throughout 2021.

Business services contributed the most to job creation in 2021, with particularly high growth in administrative and support services. This includes activities such as

office administration, call centre operations, and employment agencies. The hospitality sector, which was particularly badly hit in 2020, also bounced back in 2021.

In contrast, two sectors – manufacturing and retail – continued to contract during 2021, resulting in large numbers of job losses.

Encouragingly, unemployment in the region closely tracked the UK trend over the year, falling to record lows in November. Less positive were the signs that many workers

left the labour market, with inactivity rising sharply over the second half of the year – a more significant increase than seen in the UK and many other regions.

## Retail sector rebound expected in 2022

Employment growth in the region in 2022 and 2023 is likely to feature a strong recovery of retail jobs. However it will take until 2024 until employment in the sector is close to pre-pandemic levels.

In contrast, administrative and support services – a significant employment sector in 2021 – is expected to contract slightly this year. Other services, including business activities and information & communication, will continue to grow, although moderately.

Earnings are expected to grow, in line with the national average.

## Long-term outlook: slower growth but business services expected to develop

Most, though by no means all, of the rapid employment growth in 2022 and 2023 results from sectors recovering to pre-pandemic levels. From 2024 onwards, as the rebound fades, we expect employment growth in the region to slow significantly.

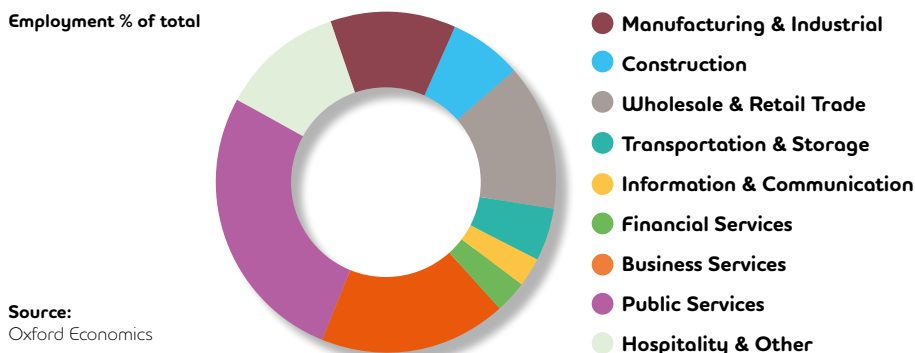
Retail will contribute the most to job creation in the longer term, however levels will remain below those recorded pre-pandemic until 2024, meaning new jobs will only offset losses caused by the pandemic.

Many jobs will be created in business services, and in particular in professional and scientific services. This includes activities such as consulting, marketing, legal, and R&D. These jobs tend to offer higher salaries and better employment security. In terms of occupations, we expect managers and professional occupations to be in highest demand in Yorkshire and the Humber.

R&D is a potentially important activity in Yorkshire and the Humber, with clusters in biopharma and medical tech particularly around Leeds, aerospace and motor vehicles near Sheffield, and renewable energy in the Humber. Increased investment in these sectors could potentially generate further employment demand. However, for that to happen it is critical to ensure the labour force has the necessary skills and qualifications needed to match employer requirements.

### Employment structure, 2021

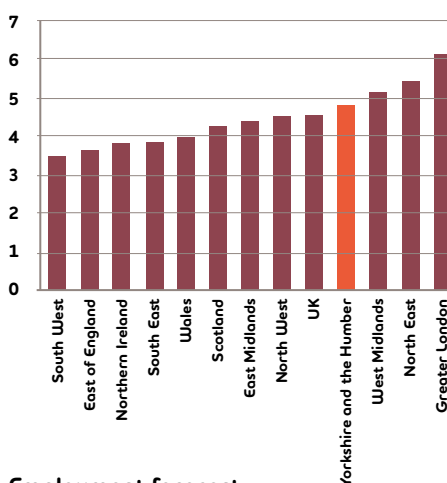
Employment % of total



### Unemployment, 2021

Unemployment rate %

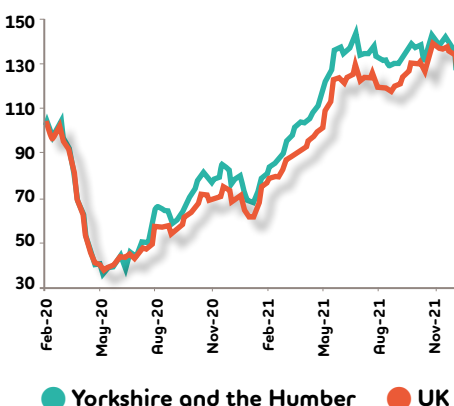
Source: Oxford Economics



### Online job adverts, 2020-21

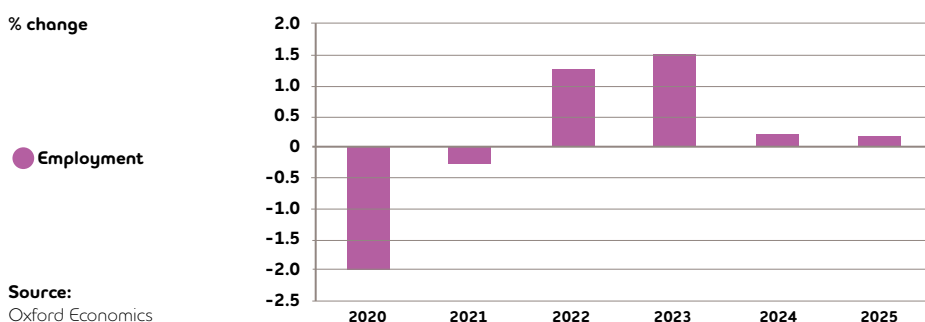
Job adverts (Feb 20=100)

Source: ONS, Adzuna



### Employment forecast

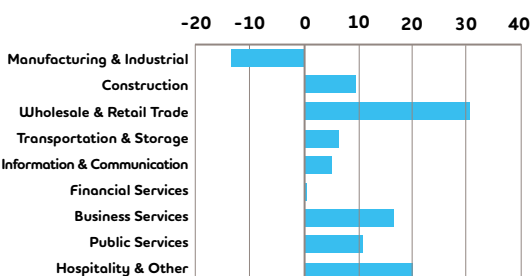
% change



### Expected net jobs created by sector, 2022-25

000s

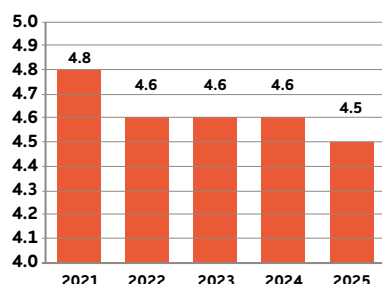
Source: Oxford Economics



### Unemployment rate

% economically active position

Source: Oxford Economics



# Top 10 Yorkshire & the Humber

Support Workers

Warehouse Operatives

Production Operatives

Care Assistants

Cleaners

Teaching Assistants

Health Care Assistants

HGV Class 1 Drivers

Registered Nurses

Customer Service Advisors

## Accountancy and Finance

| Job Title                  | Median Salary | Trend | Talent Competitiveness Index |
|----------------------------|---------------|-------|------------------------------|
| Finance Director           | £77,700       | ↔     | Medium                       |
| Head of Finance            | £57,500       | ↑     | Medium                       |
| Financial Controller       | £52,600       | ↑     | High                         |
| Finance Business Partner   | £44,900       | ↑     | High                         |
| Finance Manager            | £42,700       | ↑     | High                         |
| Management Accountant      | £37,600       | ↑     | High                         |
| Financial Analyst          | £33,900       | ↓     | High                         |
| Finance Assistant          | £21,400       | ↑     | High                         |
| Accounts Assistant         | £22,500       | ↑     | High                         |
| Bookkeeper                 | £23,500       | ↑     | High                         |
| Payroll Officer            | £23,600       | ↑     | High                         |
| Credit Controller          | £22,000       | ↑     | High                         |
| Accounts Payable Assistant | £21,100       | ↑     | High                         |

## Administrative and Business Support

| Job Title                | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------|---------------|-------|------------------------------|
| Office Manager           | £26,000       | ↑     | Low                          |
| Office Administrator     | £19,800       | ↑     | Low                          |
| Purchasing Administrator | £21,400       | ↑     | High                         |
| Project Coordinator      | £25,000       | ↑     | Medium                       |
| Executive Assistant      | £28,500       | ↑     | Low                          |
| Personal Assistant       | £21,300       | ↑     | Low                          |
| Medical Secretary        | £21,100       | ↑     | Low                          |
| Legal Secretary          | £20,000       | ↑     | High                         |
| Secretary                | £20,400       | ↑     | Low                          |
| Receptionist             | £18,900       | ↑     | Low                          |

## Manufacturing and Industrial

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Manufacturing Manager        | £41,100       | ↑     | Low                          |
| Manufacturing Engineer       | £37,500       | ↑     | High                         |
| Mechanical Engineer          | £36,000       | ↑     | Medium                       |
| Electrical Engineer          | £36,000       | ↑     | High                         |
| Maintenance Engineer         | £36,000       | ↑     | High                         |
| Installation Engineer        | £32,400       | ↑     | Medium                       |
| CSCS Labourer                | £23,200       | ↑     | Low                          |
| Assembly / Machine Operative | £20,700       | ↑     | Low                          |
| Warehouse Operative          | £20,800       | ↑     | High                         |
| Production Operative         | £19,900       | ↑     | Medium                       |
| Food Production Operative    | £20,200       | ↑     | Low                          |

## Supply Chain and Logistics

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Head of Procurement          | £59,900       | ↑     | Medium                       |
| Procurement Manager          | £47,500       | ↑     | High                         |
| Supply Chain Manager         | £45,000       | ↑     | Low                          |
| Supply Chain Planner         | £30,000       | ↑     | Low                          |
| Buyer                        | £32,400       | ↓     | Medium                       |
| Logistics Manager            | £30,400       | ↑     | Low                          |
| Logistics Coordinator        | £24,100       | ↔     | Low                          |
| Transportation Manager       | £37,500       | ↓     | Low                          |
| Transportation Administrator | £21,100       | ↑     | Medium                       |
| Warehouse Manager            | £32,400       | ↑     | Low                          |
| Warehouse Operative          | £20,800       | ↑     | High                         |
| Stock Controller             | £22,000       | ↑     | Low                          |
| Stock Assistant              | £18,700       | ↑     | Low                          |
| Delivery Driver              | £23,200       | ↑     | Medium                       |

We have seen rising demand across Yorkshire and the Humber for a wide variety of roles. In the engineering sector, there is high demand for electrical and mechanical engineers, as well as sales and finance professionals. There are also large recruitment drives for customer service, administration, and management professionals.

There are also areas of localised high demand, such as for call centre workers in Leeds and warehouse workers in Wakefield. In Hull, there has been high jobs growth in caravan and modular building manufacturing, food production, and distribution.

With record low unemployment rates in the region, candidates have never been in a stronger position to negotiate. This creates a real need for employers to tailor their approach to meet the factors that drive candidates, such as work-life balance, hybrid or remote working, mental health support, and competitive salaries in line with the effects of the pandemic like high inflation and rising energy prices.

With high demand for top talent, we see companies looking at both their employee value proposition and the salaries they offer. In North Yorkshire, salaries have risen by around 10% on average over the last two years, and welcome bonuses are becoming more common. In East Yorkshire, some hourly rates have increased by as much as 50% and Hull is now seeing wages that are more on a par with more affluent areas of the UK, which is great news for people in the region.

**Lyndsay Casey – Operations Director**

“

**With record low unemployment rates in the region, candidates have never been in a stronger position to negotiate.”**

## Sales and Customer Service

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| Business Development Manager   | £40,100       | ↓     | Low                          |
| Business Development Executive | £25,200       | ↑     | High                         |
| Account Manager                | £28,000       | ↑     | Medium                       |
| Sales Manager                  | £40,100       | ↑     | Medium                       |
| Sales Executive                | £26,300       | ↑     | Medium                       |
| Sales Administrator            | £20,800       | ↑     | Medium                       |
| Sales Assistant                | £18,800       | ↑     | Low                          |
| Retail Assistant               | £18,800       | ↑     | Low                          |
| Customer Service Manager       | £31,600       | ↑     | Low                          |
| Customer Service Team Leader   | £22,000       | ↑     | Low                          |
| Customer Service Advisor       | £19,500       | ↑     | High                         |
| Customer Service Assistant     | £18,800       | ↑     | Medium                       |

## Marketing

| Job Title                   | Median Salary | Trend | Talent Competitiveness Index |
|-----------------------------|---------------|-------|------------------------------|
| Marketing Manager           | £36,000       | ↑     | Low                          |
| Marketing Executive         | £25,000       | ↑     | Low                          |
| Marketing Assistant         | £20,800       | ↑     | Low                          |
| Digital Marketing Manager   | £35,000       | ↓     | Medium                       |
| Social Media Specialist     | £25,000       | ↑     | Low                          |
| PPC Specialist              | £30,000       | ↑     | Medium                       |
| Digital Marketing Executive | £25,000       | ↑     | Medium                       |
| Digital Marketing Assistant | £19,800       | ↓     | Low                          |
| Account Handler             | £27,500       | ↑     | Medium                       |

## Human Resources

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| HR Manager                     | £40,200       | ↑     | Low                          |
| HR Business Partner            | £42,700       | ↓     | Low                          |
| HR Advisor                     | £29,500       | ↑     | Medium                       |
| HR Administrator               | £21,300       | ↑     | Medium                       |
| Reward Specialist              | £40,100       | ↓     | Medium                       |
| Employee Relations Manager     | £32,400       | ↑     | Low                          |
| Talent Acquisition Manager     | £33,900       | ↔     | Medium                       |
| Diversity & Inclusion Manager  | £30,400       | ↔     | Low                          |
| Learning & Development Manager | £35,800       | ↑     | Medium                       |
| Recruitment Coordinator        | £22,500       | ↑     | Low                          |
| Recruiter                      | £27,200       | ↑     | Medium                       |

## IT

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| IT Manager                   | £44,900       | ↑     | Medium                       |
| Information Security Manager | £57,500       | ↑     | High                         |
| Information Security Analyst | £45,000       | ↔     | High                         |
| Cybersecurity Manager        | £44,900       | ↓     | High                         |
| Cybersecurity Engineer       | £31,400       | ↑     | Medium                       |
| IT Auditor                   | £42,600       | ↔     | High                         |
| Full Stack Developer         | £44,900       | ↔     | High                         |
| Front End Developer          | £40,100       | ↑     | High                         |
| Back End Developer           | £44,900       | ↔     | High                         |
| IT Network Engineer          | £40,100       | ↓     | High                         |
| Infrastructure Engineer      | £42,700       | ↑     | High                         |
| IT Support Engineer          | £25,000       | ↑     | Medium                       |
| Service Desk Analyst         | £23,000       | ↑     | High                         |
| IT Project Manager           | £48,000       | ↑     | Medium                       |
| IT Business Analyst          | £42,700       | ↑     | High                         |

# East Midlands



## Despite a slow recovery, employment in the East Midlands should continue to grow in the longer term

Without a dominant city, the East Midlands is not a major centre for financial and business services, and therefore its labour market is a little more reliant on manufacturing than most regions.

## The labour market is recovering but challenges remain

Before the pandemic, a feature of the region was its high employment rates. However, employment fell particularly sharply in 2020. Recovery began during 2021, with payroll figures suggesting continuous growth in the number of employees during the year and online job adverts growing rapidly. Even so, the year as a whole showed a lower average employment level than 2020. As a result, the region's employment rate now matches the UK, but there is still a way to go to return to its above average position.

In 2021 most employment growth was recorded in the logistics and health & social care sectors. In contrast, sectors that had been particularly badly hit by the pandemic – including manufacturing and retail – had fewer roles on average in 2021 than in 2020. Relatively few jobs were created in activities such as business services, financial services, and information & communication, and the number of managers and professional occupations declined.

The number of people of working age but not seeking work has increased significantly and remains very high, suggesting difficulties for some people re-entering the labour market, even after restrictions have been lifted. Unemployment is, however, on the decline and saw a record low in November.

# The labour market is forecast to rebound in 2022

Total employment is expected to grow in 2022, although at a slower pace than in most other regions.

The retail and hospitality sectors are expected to contribute the most to net job creation. Within the services industry, administrative and support services – which include activities such as office administration, call centre activities and security – are also expected to increase.

Wages are expected to continue to rise in 2022, in line with the rest of the country.

## Long-term outlook: faster employment growth but sectoral challenges

Despite a slow start, in the longer term employment is expected to grow at a relatively fast pace compared with other regions.

Business services, which have so far not been growing significantly, are forecast to pick up in the longer term, with more jobs expected in professional services (such as marketing, legal, and consulting) and in administrative and support services. This will be accompanied by a rise in high-level occupations, such as managers and professionals.

In addition, the retail and hospitality sectors are expected to continue to grow in the longer term and account for a large share of new jobs created.

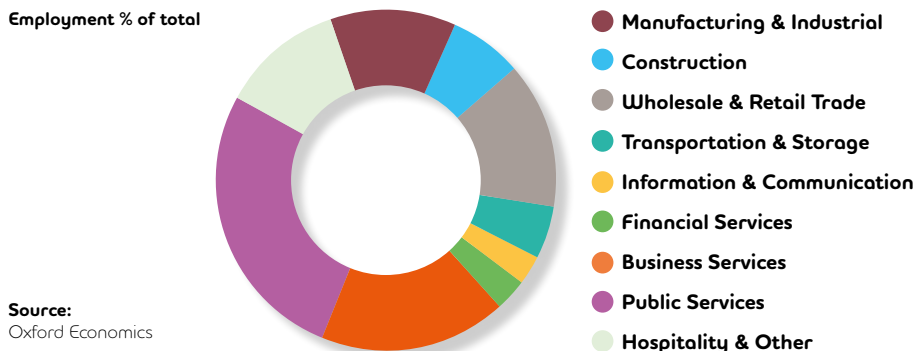
Although manufacturing still accounts for a significant share of employment in the region, many jobs are expected to be lost in the next couple of years, largely through automation.

Related to that, there will be a clear challenge for the East Midlands around skills development, in a context where many existing jobs are progressively disappearing and new jobs emerging.

Further opportunities could, however, emerge in the region, with industrial strategies targeting activities such as the production of autonomous vehicles, advanced manufacturing, and life sciences. Strengths of the region that are expected to remain important include aero engines, vehicle assembly, and food manufacturing.

## Employment structure, 2021

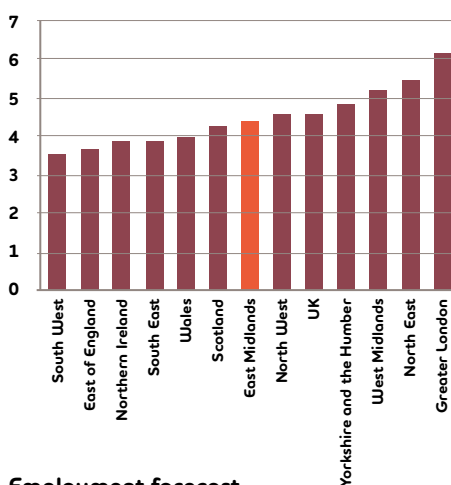
Employment % of total



## Unemployment, 2021

Unemployment rate %

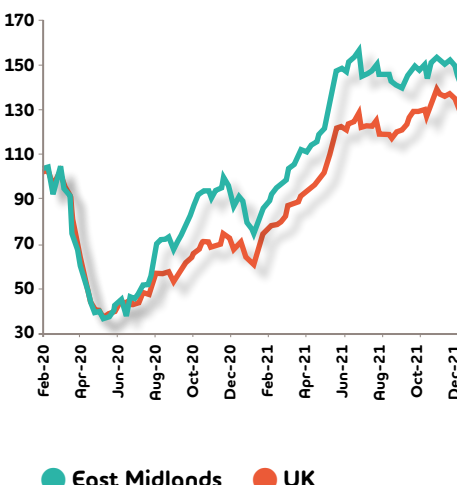
Source: Oxford Economics



## Online job adverts, 2020-21

Job adverts (Feb 20=100)

Source: ONS, Adzuna

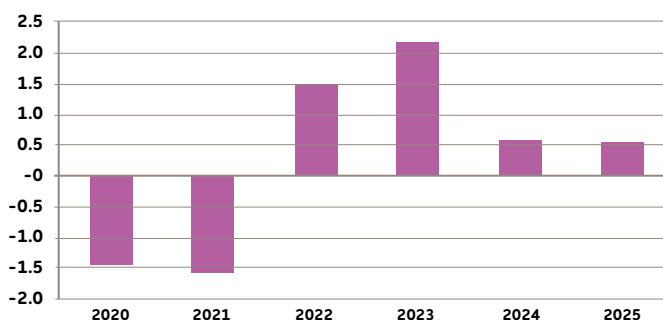


## Employment forecast

% change

● Employment

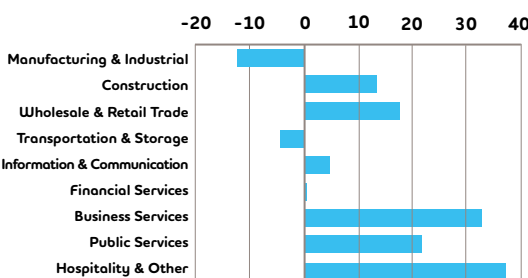
Source: Oxford Economics



## Expected net jobs created by sector, 2022-25

000s

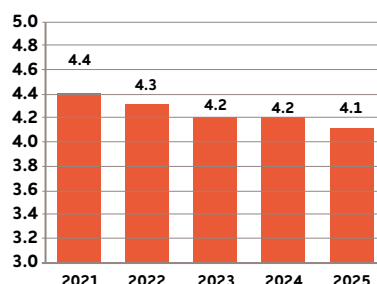
Source: Oxford Economics



## Unemployment rate

% economically active position

Source: Oxford Economics



# Top 10 East Midlands

Warehouse Operatives

Support Workers

HGV Class 1 Drivers

Production Operatives

Cleaners

Care Assistants

Teaching Assistants

Health Care Assistants

Forklift Drivers

CSCS Labourers

## Accountancy and Finance

| Job Title                  | Median Salary | Trend | Talent Competitiveness Index |
|----------------------------|---------------|-------|------------------------------|
| Finance Director           | £80,300       | ↑     | Medium                       |
| Head of Finance            | £62,700       | ↑     | Medium                       |
| Financial Controller       | £55,000       | ↔     | High                         |
| Finance Business Partner   | £49,100       | ↑     | Medium                       |
| Finance Manager            | £42,600       | ↓     | Medium                       |
| Management Accountant      | £37,600       | ↔     | High                         |
| Financial Analyst          | £39,000       | ↓     | Medium                       |
| Finance Assistant          | £21,700       | ↑     | Medium                       |
| Accounts Assistant         | £23,000       | ↑     | Medium                       |
| Bookkeeper                 | £24,000       | ↑     | Medium                       |
| Payroll Officer            | £23,500       | ↑     | High                         |
| Credit Controller          | £22,500       | ↑     | High                         |
| Accounts Payable Assistant | £21,400       | ↑     | High                         |

## Administrative and Business Support

| Job Title                | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------|---------------|-------|------------------------------|
| Office Manager           | £26,000       | ↑     | Low                          |
| Office Administrator     | £20,100       | ↑     | Low                          |
| Purchasing Administrator | £21,100       | ↑     | Medium                       |
| Project Coordinator      | £26,600       | ↑     | Low                          |
| Executive Assistant      | £26,300       | ↑     | Low                          |
| Personal Assistant       | £20,800       | ↑     | Low                          |
| Medical Secretary        | £20,900       | ↑     | Medium                       |
| Legal Secretary          | £20,000       | ↑     | Medium                       |
| Secretary                | £21,100       | ↑     | Medium                       |
| Receptionist             | £18,800       | ↑     | Low                          |

## Manufacturing and Industrial

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Manufacturing Manager        | £40,100       | ↑     | Medium                       |
| Manufacturing Engineer       | £37,100       | ↑     | Medium                       |
| Mechanical Engineer          | £33,700       | ↑     | Medium                       |
| Electrical Engineer          | £37,600       | ↔     | Medium                       |
| Maintenance Engineer         | £36,500       | ↑     | High                         |
| Installation Engineer        | £36,500       | ↓     | Medium                       |
| CSCS Labourer                | £23,000       | ↑     | Low                          |
| Assembly / Machine Operative | £20,000       | ↑     | Medium                       |
| Warehouse Operative          | £21,100       | ↑     | High                         |
| Production Operative         | £20,700       | ↑     | Medium                       |
| Food Production Operative    | £20,800       | ↑     | High                         |

## Supply Chain and Logistics

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Head of Procurement          | £65,300       | ↔     | Medium                       |
| Procurement Manager          | £47,500       | ↓     | Medium                       |
| Supply Chain Manager         | £45,000       | ↓     | Medium                       |
| Supply Chain Planner         | £28,400       | ↑     | Medium                       |
| Buyer                        | £32,400       | ↑     | Medium                       |
| Logistics Manager            | £42,100       | ↓     | Medium                       |
| Logistics Coordinator        | £24,000       | ↑     | Medium                       |
| Transportation Manager       | £37,600       | ↑     | Low                          |
| Transportation Administrator | £21,300       | ↑     | Medium                       |
| Warehouse Manager            | £32,100       | ↔     | Low                          |
| Warehouse Operative          | £21,100       | ↑     | High                         |
| Stock Controller             | £22,800       | ↑     | Medium                       |
| Stock Assistant              | £18,800       | ↔     | Medium                       |
| Delivery Driver              | £24,300       | ↑     | Low                          |

The East Midlands experienced very low unemployment rates during Q4 of 2021 and this has continued to challenge employers in the start of 2022. The number of job postings in the region rose across the duration of last year, and January saw another huge uptick in vacancies. While this was initially met with a flurry of “New Year’s resolution” job seekers, this trend was short-lived, and we’ve returned to a candidate-depleted market.

Furthermore, an increasing number of job offers are being rejected thanks to the fierce competition for talent – job seekers are opting for the highest paid roles as their foremost priority, closely followed by benefits packages. Location is no longer a primary factor in candidate attraction, as they search instead for options to work from home for large city-based organisations and accept the partial commute in exchange for greater remuneration.

In short, the demand for workers continues to grow across all sectors. Employers need to focus on improving their processes, and especially on reducing time to hire – with candidates now remaining on the market for an average of just 14 days before securing an offer of employment.

In addition to the all-important question of compensation and benefits, employers are also focusing on factors like hybrid working, career progression paths, and health and wellbeing.

**Meg Rayner – Regional Manager**

“

**Employers need to focus on reducing time to hire – with candidates now remaining on the market for an average of just 14 days.”**

## Sales and Customer Service

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| Business Development Manager   | £40,100       | ↔     | Medium                       |
| Business Development Executive | £26,000       | ↑     | Medium                       |
| Account Manager                | £27,500       | ↑     | Medium                       |
| Sales Manager                  | £40,100       | ↔     | Medium                       |
| Sales Executive                | £26,900       | ↑     | Medium                       |
| Sales Administrator            | £20,500       | ↑     | Medium                       |
| Sales Assistant                | £18,800       | ↑     | Low                          |
| Retail Assistant               | £18,800       | ↑     | Low                          |
| Customer Service Manager       | £31,600       | ↑     | Medium                       |
| Customer Service Team Leader   | £22,000       | ↑     | Medium                       |
| Customer Service Advisor       | £19,800       | ↑     | High                         |
| Customer Service Assistant     | £18,800       | ↑     | Medium                       |

## Marketing

| Job Title                   | Median Salary | Trend | Talent Competitiveness Index |
|-----------------------------|---------------|-------|------------------------------|
| Marketing Manager           | £39,000       | ↑     | Medium                       |
| Marketing Executive         | £25,500       | ↑     | Medium                       |
| Marketing Assistant         | £21,100       | ↑     | Low                          |
| Digital Marketing Manager   | £37,500       | ↑     | Medium                       |
| Social Media Specialist     | £25,300       | ↑     | Low                          |
| PPC Specialist              | £27,400       | ↑     | Medium                       |
| Digital Marketing Executive | £25,000       | ↔     | Medium                       |
| Digital Marketing Assistant | £19,800       | ↑     | Medium                       |
| Account Handler             | £29,000       | ↓     | Medium                       |

## Human Resources

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| HR Manager                     | £40,400       | ↑     | Medium                       |
| HR Business Partner            | £42,700       | ↑     | Low                          |
| HR Advisor                     | £30,000       | ↔     | Medium                       |
| HR Administrator               | £21,700       | ↑     | Medium                       |
| Reward Specialist              | £37,500       | ↔     | Medium                       |
| Employee Relations Manager     | £32,400       | ↓     | Low                          |
| Talent Acquisition Manager     | £35,000       | ↑     | Medium                       |
| Diversity & Inclusion Manager  | £32,300       | ↑     | Low                          |
| Learning & Development Manager | £32,900       | ↔     | Low                          |
| Recruitment Coordinator        | £22,500       | ↑     | Medium                       |
| Recruiter                      | £26,000       | ↑     | Medium                       |

## IT

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| IT Manager                   | £42,600       | ↑     | Medium                       |
| Information Security Manager | £50,000       | ↑     | High                         |
| Information Security Analyst | £40,100       | ↑     | High                         |
| Cybersecurity Manager        | £44,900       | ↔     | High                         |
| Cybersecurity Engineer       | £30,000       | ↔     | Medium                       |
| IT Auditor                   | £44,900       | ↑     | Medium                       |
| Full Stack Developer         | £50,000       | ↔     | High                         |
| Front End Developer          | £42,600       | ↑     | High                         |
| Back End Developer           | £44,900       | ↑     | Medium                       |
| IT Network Engineer          | £45,000       | ↔     | High                         |
| Infrastructure Engineer      | £42,600       | ↑     | High                         |
| IT Support Engineer          | £26,000       | ↑     | Medium                       |
| Service Desk Analyst         | £23,100       | ↑     | High                         |
| IT Project Manager           | £44,900       | ↔     | Medium                       |
| IT Business Analyst          | £44,900       | ↔     | Medium                       |

# West Midlands



## Healthy post-pandemic jobs growth but potential worries over skill shortages

The West Midlands economy is transitioning away from traditional manufacturing, and the emergence of high-value manufacturing and rise in business services offer opportunities for growth.

## The West Midlands job market expanded rapidly in 2021

2021 was a year of recovery for the West Midlands labour market. Employment grew throughout the year, and particularly towards the end of the year. In 2021 as a whole there were more jobs in the region than there were before the pandemic.

A large proportion of the new jobs created last year were in the service sector, including professional services (such as marketing, legal, and scientific research) and administrative support services (such as office administrative

and call centre activities). The number of health and social care jobs has also increased, reaching record high levels. Meanwhile, supply chain bottlenecks and raw material shortages further constrained the manufacturing sector.

West Midlands unemployment peaked in late 2020 and has fallen since, although the rate is still high compared with other parts of the country. One of the features of the early part of the pandemic was people leaving the labour market when they lost their jobs,

rather than becoming unemployed. But this trend has recently been reversed in the West Midlands, unlike in many other regions, which should ease the pressure of labour shortages.

## Positive outlook for jobs and salaries in 2022

West Midlands employment will continue to rise in 2022, leading to a further reduction in the unemployment rate.

Sectors that were hardest hit during the pandemic, such as construction, retail, and hospitality, will continue to recover in 2022, and will account for the bulk of new jobs created. Professional and administrative services, which have been growing steadily in the West Midlands, will also continue to create new job opportunities.

In this context, average earnings are expected to grow in 2022, albeit against a backdrop of high inflation during at least the first half of the year.

## Long-term outlook: slower growth and new opportunities

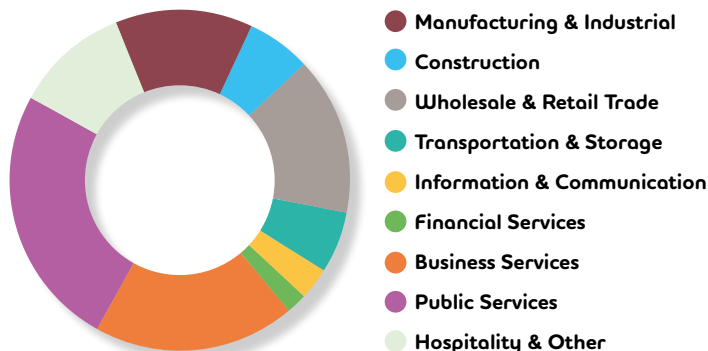
Employment in the West Midlands will continue to grow over the longer term, albeit at slower rates than in 2022 and 2023, as the economy moves from recovery phase to something closer to long run trends. Nevertheless, unemployment will continue to fall.

A feature of the West Midlands labour market will be the continued transition of jobs from traditional manufacturing to those in the service sector. Jobs lost in manufacturing roles are set to be offset by gains in business services, administrative services, and health and social care, providing the labour market can supply people with the types of skills required. The same is true for any new jobs created in advanced manufacturing.

There is therefore a challenge that skill shortages could become more than a temporary feature of the West Midlands economy. Demographics will also play a part, with the working age population starting to decline in the longer term.

### Employment structure, 2021

Employment % of total

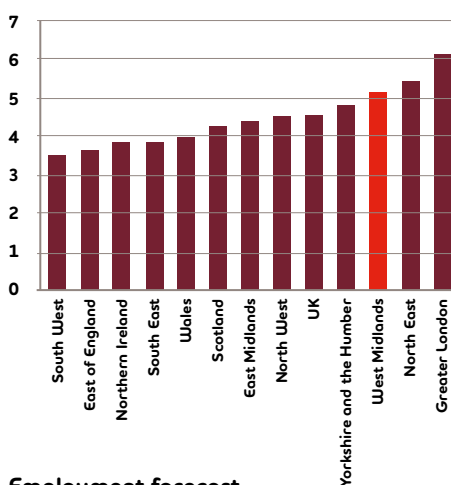


Source:  
Oxford Economics

### Unemployment, 2021

Unemployment rate %

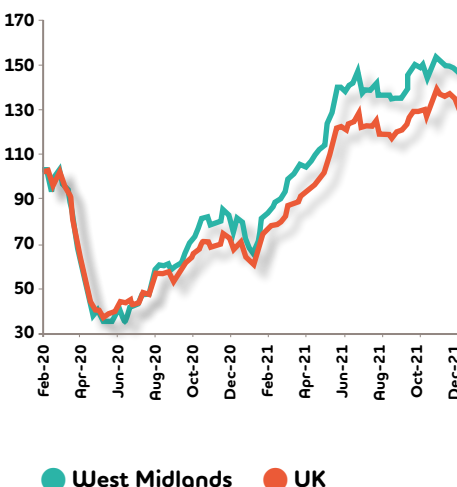
Source:  
Oxford Economics



### Online job adverts, 2020-21

Job adverts (Feb 20=100)

Source:  
ONS, Adzuna

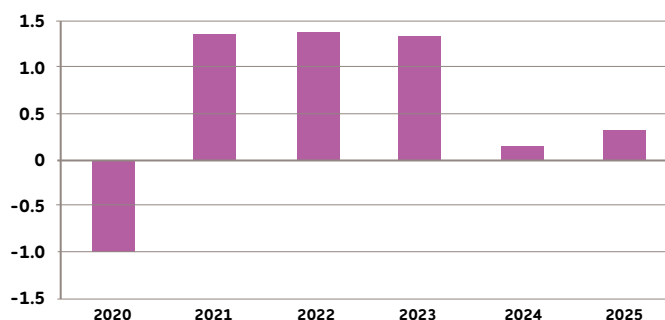


### Employment forecast

% change

● Employment

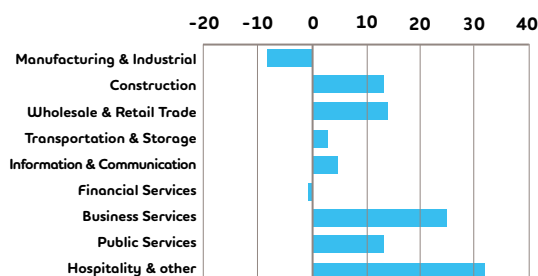
Source:  
Oxford Economics



### Expected net jobs created by sector, 2022-25

000s

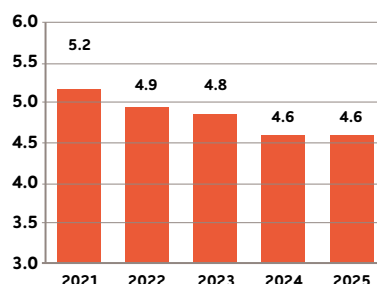
Source:  
Oxford Economics



### Unemployment rate

% economically active position

Source:  
Oxford Economics



# Top 10 West Midlands

Support Workers

Warehouse Operatives

HGV Class 1 Drivers

Care Assistants

Cleaners

Production Operatives

Teaching Assistants

Health Care Assistants

Registered Nurses

Forklift Drivers

## Accountancy and Finance

| Job Title                  | Median Salary | Trend | Talent Competitiveness Index |
|----------------------------|---------------|-------|------------------------------|
| Finance Director           | £80,300       | ↑     | Medium                       |
| Head of Finance            | £60,000       | ↑     | Medium                       |
| Financial Controller       | £54,900       | ↑     | Medium                       |
| Finance Business Partner   | £50,100       | ↔     | High                         |
| Finance Manager            | £45,000       | ↑     | High                         |
| Management Accountant      | £37,600       | ↑     | High                         |
| Financial Analyst          | £34,900       | ↑     | Medium                       |
| Finance Assistant          | £22,000       | ↑     | Medium                       |
| Accounts Assistant         | £23,000       | ↑     | Medium                       |
| Bookkeeper                 | £23,500       | ↑     | Medium                       |
| Payroll Officer            | £26,000       | ↑     | High                         |
| Credit Controller          | £22,500       | ↑     | High                         |
| Accounts Payable Assistant | £22,000       | ↑     | Medium                       |

## Administrative and Business Support

| Job Title                | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------|---------------|-------|------------------------------|
| Office Manager           | £25,000       | ↑     | Low                          |
| Office Administrator     | £20,000       | ↑     | Low                          |
| Purchasing Administrator | £21,100       | ↑     | Medium                       |
| Project Coordinator      | £26,900       | ↑     | Low                          |
| Executive Assistant      | £27,700       | ↑     | Low                          |
| Personal Assistant       | £21,300       | ↑     | Low                          |
| Medical Secretary        | £22,800       | ↑     | Low                          |
| Legal Secretary          | £20,500       | ↑     | Medium                       |
| Secretary                | £20,800       | ↑     | Low                          |
| Receptionist             | £18,900       | ↑     | Low                          |

## Manufacturing and Industrial

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Manufacturing Manager        | £40,100       | ↑     | Medium                       |
| Manufacturing Engineer       | £40,100       | ↑     | Medium                       |
| Mechanical Engineer          | £36,500       | ↑     | Medium                       |
| Electrical Engineer          | £36,000       | ↑     | Medium                       |
| Maintenance Engineer         | £35,000       | ↑     | High                         |
| Installation Engineer        | £32,400       | ↓     | Medium                       |
| CSCS Labourer                | £23,100       | ↑     | Low                          |
| Assembly / Machine Operative | £19,900       | ↑     | Medium                       |
| Warehouse Operative          | £20,800       | ↑     | High                         |
| Production Operative         | £20,200       | ↑     | Medium                       |
| Food Production Operative    | £19,800       | ↑     | Medium                       |

## Supply Chain and Logistics

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Head of Procurement          | £67,300       | ↑     | Low                          |
| Procurement Manager          | £49,100       | ↑     | High                         |
| Supply Chain Manager         | £47,600       | ↓     | Medium                       |
| Supply Chain Planner         | £30,000       | ↑     | Medium                       |
| Buyer                        | £35,000       | ↔     | Medium                       |
| Logistics Manager            | £36,800       | ↑     | Medium                       |
| Logistics Coordinator        | £25,000       | ↑     | Medium                       |
| Transportation Manager       | £34,900       | ↑     | Low                          |
| Transportation Administrator | £20,800       | ↑     | Medium                       |
| Warehouse Manager            | £31,000       | ↑     | Low                          |
| Warehouse Operative          | £20,800       | ↑     | High                         |
| Stock Controller             | £22,600       | ↑     | Medium                       |
| Stock Assistant              | £18,800       | ↑     | Medium                       |
| Delivery Driver              | £23,700       | ↑     | Medium                       |

The candidate shortage shows no sign of abating in 2022 and, along with the rest of the UK, the West Midlands will be a highly competitive job market as demand for workers continues to grow across all sectors. We are seeing a growing demand in the region for customer service administrators and assembly operators, and employers are forecasting a greater short-term need for agency worker support to maintain stability as global supply chains gradually return to normal.

The manufacturing sector has a shortage of skilled labour. This puts the emphasis on employers to upskill, retain existing staff, and improve their recruitment processes. A big priority will be to invest in people, offering more attractive employment conditions, investing in training and development, and supporting the wellbeing of staff.

**Sara Mitchell – Regional Manager**

## Sales and Customer Service

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| Business Development Manager   | £40,100       | ↑     | Medium                       |
| Business Development Executive | £26,600       | ↑     | Medium                       |
| Account Manager                | £30,000       | ↑     | Medium                       |
| Sales Manager                  | £42,700       | ↓     | Low                          |
| Sales Executive                | £28,300       | ↑     | Medium                       |
| Sales Administrator            | £20,800       | ↑     | Medium                       |
| Sales Assistant                | £18,800       | ↑     | Low                          |
| Retail Assistant               | £18,800       | ↑     | Medium                       |
| Customer Service Manager       | £34,500       | ↑     | Medium                       |
| Customer Service Team Leader   | £23,000       | ↔     | Medium                       |
| Customer Service Advisor       | £19,800       | ↑     | Medium                       |
| Customer Service Assistant     | £18,800       | ↑     | Medium                       |

## Marketing

| Job Title                   | Median Salary | Trend | Talent Competitiveness Index |
|-----------------------------|---------------|-------|------------------------------|
| Marketing Manager           | £37,600       | ↑     | Low                          |
| Marketing Executive         | £26,000       | ↑     | Medium                       |
| Marketing Assistant         | £21,100       | ↑     | Medium                       |
| Digital Marketing Manager   | £35,000       | ↑     | Medium                       |
| Social Media Specialist     | £26,600       | ↔     | Low                          |
| PPC Specialist              | £30,000       | ↔     | Medium                       |
| Digital Marketing Executive | £26,600       | ↑     | Medium                       |
| Digital Marketing Assistant | £19,800       | ↓     | Low                          |
| Account Handler             | £27,500       | ↓     | Medium                       |

## Human Resources

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| HR Manager                     | £40,100       | ↑     | Low                          |
| HR Business Partner            | £47,500       | ↑     | Medium                       |
| HR Advisor                     | £30,000       | ↑     | Medium                       |
| HR Administrator               | £21,700       | ↑     | Medium                       |
| Reward Specialist              | £41,600       | ↑     | Medium                       |
| Employee Relations Manager     | £36,000       | ↓     | Low                          |
| Talent Acquisition Manager     | £34,900       | ↑     | Medium                       |
| Diversity & Inclusion Manager  | £37,600       | ↓     | Low                          |
| Learning & Development Manager | £40,100       | ↓     | Medium                       |
| Recruitment Coordinator        | £23,000       | ↑     | Medium                       |
| Recruiter                      | £26,600       | ↑     | Medium                       |

## IT

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| IT Manager                   | £42,600       | ↑     | Medium                       |
| Information Security Manager | £57,300       | ↑     | High                         |
| Information Security Analyst | £44,400       | ↑     | High                         |
| Cybersecurity Manager        | £47,500       | ↔     | High                         |
| Cybersecurity Engineer       | £45,000       | ↔     | High                         |
| IT Auditor                   | £52,600       | ↑     | Medium                       |
| Full Stack Developer         | £45,000       | ↑     | High                         |
| Front End Developer          | £42,600       | ↑     | High                         |
| Back End Developer           | £50,000       | ↑     | High                         |
| IT Network Engineer          | £42,700       | ↔     | High                         |
| Infrastructure Engineer      | £42,700       | ↑     | High                         |
| IT Support Engineer          | £26,600       | ↑     | Medium                       |
| Service Desk Analyst         | £24,500       | ↑     | High                         |
| IT Project Manager           | £50,000       | ↔     | Medium                       |
| IT Business Analyst          | £42,600       | ↑     | High                         |

“

The West Midlands will be a highly competitive job market as demand for workers continues to grow.”

# East of England

## Favourable long-term employment prospects after jobs growth in 2021

The region has important strength in life sciences and information technology but also legacy sectors such as vehicle manufacturing. Some counties are closely connected to the London economy, while others are remote and more reliant on farming and related sectors.

## The East of England labour market showed resilience throughout 2021

The East of England labour market proved resilient during the pandemic. Although the full-year average employment was below that of 2020, evidence shows that employment expanded during the course of the year. Indeed, payroll data indicates that by mid-2021, the number of employees already exceeded pre-pandemic levels.

Three sectors experienced noticeable growth: health & social care, logistics, and business services. However, employment

declined markedly in manufacturing, retail, and education. Jobs in financial and insurance activities, which are particularly important in and around Norwich, also declined significantly.

Other labour market indicators were also positive in 2021. Unemployment declined sharply and the East of England had one of the lowest rates of unemployment in the UK. While many workers left the labour market during the pandemic, there is evidence that a large share of those have already returned

in the region, bucking the trend of much of the UK. As a result, the East of England is better placed than most regions to maximise opportunities for growth in 2022.

# The labour market is forecast to rebound in 2022

Employment growth is expected to pick up in 2022. By the end of the year, we expect that there will be more jobs in the region than there were before the pandemic.

Business services, in particular professional, scientific & technical activities, are expected to grow at the fastest pace in 2022, creating notable employment opportunities in higher skilled occupations. Other fast-growing sectors include arts & entertainment and hospitality, two sectors that were both severely hit in 2021 and whose employment growth in 2022 is expected to offset last year's job losses.

Average earnings are expected to accelerate from the growth already seen in 2021, although inflation and higher taxes may reduce real in-pocket gains.

## Long-term outlook: growing knowledge-based activities despite a slowing labour market

Employment growth is expected to slow down in 2024 and 2025 after two years of rapid growth. As elsewhere in the country, manufacturing employment is likely to decline in the face of continuing automation.

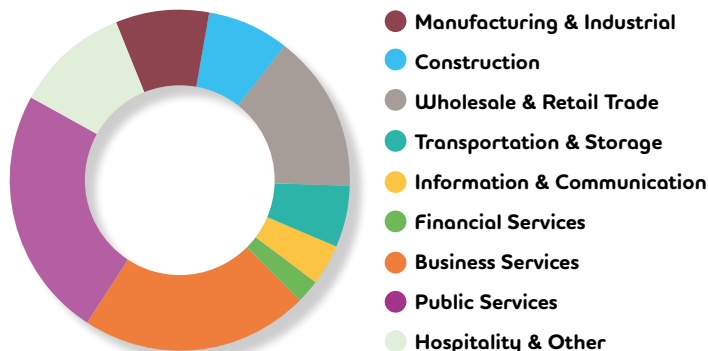
Meanwhile, knowledge-based activities such as business services and information & communication are expected to continue to grow, along with health & social care activities. The concentration of life sciences in and around Cambridge could also offer further opportunities for growth.

Overall, the labour market prospects for the East of England are favourable. The unemployment rate is set to continue to decline and will have reached a long-term low by 2024. The region's labour force also tends to have a relatively favourable skills profile, which should enable it to adapt as the economy transitions towards higher-end service-based roles.

Furthermore, the East of England is one of the few regions that is expected to maintain working age population growth over the long term, significantly out-pacing the national average. This will both support and reflect economic growth.

## Employment structure, 2021

Employment % of total

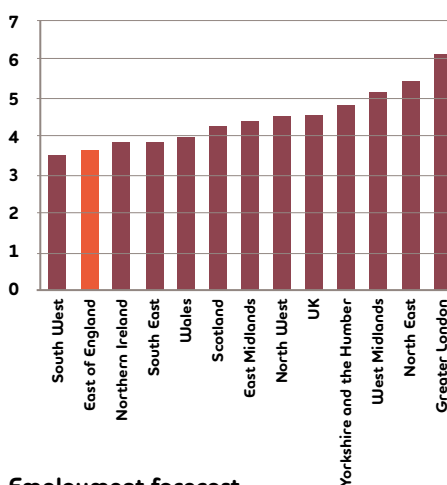


Source: Oxford Economics

## Unemployment, 2021

Unemployment rate %

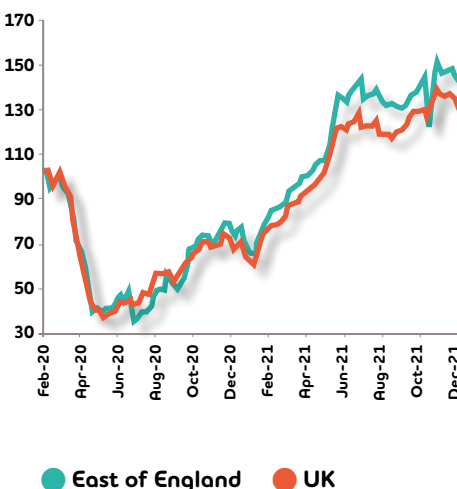
Source: Oxford Economics



## Online job adverts, 2020-21

Job adverts (Feb 20=100)

Source: ONS, Adzuna

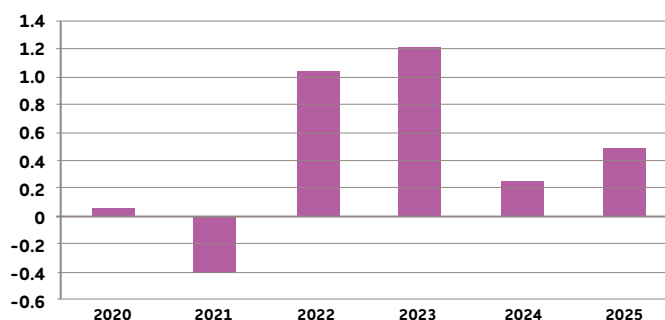


## Employment forecast

% change

● Employment

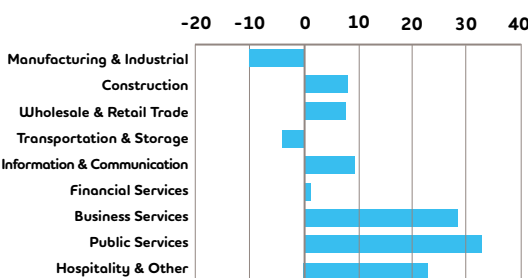
Source: Oxford Economics



## Expected net jobs created by sector, 2022-25

000s

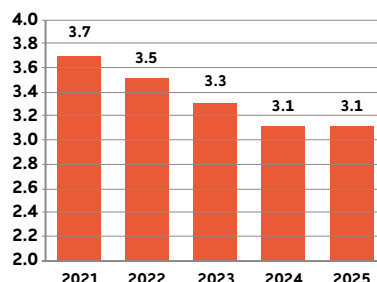
Source: Oxford Economics



## Unemployment rate

% economically active position

Source: Oxford Economics



# Top 10 East of England

Support Workers

Warehouse Operatives

Care Assistants

Cleaners

Health Care Assistants

CSCS Labourers

Quantity Surveyors

Registered Nurses

Production Operatives

HGV Class 1 Drivers

## Accountancy and Finance

| Job Title                  | Median Salary | Trend | Talent Competitiveness Index |
|----------------------------|---------------|-------|------------------------------|
| Finance Director           | £82,800       | ↑     | Medium                       |
| Head of Finance            | £64,900       | ↑     | Medium                       |
| Financial Controller       | £60,100       | ↑     | High                         |
| Finance Business Partner   | £50,000       | ↑     | High                         |
| Finance Manager            | £45,500       | ↑     | Medium                       |
| Management Accountant      | £37,600       | ↔     | High                         |
| Financial Analyst          | £42,700       | ↑     | Medium                       |
| Finance Assistant          | £22,500       | ↑     | Medium                       |
| Accounts Assistant         | £24,000       | ↑     | Medium                       |
| Bookkeeper                 | £26,000       | ↑     | Medium                       |
| Payroll Officer            | £25,700       | ↑     | High                         |
| Credit Controller          | £24,000       | ↑     | High                         |
| Accounts Payable Assistant | £23,000       | ↑     | Medium                       |

## Administrative and Business Support

| Job Title                | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------|---------------|-------|------------------------------|
| Office Manager           | £27,900       | ↑     | Low                          |
| Office Administrator     | £20,800       | ↑     | Low                          |
| Purchasing Administrator | £21,600       | ↑     | Medium                       |
| Project Coordinator      | £26,000       | ↑     | Medium                       |
| Executive Assistant      | £29,500       | ↑     | Low                          |
| Personal Assistant       | £23,000       | ↑     | Low                          |
| Medical Secretary        | £23,000       | ↑     | Medium                       |
| Legal Secretary          | £22,000       | ↑     | Medium                       |
| Secretary                | £22,800       | ↑     | Low                          |
| Receptionist             | £19,100       | ↑     | Low                          |

## Manufacturing and Industrial

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Manufacturing Manager        | £41,700       | ↓     | Medium                       |
| Manufacturing Engineer       | £40,600       | ↑     | High                         |
| Mechanical Engineer          | £38,300       | ↔     | Medium                       |
| Electrical Engineer          | £37,100       | ↓     | High                         |
| Maintenance Engineer         | £38,100       | ↑     | High                         |
| Installation Engineer        | £34,000       | ↓     | Medium                       |
| CSCS Labourer                | £23,900       | ↑     | Medium                       |
| Assembly / Machine Operative | £19,900       | ↑     | Medium                       |
| Warehouse Operative          | £20,900       | ↑     | High                         |
| Production Operative         | £20,400       | ↑     | Medium                       |
| Food Production Operative    | £21,100       | ↔     | Medium                       |

## Supply Chain and Logistics

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Head of Procurement          | £69,900       | ↔     | Low                          |
| Procurement Manager          | £51,600       | ↔     | Medium                       |
| Supply Chain Manager         | £50,100       | ↓     | Medium                       |
| Supply Chain Planner         | £32,100       | ↓     | Medium                       |
| Buyer                        | £33,000       | ↑     | Medium                       |
| Logistics Manager            | £35,500       | ↓     | Medium                       |
| Logistics Coordinator        | £26,600       | ↑     | Medium                       |
| Transportation Manager       | £35,000       | ↑     | Low                          |
| Transportation Administrator | £22,500       | ↑     | Medium                       |
| Warehouse Manager            | £33,500       | ↔     | Low                          |
| Warehouse Operative          | £20,900       | ↑     | High                         |
| Stock Controller             | £22,500       | ↑     | Medium                       |
| Stock Assistant              | £18,800       | ↑     | Medium                       |
| Delivery Driver              | £24,500       | ↑     | Medium                       |

The battle to secure talent rages on – candidates have multiple options and know they are in the driving seat in negotiations. Clients that are more adaptable and reactive to the market have more chance of securing the best candidates. Although salary is very much still the highest priority, a lot of the final decision comes down to feeling wanted by the client.

The interview process has become slightly less formal. It's now more of a sales pitch from client to candidate, in which they sell the business to them and describe the journey they can have within their organisation. Previously, the focus would have been purely on the candidate's skill set, rather than their personality and ability to bring more than just "a good level of Excel" or a particular qualification. Good employers recognise good people.

In the temporary market, many immediately available candidates are very much focused on the pay rate, resulting in a wage war. We have also noticed a lack of mobility from candidates – a knock-on effect from the backlog of driving tests.

**Laura Edwards – Regional Manager**

“

**Candidates have multiple options and know they are in the driving seat in negotiations.”**

## Sales and Customer Service

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| Business Development Manager   | £40,100       | ↑     | Low                          |
| Business Development Executive | £26,600       | ↑     | Medium                       |
| Account Manager                | £30,000       | ↑     | Medium                       |
| Sales Manager                  | £40,100       | ↑     | Medium                       |
| Sales Executive                | £29,500       | ↑     | Medium                       |
| Sales Administrator            | £22,000       | ↑     | High                         |
| Sales Assistant                | £18,800       | ↑     | Low                          |
| Retail Assistant               | £18,800       | ↑     | Medium                       |
| Customer Service Manager       | £35,000       | ↑     | Medium                       |
| Customer Service Team Leader   | £23,500       | ↑     | Medium                       |
| Customer Service Advisor       | £20,300       | ↑     | Medium                       |
| Customer Service Assistant     | £18,800       | ↑     | Medium                       |

## Marketing

| Job Title                   | Median Salary | Trend | Talent Competitiveness Index |
|-----------------------------|---------------|-------|------------------------------|
| Marketing Manager           | £38,800       | ↑     | Medium                       |
| Marketing Executive         | £27,500       | ↑     | Medium                       |
| Marketing Assistant         | £22,000       | ↔     | Low                          |
| Digital Marketing Manager   | £39,600       | ↓     | Medium                       |
| Social Media Specialist     | £25,700       | ↑     | Low                          |
| PPC Specialist              | £32,900       | ↔     | Medium                       |
| Digital Marketing Executive | £26,900       | ↑     | Medium                       |
| Digital Marketing Assistant | £19,800       | ↑     | High                         |
| Account Handler             | £27,500       | ↑     | Medium                       |

## Human Resources

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| HR Manager                     | £41,200       | ↔     | Medium                       |
| HR Business Partner            | £47,500       | ↑     | Medium                       |
| HR Advisor                     | £31,300       | ↑     | Medium                       |
| HR Administrator               | £22,500       | ↑     | Medium                       |
| Reward Specialist              | £41,700       | ↑     | Medium                       |
| Employee Relations Manager     | £34,800       | ↑     | Medium                       |
| Talent Acquisition Manager     | £35,000       | ↓     | Medium                       |
| Diversity & Inclusion Manager  | £32,600       | ↔     | Medium                       |
| Learning & Development Manager | £37,600       | ↑     | Medium                       |
| Recruitment Coordinator        | £24,000       | ↑     | Medium                       |
| Recruiter                      | £26,600       | ↑     | Medium                       |

## IT

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| IT Manager                   | £44,900       | ↑     | Medium                       |
| Information Security Manager | £54,800       | ↔     | High                         |
| Information Security Analyst | £44,900       | ↔     | High                         |
| Cybersecurity Manager        | £42,600       | ↔     | High                         |
| Cybersecurity Engineer       | £40,100       | ↔     | High                         |
| IT Auditor                   | £54,900       | ↓     | Medium                       |
| Full Stack Developer         | £50,000       | ↑     | Medium                       |
| Front End Developer          | £44,900       | ↑     | High                         |
| Back End Developer           | £54,900       | ↑     | Medium                       |
| IT Network Engineer          | £44,900       | ↔     | High                         |
| Infrastructure Engineer      | £46,500       | ↓     | High                         |
| IT Support Engineer          | £25,500       | ↑     | Medium                       |
| Service Desk Analyst         | £24,800       | ↔     | High                         |
| IT Project Manager           | £50,000       | ↑     | Medium                       |
| IT Business Analyst          | £47,000       | ↔     | Medium                       |

# Greater London



## London set to lead jobs growth from 2022 onwards after slower recovery in 2021

London is almost unique, globally, because of the variety of sectors that it is pre-eminent in, ranging from professional and financial services to media, culture, and life sciences. But rising costs and Brexit mean that it now only slightly outperforms its rivals in terms of economic growth.

## Labour market showing signs of continued growth

The Covid-19 pandemic affected different parts of the London labour market very differently. An unusually large share of London's employment occurs in roles that are normally office-based, such as professional and financial services, and people in these jobs were mostly able to switch to home working. That helped to maintain employment during the pandemic. And in some activities, such as information & communication, there was an increase in employment as demand for digital services grew.

Against that, the shift to home-working severely damaged retail and hospitality employment, which was also directly hit by the pandemic, as were arts, entertainment, and leisure jobs. This severely affected demand for work, and the relative number of job adverts was low compared to the rest of the UK. Overall, employee numbers in London took longer to return to normal during the year than in any other region of the UK.

The capital was probably also hard-hit by the Omicron variant in December 2021 and January 2022. However, the rapid removal of work-from-home guidance, reductions in required self-isolation periods, and the ending of most other restrictions should feed through to greater activity and footfall in the capital and bolster jobs across a number of sectors.

## Sector-wide growth in 2022 as London leads the way

2022 should see a rapid shift towards normality in London, with the capital expected to experience the fastest employment growth in the country.

The sectoral picture is somewhat distorted by the changes experienced over the past 18 months. Job creation in London is expected to be fastest in sectors that suffered the sharpest declines. The lifting of Covid-19 restrictions should reinvigorate local consumption habits, benefitting the hospitality sector and the arts and entertainment industry which are both expected to recruit heavily in 2022. Retail roles will grow too. The visitor economy will also recover, but probably more slowly, especially for long-haul and business visitors.

London will also benefit from the recovery of administrative support services and the continued growth of professional, scientific & technical services and information & communication. These are sectors which have been at the heart of London's success in recent decades.

The only sectors that are forecast to see employment decline are manufacturing and industrial production – but they represent a small proportion of activity in London.

The number of unemployed people is expected to continue to fall, although the unemployment rate will remain the highest in the country on average in 2022.

## Long-term outlook: continued growth boosted by demographic trends

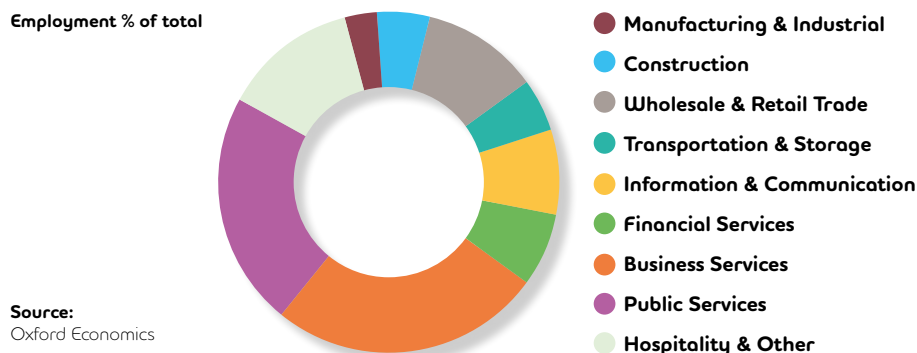
We expect employment in London to continue to grow in the longer term, although at a slower pace than in 2022 and 2023. Despite slowing growth, London will lead the UK over the longer term. Business services and information & communication will experience some of the highest rates of growth. As a result, managers, professional, and technical occupations will continue to be in high demand.

The growth in health sector employment will also support demand for personal services occupation, which includes care workers.

Part of London's success has been its openness – both for investment and to inward migration. London will continue to benefit from its scale and ability to attract capital. It will also be boosted by strong net inward migration over the next few years, as workers and students return to the capital post-Covid – a reversal of the pattern during the pandemic.

### Employment structure, 2021

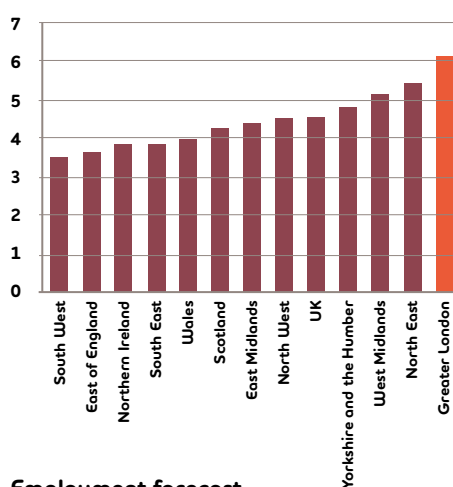
Employment % of total



### Unemployment, 2021

Unemployment rate %

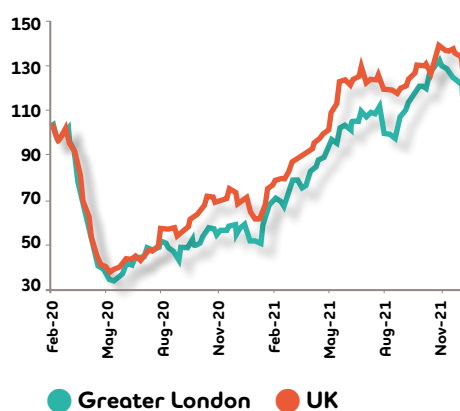
Source: Oxford Economics



### Online job adverts, 2020-21

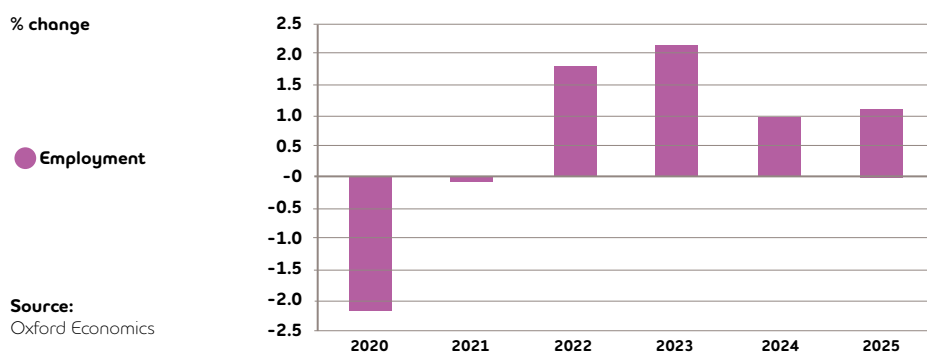
Job adverts (Feb 20=100)

Source: ONS, Adzuna



### Employment forecast

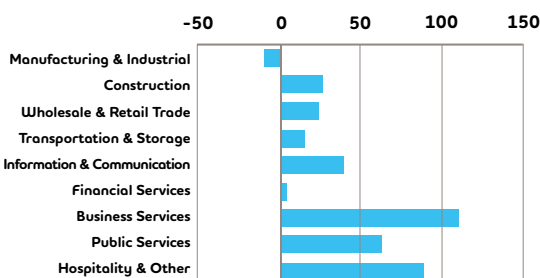
% change



### Expected net jobs created by sector, 2022-25

000s

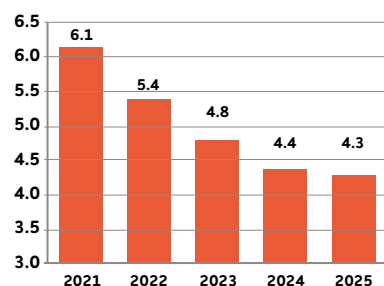
Source: Oxford Economics



### Unemployment rate

% economically active position

Source: Oxford Economics



# Top 10 Greater London

Support Workers

Teaching Assistants

Project Managers

Quantity Surveyors

Business Development  
Managers

Recruitment Consultants

Learning Support Assistants

SEN Teaching Assistants

Account Managers

Nannies

## Accountancy and Finance

| Job Title                  | Median Salary | Trend | Talent Competitiveness Index |
|----------------------------|---------------|-------|------------------------------|
| Finance Director           | £95,100       | ↑     | High                         |
| Head of Finance            | £67,500       | ↓     | High                         |
| Financial Controller       | £67,500       | ↑     | High                         |
| Finance Business Partner   | £57,500       | ↔     | High                         |
| Finance Manager            | £52,700       | ↑     | High                         |
| Management Accountant      | £44,200       | ↑     | High                         |
| Financial Analyst          | £47,500       | ↔     | High                         |
| Finance Assistant          | £25,500       | ↑     | Medium                       |
| Accounts Assistant         | £27,500       | ↑     | Medium                       |
| Bookkeeper                 | £28,500       | ↑     | Low                          |
| Payroll Officer            | £29,000       | ↑     | High                         |
| Credit Controller          | £27,500       | ↑     | High                         |
| Accounts Payable Assistant | £25,000       | ↑     | Medium                       |

## Administrative and Business Support

| Job Title                | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------|---------------|-------|------------------------------|
| Office Manager           | £32,400       | ↑     | Low                          |
| Office Administrator     | £22,500       | ↑     | Low                          |
| Purchasing Administrator | £23,200       | ↑     | Low                          |
| Project Coordinator      | £30,000       | ↑     | Medium                       |
| Executive Assistant      | £42,200       | ↑     | Medium                       |
| Personal Assistant       | £31,000       | ↑     | Low                          |
| Medical Secretary        | £26,800       | ↑     | Low                          |
| Legal Secretary          | £29,100       | ↓     | Medium                       |
| Secretary                | £27,500       | ↑     | Low                          |
| Receptionist             | £22,300       | ↑     | Low                          |

## Manufacturing and Industrial

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Manufacturing Manager        | £41,700       | ↑     | Low                          |
| Manufacturing Engineer       | £40,100       | ↑     | Low                          |
| Mechanical Engineer          | £39,600       | ↑     | High                         |
| Electrical Engineer          | £39,600       | ↑     | High                         |
| Maintenance Engineer         | £38,100       | ↑     | High                         |
| Installation Engineer        | £34,900       | ↔     | High                         |
| CSCS Labourer                | £23,900       | ↑     | Low                          |
| Assembly / Machine Operative | £21,300       | ↑     | Low                          |
| Warehouse Operative          | £21,300       | ↑     | Low                          |
| Production Operative         | £19,800       | ↑     | Low                          |
| Food Production Operative    | £19,800       | ↑     | Medium                       |

## Supply Chain and Logistics

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Head of Procurement          | £71,000       | ↑     | Medium                       |
| Procurement Manager          | £57,500       | ↑     | High                         |
| Supply Chain Manager         | £50,000       | ↓     | Medium                       |
| Supply Chain Planner         | £37,000       | ↑     | Medium                       |
| Buyer                        | £37,500       | ↔     | Medium                       |
| Logistics Manager            | £40,100       | ↑     | Low                          |
| Logistics Coordinator        | £27,500       | ↑     | Low                          |
| Transportation Manager       | £37,500       | ↑     | Low                          |
| Transportation Administrator | £22,400       | ↑     | Low                          |
| Warehouse Manager            | £34,900       | ↑     | Low                          |
| Warehouse Operative          | £21,300       | ↑     | Low                          |
| Stock Controller             | £24,500       | ↓     | Low                          |
| Stock Assistant              | £18,800       | ↑     | Low                          |
| Delivery Driver              | £25,000       | ↑     | High                         |

Across the Greater London region, we continue to see candidate shortages across most job role competencies and industry sectors. Many clients are keen to understand what others are doing to improve their employee value proposition (EVP), looking for a source of inspiration both to improve their own talent attraction and to retain their existing staff.

As you would expect, remote working remains a top priority for candidates who are considering their next move. We are managing more job offer and counteroffer negotiations on behalf of our clients and candidates with salary inflation being a major consideration. Due to this trend, we are advising employers to continually review and benchmark salaries with us to ensure they are offering competitive pay alongside creative compensation and benefits packages.

**Scott Barham – Regional Director**

## Sales and Customer Service

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| Business Development Manager   | £45,000       | ↔     | Medium                       |
| Business Development Executive | £30,000       | ↔     | High                         |
| Account Manager                | £35,200       | ↑     | Medium                       |
| Sales Manager                  | £45,000       | ↓     | Low                          |
| Sales Executive                | £30,000       | ↔     | Medium                       |
| Sales Administrator            | £24,000       | ↑     | Medium                       |
| Sales Assistant                | £19,500       | ↑     | Low                          |
| Retail Assistant               | £20,500       | ↑     | High                         |
| Customer Service Manager       | £40,100       | ↑     | Medium                       |
| Customer Service Team Leader   | £26,000       | ↔     | High                         |
| Customer Service Advisor       | £21,400       | ↑     | Medium                       |
| Customer Service Assistant     | £20,800       | ↑     | Medium                       |

## Marketing

| Job Title                   | Median Salary | Trend | Talent Competitiveness Index |
|-----------------------------|---------------|-------|------------------------------|
| Marketing Manager           | £42,600       | ↑     | Medium                       |
| Marketing Executive         | £29,000       | ↑     | Medium                       |
| Marketing Assistant         | £23,500       | ↑     | Low                          |
| Digital Marketing Manager   | £45,000       | ↑     | Medium                       |
| Social Media Specialist     | £32,400       | ↑     | Low                          |
| PPC Specialist              | £35,000       | ↑     | High                         |
| Digital Marketing Executive | £30,000       | ↑     | Medium                       |
| Digital Marketing Assistant | £22,000       | ↑     | Low                          |
| Account Handler             | £30,000       | ↓     | Medium                       |

## Human Resources

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| HR Manager                     | £46,500       | ↑     | Low                          |
| HR Business Partner            | £55,000       | ↑     | Low                          |
| HR Advisor                     | £35,000       | ↑     | Low                          |
| HR Administrator               | £26,000       | ↑     | Medium                       |
| Reward Specialist              | £52,700       | ↑     | Medium                       |
| Employee Relations Manager     | £44,200       | ↑     | Low                          |
| Talent Acquisition Manager     | £42,700       | ↔     | Low                          |
| Diversity & Inclusion Manager  | £42,900       | ↓     | Low                          |
| Learning & Development Manager | £44,500       | ↑     | Low                          |
| Recruitment Coordinator        | £31,000       | ↑     | Low                          |
| Recruiter                      | £30,500       | ↑     | High                         |

## IT

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| IT Manager                   | £50,000       | ↑     | Low                          |
| Information Security Manager | £70,000       | ↑     | High                         |
| Information Security Analyst | £55,000       | ↔     | High                         |
| Cybersecurity Manager        | £64,900       | ↓     | High                         |
| Cybersecurity Engineer       | £55,000       | ↓     | High                         |
| IT Auditor                   | £64,900       | ↔     | High                         |
| Full Stack Developer         | £65,000       | ↑     | High                         |
| Front End Developer          | £60,100       | ↑     | High                         |
| Back End Developer           | £70,000       | ↔     | High                         |
| IT Network Engineer          | £59,100       | ↑     | High                         |
| Infrastructure Engineer      | £52,700       | ↑     | High                         |
| IT Support Engineer          | £30,000       | ↑     | Medium                       |
| Service Desk Analyst         | £28,000       | ↑     | High                         |
| IT Project Manager           | £60,000       | ↑     | High                         |
| IT Business Analyst          | £57,500       | ↑     | High                         |

“

**We are managing more job offer and counteroffer negotiations on behalf of our clients and candidates.”**

# South East



## **Strong employment growth in 2022 and 2023, as the region attracts highly-educated workers from the rest of the UK**

Much of the region ranks among Europe's leading locations for innovation which, combined with very strong commuting and supply links to London, means that the South East continues to be at or near the top of most UK prosperity measures.

## **Employee numbers rose in 2021, but self-employment fell**

The South East economy expanded in 2021, with employment on its way back to normality. The number of payrolled employees grew in almost every month of the year, and exceeded pre-pandemic levels by mid-2021. However, the full-year average was still marginally lower than in 2020.

The hospitality sector was the largest recruiter during the year, along with the health & social care industry. Business services, which account for a large share of employment in

the South East, also continued to recruit in 2021.

Unemployment increased slightly in 2021, although the rate remained below the UK average. However, more significant was the rise in people who were no longer in work but also not actively seeking work.

This number rose sharply in early 2021 and remained elevated throughout the year. Swelling their numbers were formerly self-employed people, who normally

represent a larger share of the workforce in the South East than in most other regions.

Employment in this group fell significantly in the South East in 2021, and at a faster rate than in the UK as a whole.

# Strong jobs growth expected in 2022, as the pandemic comes increasingly under control

We anticipate that in 2022, employment in the South East will grow faster than in most other regions.

Several sectors that contribute significantly to the region's economy, including professional and scientific services, administrative support services, and information & communication, are expected to expand their workforces in 2022.

We also expect that the lifting of the remaining domestic Covid-19 restrictions will result in an increasing number of desk-based workers returning to their offices for at least part of the week. That is likely to boost spending in restaurants, pubs, and shops. Retail is expected to contribute the most to employment growth in 2022, and hospitality will continue to recruit significantly.

## Long-term outlook: growth in high productivity, high skilled jobs will attract workers from elsewhere

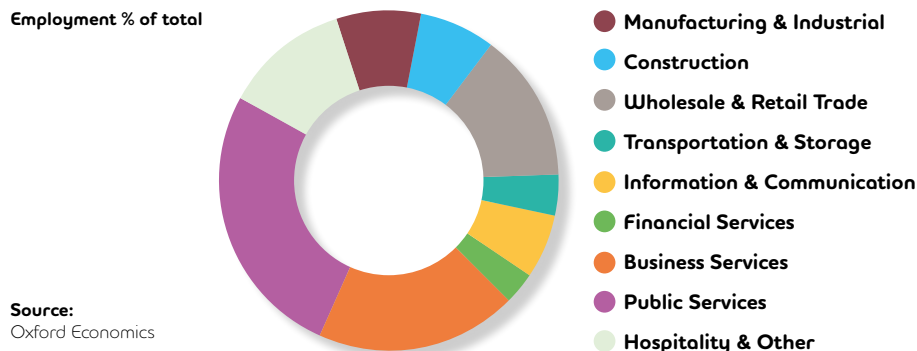
Employment will continue to grow in the longer term, although at a slower pace from 2024 onwards. Overall, the South East is expected to be one of the fastest growing UK regions in employment terms, second only to London. Unemployment is set to continue to decline to below pre-pandemic rates.

Among sectors, business services are expected to contribute the most to employment creation from 2022 onwards. Many jobs are also likely to be created in related high-productivity sectors, such as information & communication, reflecting the high demand for digital equipment and services, in which the region specialises. Partly as a result, there will be increasing demand for senior occupations such as managers and professionals, whereas administrative and secretarial occupations will grow only slowly.

Reflecting these favourable trends, the South East will continue to attract workers, often highly-educated from elsewhere in the country and abroad. Indeed, the South East is one of the few regions in which the working-age population is expected to increase in the longer term.

### Employment structure, 2021

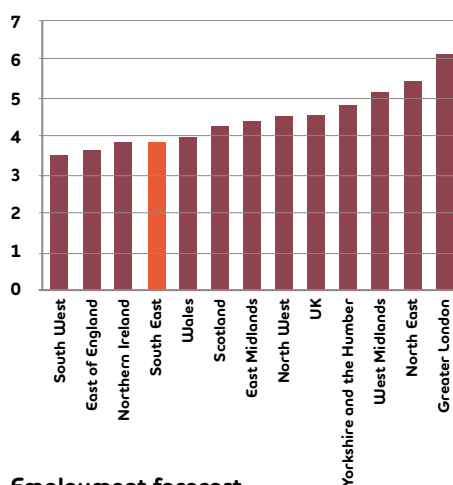
Employment % of total



### Unemployment, 2021

Unemployment rate %

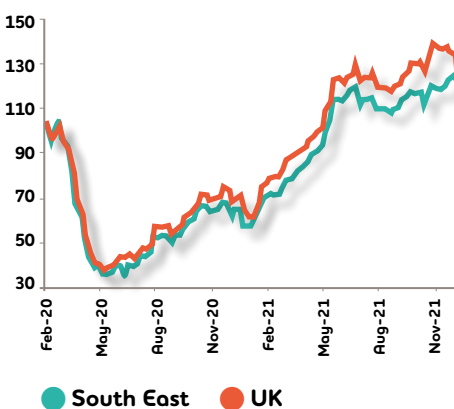
Source: Oxford Economics



### Online job adverts, 2020-21

Job adverts (Feb 20=100)

Source: ONS, Adzuna

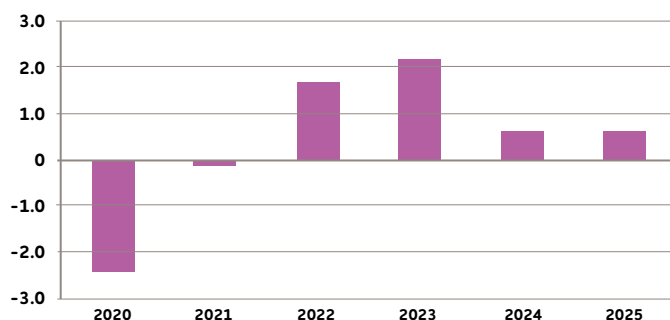


### Employment forecast

% change

● Employment

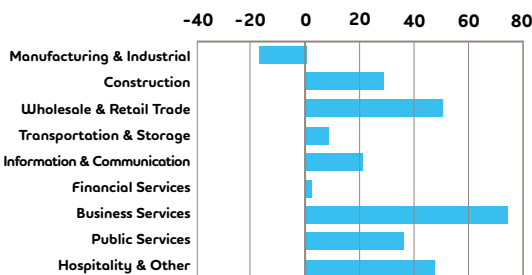
Source: Oxford Economics



### Expected net jobs created by sector, 2022-25

000s

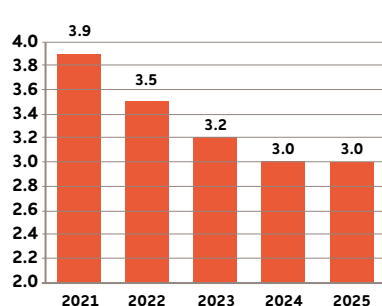
Source: Oxford Economics



### Unemployment rate

% economically active position

Source: Oxford Economics



# Top 10 South East

Support Workers

Care Assistants

Warehouse Operatives

CSCS Labourers

Cleaners

Health Care Assistants

Teaching Assistants

Registered Nurses

Quantity Surveyors

Project Managers

## Accountancy and Finance

| Job Title                  | Median Salary | Trend | Talent Competitiveness Index |
|----------------------------|---------------|-------|------------------------------|
| Finance Director           | £82,800       | ↓     | Medium                       |
| Head of Finance            | £64,100       | ↑     | Medium                       |
| Financial Controller       | £57,500       | ↑     | Medium                       |
| Finance Business Partner   | £50,000       | ↔     | High                         |
| Finance Manager            | £47,600       | ↑     | Medium                       |
| Management Accountant      | £40,100       | ↑     | High                         |
| Financial Analyst          | £40,100       | ↑     | High                         |
| Finance Assistant          | £23,000       | ↑     | Medium                       |
| Accounts Assistant         | £25,000       | ↑     | Medium                       |
| Bookkeeper                 | £26,600       | ↑     | Medium                       |
| Payroll Officer            | £26,600       | ↔     | Medium                       |
| Credit Controller          | £24,000       | ↔     | High                         |
| Accounts Payable Assistant | £23,500       | ↑     | High                         |

## Administrative and Business Support

| Job Title                | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------|---------------|-------|------------------------------|
| Office Manager           | £27,500       | ↑     | Low                          |
| Office Administrator     | £20,800       | ↑     | Low                          |
| Purchasing Administrator | £22,000       | ↑     | High                         |
| Project Coordinator      | £26,600       | ↑     | Medium                       |
| Executive Assistant      | £31,000       | ↔     | Medium                       |
| Personal Assistant       | £24,100       | ↑     | Low                          |
| Medical Secretary        | £22,800       | ↑     | Low                          |
| Legal Secretary          | £22,500       | ↑     | Medium                       |
| Secretary                | £23,000       | ↑     | Medium                       |
| Receptionist             | £19,600       | ↑     | Low                          |

## Manufacturing and Industrial

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Manufacturing Manager        | £42,600       | ↔     | Medium                       |
| Manufacturing Engineer       | £40,100       | ↑     | High                         |
| Mechanical Engineer          | £39,600       | ↑     | Medium                       |
| Electrical Engineer          | £38,100       | ↑     | High                         |
| Maintenance Engineer         | £36,000       | ↑     | High                         |
| Installation Engineer        | £33,700       | ↓     | Medium                       |
| CSCS Labourer                | £23,900       | ↑     | Medium                       |
| Assembly / Machine Operative | £19,800       | ↑     | Medium                       |
| Warehouse Operative          | £20,800       | ↑     | High                         |
| Production Operative         | £20,500       | ↑     | Medium                       |
| Food Production Operative    | £20,400       | ↑     | High                         |

## Supply Chain and Logistics

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Head of Procurement          | £75,100       | ↓     | Low                          |
| Procurement Manager          | £49,000       | ↑     | Medium                       |
| Supply Chain Manager         | £50,000       | ↓     | Medium                       |
| Supply Chain Planner         | £32,400       | ↑     | Medium                       |
| Buyer                        | £32,400       | ↑     | Medium                       |
| Logistics Manager            | £36,500       | ↑     | Medium                       |
| Logistics Coordinator        | £26,000       | ↓     | Medium                       |
| Transportation Manager       | £37,600       | ↓     | Low                          |
| Transportation Administrator | £22,000       | ↑     | Medium                       |
| Warehouse Manager            | £31,000       | ↔     | Low                          |
| Warehouse Operative          | £20,800       | ↑     | High                         |
| Stock Controller             | £23,500       | ↓     | Medium                       |
| Stock Assistant              | £18,800       | ↑     | Medium                       |
| Delivery Driver              | £24,600       | ↑     | Medium                       |

In the South East we have seen some of the highest numbers of job vacancies, coupled with some of the lowest unemployment figures. This is leading to a very competitive job market as demand grows across all sectors, including logistics and distribution, retail, and customer service.

As a result, candidates are attending multiple interviews and selecting the best roles, based not only on salary but on benefits including hybrid working, home working, and flexibility around working hours. Good work-life balance is playing a major role in their decision-making.

We're also seeing an increase in counteroffers in the region, meaning that even when a role has been filled there is an increased chance that the candidate may have a better offer presented. This is driving up salaries and causing businesses to look at the value of their entire benefits package.

Tech, telecoms, and engineering roles are facing a longstanding skills shortage, exacerbated by the increased demand for skills associated with digital transformation and the green transition. We can see some specific drivers of demand in the South East – for instance, huge growth in demand for biotechnology skills.

One way in which businesses are looking to tackle these challenges is to speed up their interview and selection process. We continue to see first interviews commonly being held virtually, although there has been an increase in second interviews being held face to face.

**Kim Gordon – Regional Manager**

“

**Counteroffers are driving up salaries and causing businesses to look at the value of their entire benefits package.”**

## Sales and Customer Service

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| Business Development Manager   | £40,100       | ↔     | Medium                       |
| Business Development Executive | £26,900       | ↑     | High                         |
| Account Manager                | £30,500       | ↔     | Medium                       |
| Sales Manager                  | £40,100       | ↔     | Medium                       |
| Sales Executive                | £29,000       | ↑     | Medium                       |
| Sales Administrator            | £22,500       | ↑     | High                         |
| Sales Assistant                | £18,800       | ↑     | Low                          |
| Retail Assistant               | £18,800       | ↑     | Low                          |
| Customer Service Manager       | £35,000       | ↔     | Medium                       |
| Customer Service Team Leader   | £24,800       | ↑     | Medium                       |
| Customer Service Advisor       | £20,500       | ↑     | High                         |
| Customer Service Assistant     | £18,800       | ↑     | Medium                       |

## Marketing

| Job Title                   | Median Salary | Trend | Talent Competitiveness Index |
|-----------------------------|---------------|-------|------------------------------|
| Marketing Manager           | £40,100       | ↑     | Medium                       |
| Marketing Executive         | £27,500       | ↑     | Medium                       |
| Marketing Assistant         | £22,000       | ↑     | Low                          |
| Digital Marketing Manager   | £40,100       | ↓     | Medium                       |
| Social Media Specialist     | £27,500       | ↔     | Low                          |
| PPC Specialist              | £32,000       | ↑     | High                         |
| Digital Marketing Executive | £27,500       | ↑     | Medium                       |
| Digital Marketing Assistant | £19,800       | ↓     | Medium                       |
| Account Handler             | £27,500       | ↑     | Medium                       |

## Human Resources

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| HR Manager                     | £42,600       | ↑     | Medium                       |
| HR Business Partner            | £46,000       | ↑     | Medium                       |
| HR Advisor                     | £32,100       | ↑     | Medium                       |
| HR Administrator               | £23,000       | ↑     | Medium                       |
| Reward Specialist              | £42,700       | ↑     | Medium                       |
| Employee Relations Manager     | £39,600       | ↓     | Low                          |
| Talent Acquisition Manager     | £35,000       | ↔     | Medium                       |
| Diversity & Inclusion Manager  | £32,200       | ↔     | Low                          |
| Learning & Development Manager | £39,400       | ↑     | Low                          |
| Recruitment Coordinator        | £25,500       | ↑     | Medium                       |
| Recruiter                      | £27,500       | ↑     | Medium                       |

## IT

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| IT Manager                   | £44,900       | ↑     | Medium                       |
| Information Security Manager | £57,300       | ↑     | High                         |
| Information Security Analyst | £50,100       | ↑     | High                         |
| Cybersecurity Manager        | £54,900       | ↔     | High                         |
| Cybersecurity Engineer       | £47,500       | ↔     | High                         |
| IT Auditor                   | £48,100       | ↔     | High                         |
| Full Stack Developer         | £52,600       | ↑     | High                         |
| Front End Developer          | £47,600       | ↑     | High                         |
| Back End Developer           | £52,600       | ↑     | High                         |
| IT Network Engineer          | £45,000       | ↔     | High                         |
| Infrastructure Engineer      | £44,900       | ↑     | High                         |
| IT Support Engineer          | £26,900       | ↑     | Medium                       |
| Service Desk Analyst         | £25,000       | ↑     | High                         |
| IT Project Manager           | £54,900       | ↑     | Medium                       |
| IT Business Analyst          | £44,900       | ↑     | High                         |

# South West



## Unemployment in 2021 was the lowest in the UK and employment is set to rise markedly in 2022 and 2023

The South West economy is diverse: the area around Bristol has considerable success in high growth sectors such as aerospace and information technology, while the western counties of Devon and Cornwall have successful but relatively low-income visitor, rural, and sea-side economies.

## Labour market fundamentals remain as jobs return in 2021

A key characteristic of the South West labour market is its very high levels of employment and low levels of unemployment and inactivity. And although in the early stages of the pandemic, unemployment in the South West peaked sooner and rose more sharply than in the UK as a whole, the pandemic did not fundamentally change the region's underlying advantages. As the economy recovered, workers returned to seeking work and unemployment fell. Unemployment in the South West in 2021 was the lowest in the UK.

The number of payroll employees in the South West increased every month through 2021, with faster rises towards the end of the year. Nevertheless, total employment in 2021 as a whole was still 1.3% down on 2020's level, which was itself 1.0% down on 2019.

Employment in logistics and public administration contributed the most to growth in 2021. The hospitality sector also experienced some growth as restrictions on international travel boosted domestic tourism

in the region. Retail however saw further losses, adding to those experienced in 2020.

## Covid-19 hit sectors to drive recovery in 2022

Employment is forecast to grow in 2022, with much of this in sectors that experienced the sharpest declines during the pandemic. This will benefit a number of sectors including retail and construction, both of which will begin to recover the job losses of the previous two years. Opportunities in hospitality and leisure-related sectors will continue to expand through 2022.

We also expect growth in roles in business services and information & communication activities, although gains will be more moderate.

The unemployment rate will continue to decline and remain lower than in other regions. Earnings will continue to grow in line with the national average.

## Long-term outlook: growth to continue, especially in business service activities

We expect employment growth in the South West to accelerate in 2023, as new jobs are created in business services. Over the longer term, employment will continue to expand but the pace of growth will slow from 2024, returning to more usual pre-pandemic trends.

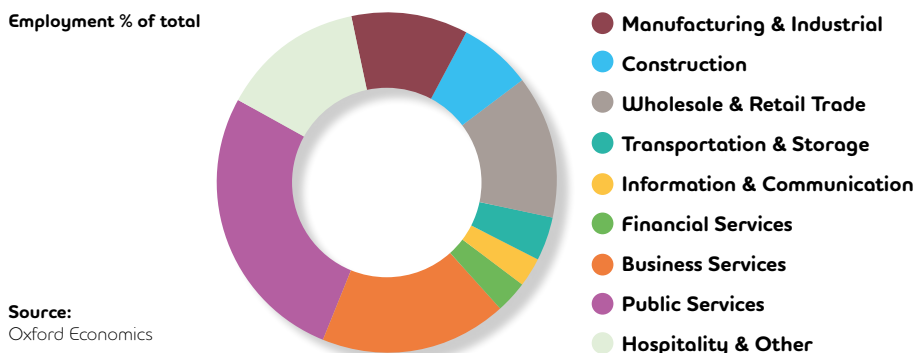
Within that, the bulk of jobs growth is forecast to be in business services, with professional, scientific & technical activities accounting for the largest proportion of new jobs and growing steadily over the period. Retail and hospitality are also forecast to grow significantly, although this will slow down after a peak in 2023. Meanwhile, employment in manufacturing is expected to contract significantly.

We also expect an increasing demand for high-level occupations, such as managers, professional, and technical positions.

A growing challenge for the South West is likely to be the supply of labour. Total population growth is expected to be very weak and the working age population is set to decline. With very low unemployment rates and already high levels of labour market participation, employment growth may rely on older people remaining in work for longer.

### Employment structure, 2021

Employment % of total

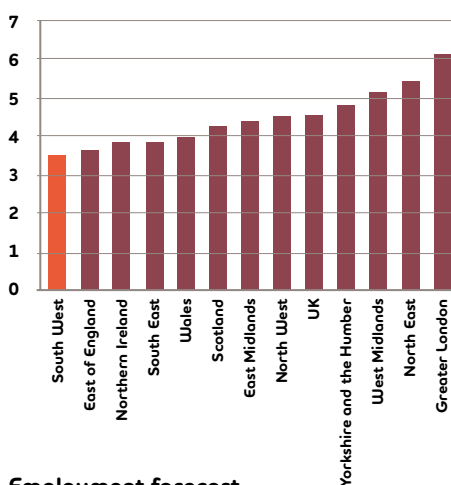


Source:  
Oxford Economics

### Unemployment, 2021

Unemployment rate %

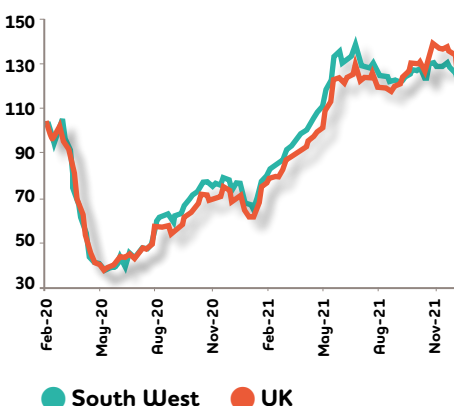
Source:  
Oxford Economics



### Online job adverts, 2020-21

Job adverts (Feb 20=100)

Source:  
ONS, Adzuna

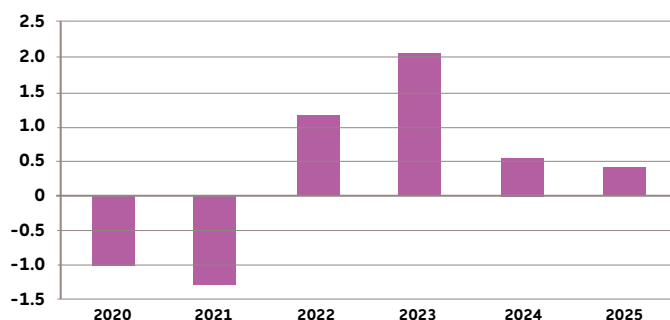


### Employment forecast

% change

● Employment

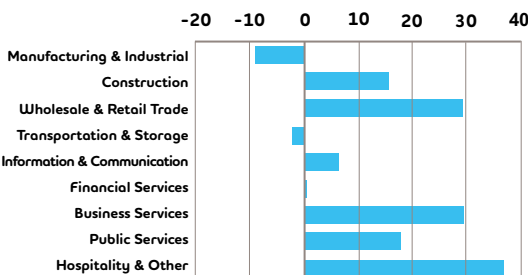
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### Expected net jobs created by sector, 2022-25

000s

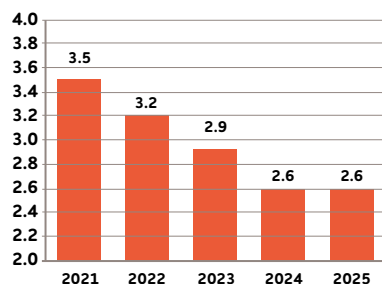
Source:  
Oxford Economics



### Unemployment rate

% economically active position

Source:  
Oxford Economics



# Top 10 South West

Support Workers

Care Assistants

Warehouse Operatives

Health Care Assistants

Cleaners

Registered Nurses

CSCS Labourers

Teaching Assistants

Production Operatives

Staff Nurses

## Accountancy and Finance

| Job Title                  | Median Salary | Trend | Talent Competitiveness Index |
|----------------------------|---------------|-------|------------------------------|
| Finance Director           | £75,600       | ↑     | Medium                       |
| Head of Finance            | £57,500       | ↑     | Medium                       |
| Financial Controller       | £52,700       | ↑     | Medium                       |
| Finance Business Partner   | £45,000       | ↑     | Medium                       |
| Finance Manager            | £42,700       | ↑     | Medium                       |
| Management Accountant      | £37,600       | ↑     | High                         |
| Financial Analyst          | £34,900       | ↓     | Medium                       |
| Finance Assistant          | £22,000       | ↑     | Medium                       |
| Accounts Assistant         | £23,500       | ↑     | Medium                       |
| Bookkeeper                 | £25,000       | ↑     | Medium                       |
| Payroll Officer            | £25,000       | ↔     | Medium                       |
| Credit Controller          | £23,500       | ↑     | Medium                       |
| Accounts Payable Assistant | £22,000       | ↑     | Medium                       |

## Administrative and Business Support

| Job Title                | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------|---------------|-------|------------------------------|
| Office Manager           | £26,600       | ↑     | Low                          |
| Office Administrator     | £20,600       | ↑     | Low                          |
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| Project Coordinator      | £25,000       | ↔     | Medium                       |
| Executive Assistant      | £30,000       | ↑     | Low                          |
| Personal Assistant       | £23,000       | ↑     | Low                          |
| Medical Secretary        | £20,800       | ↑     | Medium                       |
| Legal Secretary          | £21,400       | ↑     | Medium                       |
| Secretary                | £20,800       | ↑     | Medium                       |
| Receptionist             | £19,000       | ↑     | Low                          |

## Manufacturing and Industrial

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Manufacturing Manager        | £41,200       | ↑     | Medium                       |
| Manufacturing Engineer       | £38,000       | ↑     | High                         |
| Mechanical Engineer          | £35,000       | ↔     | High                         |
| Electrical Engineer          | £34,900       | ↓     | High                         |
| Maintenance Engineer         | £34,400       | ↑     | High                         |
| Installation Engineer        | £32,100       | ↑     | Medium                       |
| CSCS Labourer                | £23,900       | ↑     | Low                          |
| Assembly / Machine Operative | £19,800       | ↑     | Medium                       |
| Warehouse Operative          | £21,100       | ↑     | High                         |
| Production Operative         | £20,300       | ↑     | Medium                       |
| Food Production Operative    | £20,400       | ↑     | Medium                       |

## Supply Chain and Logistics

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Head of Procurement          | £64,000       | ↔     | Low                          |
| Procurement Manager          | £44,900       | ↑     | Medium                       |
| Supply Chain Manager         | £45,400       | ↑     | High                         |
| Supply Chain Planner         | £30,100       | ↔     | Medium                       |
| Buyer                        | £31,600       | ↓     | Medium                       |
| Logistics Manager            | £35,000       | ↑     | Medium                       |
| Logistics Coordinator        | £24,500       | ↑     | Low                          |
| Transportation Manager       | £33,900       | ↔     | Low                          |
| Transportation Administrator | £21,400       | ↑     | Medium                       |
| Warehouse Manager            | £30,000       | ↓     | Medium                       |
| Warehouse Operative          | £21,100       | ↑     | High                         |
| Stock Controller             | £22,200       | ↑     | Medium                       |
| Stock Assistant              | £19,400       | ↑     | Medium                       |
| Delivery Driver              | £25,000       | ↑     | Medium                       |

With many holidaymakers choosing to staycation in the UK, the South West had a strong performance in summer 2021. This had a direct impact on employment in the region, with growth in hospitality jobs such as chefs, waiting staff, and kitchen porters.

As demand for workers continues to grow across all sectors – with particularly high demand for HGV drivers, office and administration workers, and sales and customer service – we expect a highly competitive job market in early 2022.

While this is great news for candidates, many businesses are finding that the skills gap is having an impact on productivity, so filling vacancies is a top priority. To speed up their recruitment, we see businesses streamlining their interview processes and looking at their employee value proposition (EVP). Companies are offering remote and hybrid working, increased annual leave, salary reviews, and greater investment in training and development. Encouragingly, businesses also are making diversity and inclusion and wellbeing central to their EVP.

This past year has shown more than ever how vital our digital connections are to the way we live and work. This has resulted in a number of tech start-ups in the area, which provides yet more opportunities for growth in the region.

**Kim Gordon – Regional Manager**

“

Many businesses are finding that the skills gap is having an impact on productivity, so filling vacancies is a top priority.”

## Sales and Customer Service

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| Business Development Manager   | £38,600       | ↑     | Medium                       |
| Business Development Executive | £26,000       | ↑     | Medium                       |
| Account Manager                | £30,000       | ↑     | Medium                       |
| Sales Manager                  | £37,100       | ↑     | Medium                       |
| Sales Executive                | £28,000       | ↑     | Medium                       |
| Sales Administrator            | £21,100       | ↑     | Medium                       |
| Sales Assistant                | £18,800       | ↔     | Low                          |
| Retail Assistant               | £18,800       | ↑     | Low                          |
| Customer Service Manager       | £30,000       | ↑     | Medium                       |
| Customer Service Team Leader   | £22,600       | ↑     | Medium                       |
| Customer Service Advisor       | £19,800       | ↑     | Medium                       |
| Customer Service Assistant     | £18,800       | ↑     | Medium                       |

## Marketing

| Job Title                   | Median Salary | Trend | Talent Competitiveness Index |
|-----------------------------|---------------|-------|------------------------------|
| Marketing Manager           | £36,000       | ↔     | Medium                       |
| Marketing Executive         | £26,000       | ↑     | Medium                       |
| Marketing Assistant         | £20,300       | ↑     | Low                          |
| Digital Marketing Manager   | £35,000       | ↔     | Low                          |
| Social Media Specialist     | £24,400       | ↔     | Low                          |
| PPC Specialist              | £31,600       | ↑     | Medium                       |
| Digital Marketing Executive | £26,300       | ↑     | Medium                       |
| Digital Marketing Assistant | £19,800       | ↑     | High                         |
| Account Handler             | £27,500       | ↑     | Medium                       |

## Human Resources

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| HR Manager                     | £40,100       | ↓     | Medium                       |
| HR Business Partner            | £45,000       | ↑     | Medium                       |
| HR Advisor                     | £30,000       | ↑     | Medium                       |
| HR Administrator               | £21,400       | ↑     | Medium                       |
| Reward Specialist              | £39,100       | ↔     | Low                          |
| Employee Relations Manager     | £35,000       | ↔     | Medium                       |
| Talent Acquisition Manager     | £33,000       | ↓     | Medium                       |
| Diversity & Inclusion Manager  | £35,700       | ↓     | Medium                       |
| Learning & Development Manager | £35,000       | ↑     | Low                          |
| Recruitment Coordinator        | £22,700       | ↔     | Low                          |
| Recruiter                      | £26,600       | ↑     | High                         |

## IT

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| IT Manager                   | £42,600       | ↓     | Medium                       |
| Information Security Manager | £60,100       | ↑     | High                         |
| Information Security Analyst | £44,900       | ↓     | Medium                       |
| Cybersecurity Manager        | £41,600       | ↔     | Medium                       |
| Cybersecurity Engineer       | £40,100       | ↑     | High                         |
| IT Auditor                   | £50,000       | ↔     | Medium                       |
| Full Stack Developer         | £47,600       | ↔     | Medium                       |
| Front End Developer          | £44,900       | ↑     | High                         |
| Back End Developer           | £50,000       | ↑     | Medium                       |
| IT Network Engineer          | £42,900       | ↔     | High                         |
| Infrastructure Engineer      | £42,600       | ↓     | High                         |
| IT Support Engineer          | £24,500       | ↑     | Medium                       |
| Service Desk Analyst         | £25,000       | ↑     | High                         |
| IT Project Manager           | £50,000       | ↓     | Medium                       |
| IT Business Analyst          | £47,500       | ↑     | High                         |

# Wales

## A promising short-term outlook but some long-term labour market challenges

Much of Wales is very rural but there are important manufacturing districts in both the North (including aerospace) and the South (mostly legacy sectors but also some advanced research-led activities such as compound semi-conductors).

## The Welsh labour market showed strong signs of recovery in the second half of 2021

In 2021, Wales saw a slight overall decline in employment levels. However, there were signs of labour market recovery towards the latter part of the year, with the number of payroll jobs increasing month on month. Redundancy rates in Wales were at historic lows towards the end of the year.

Logistics is the sector that saw the most notable employment growth. There was also strong growth in business services, although this sector remains proportionally smaller

than in most other regions of the UK. Employment declined markedly in the financial services sector, as well as in retail. The proportion of employment in the industrial and manufacturing sectors remains high compared to the rest of the UK, despite contracting in 2021.

Unemployment in Wales rose slightly in 2021 but it too improved at the end of the year and remains somewhat below the UK average. As with other parts of the UK, the

pandemic caused many people to leave the labour market when they lost their jobs, rather than actively seeking other work. However, this trend showed signs of reversing during the course of 2021, with the labour force (those in work or seeking work) growing at a faster rate than any other UK region.

## A strong recovery expected in 2022

The strong employment growth in the latter part of 2021 is expected to continue into 2022, bringing total employment to above pre-pandemic levels.

Most sectors will see at least some new jobs created in the year. Of note however, is the information and communication sector, which is forecast to experience substantial growth in 2022, creating a large number of new high-skilled jobs. Another sector that is forecast to see high employment growth in 2022 is the hospitality sector, which should benefit from an increase in consumer demand in the assumed absence of government restrictions.

Average earnings will continue to rise in Wales in 2022, albeit at a slightly slower rate than the rest of the UK.

## Long-term outlook: Unemployment to fall at a steady rate

Once it has substantially recovered from the effects of the pandemic, employment in Wales is likely to grow at a much slower rate.

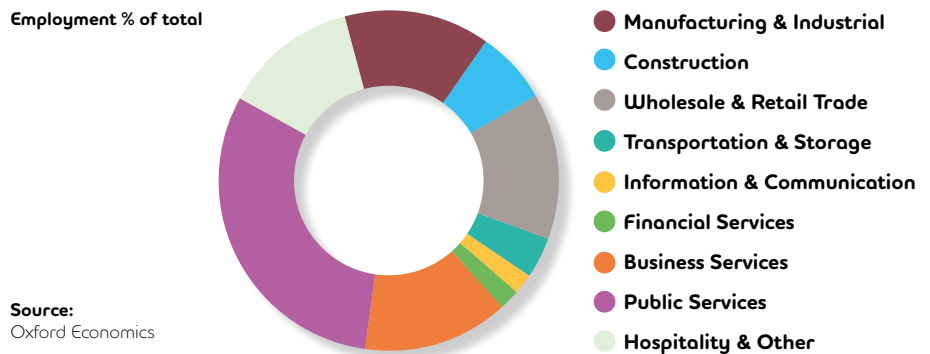
The bulk of jobs created over the long term will be in hospitality and retail, though most of these come at the start of that period, and job creation slows after 2023. Business services are expected to grow steadily, with professional, scientific & technical activities expanding the most.

The long-term shift in employment structure, from manufacturing to service sectors such as information & communication, will continue to be an issue for many of the more deprived areas of Wales, where qualification levels tend to be low and the workforce typically lacks relevant experience and skills.

Going forward, however, this is set to exist alongside a new challenge, in which the size of the overall working age population in Wales declines quickly. This has the potential to create complex labour supply challenges within Wales.

### Employment structure, 2021

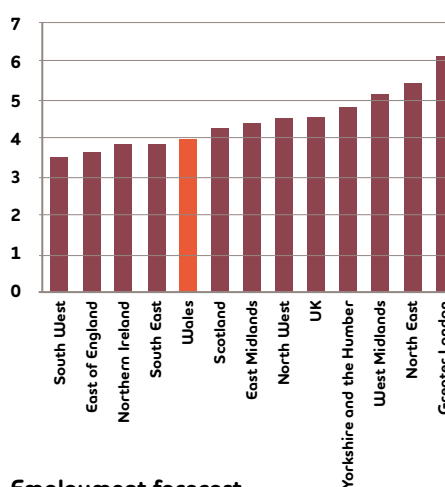
Employment % of total



### Unemployment, 2021

Unemployment rate %

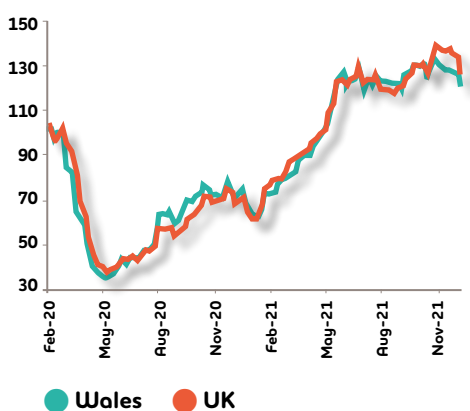
Source: Oxford Economics



### Online job adverts, 2020-21

Job adverts (Feb 20=100)

Source: ONS, Adzuna

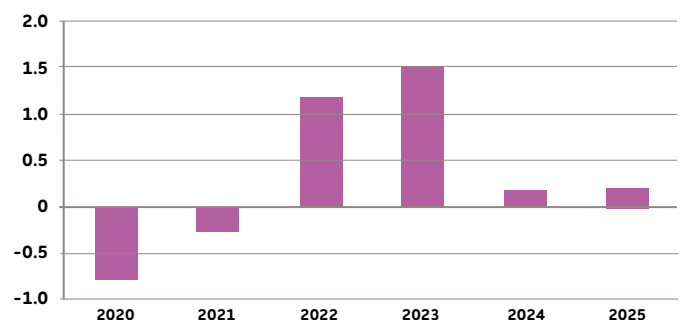


### Employment forecast

% change

● Employment

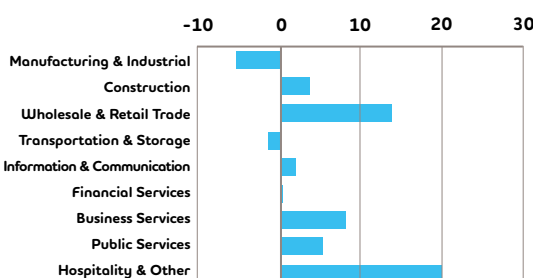
Source: Oxford Economics



### Expected net jobs created by sector, 2022-25

000s

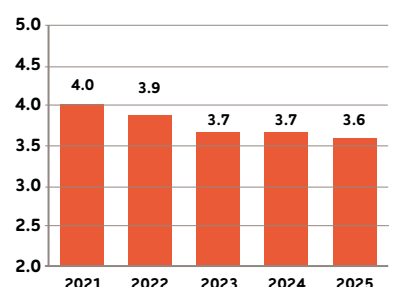
Source: Oxford Economics



### Unemployment rate

% economically active position

Source: Oxford Economics



# Top 10 Wales

Support Workers

Care Assistants

Teaching Assistants

Cleaners

Warehouse Operatives

Production Operatives

Registered Nurses

Staff Nurses

HGV Drivers

Health Care Assistants

## Accountancy and Finance

| Job Title                  | Median Salary | Trend | Talent Competitiveness Index |
|----------------------------|---------------|-------|------------------------------|
| Finance Director           | £75,000       | ↔     | Low                          |
| Head of Finance            | £55,200       | ↔     | High                         |
| Financial Controller       | £46,000       | ↑     | High                         |
| Finance Business Partner   | £42,900       | ↑     | High                         |
| Finance Manager            | £40,100       | ↑     | High                         |
| Management Accountant      | £37,000       | ↑     | High                         |
| Financial Analyst          | £34,900       | ↑     | High                         |
| Finance Assistant          | £21,800       | ↑     | High                         |
| Accounts Assistant         | £23,000       | ↑     | Medium                       |
| Bookkeeper                 | £23,000       | ↑     | Low                          |
| Payroll Officer            | £23,700       | ↑     | High                         |
| Credit Controller          | £22,000       | ↑     | High                         |
| Accounts Payable Assistant | £21,300       | ↑     | Medium                       |

## Administrative and Business Support

| Job Title                | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------|---------------|-------|------------------------------|
| Office Manager           | £25,000       | ↑     | Low                          |
| Office Administrator     | £19,800       | ↑     | Low                          |
| Purchasing Administrator | £21,000       | ↑     | Medium                       |
| Project Coordinator      | £28,700       | ↓     | Medium                       |
| Executive Assistant      | £27,000       | ↑     | High                         |
| Personal Assistant       | £20,500       | ↑     | Low                          |
| Medical Secretary        | £22,700       | ↑     | High                         |
| Legal Secretary          | £19,600       | ↔     | Medium                       |
| Secretary                | £20,400       | ↑     | Low                          |
| Receptionist             | £18,800       | ↑     | Low                          |

## Manufacturing and Industrial

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Manufacturing Manager        | £40,100       | ↑     | Medium                       |
| Manufacturing Engineer       | £34,900       | ↔     | High                         |
| Mechanical Engineer          | £34,900       | ↔     | High                         |
| Electrical Engineer          | £34,900       | ↔     | High                         |
| Maintenance Engineer         | £33,900       | ↑     | High                         |
| Installation Engineer        | £33,700       | ↓     | Medium                       |
| CSCS Labourer                | £22,800       | ↑     | Low                          |
| Assembly / Machine Operative | £20,200       | ↑     | Medium                       |
| Warehouse Operative          | £20,800       | ↑     | High                         |
| Production Operative         | £20,100       | ↑     | Medium                       |
| Food Production Operative    | £19,800       | ↑     | Medium                       |

## Supply Chain and Logistics

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Head of Procurement          | £55,800       | ↔     | Low                          |
| Procurement Manager          | £42,700       | ↑     | Medium                       |
| Supply Chain Manager         | £50,100       | ↔     | High                         |
| Supply Chain Planner         | £26,000       | ↑     | Medium                       |
| Buyer                        | £32,400       | ↑     | Medium                       |
| Logistics Manager            | £27,500       | ↔     | Medium                       |
| Logistics Coordinator        | £23,500       | ↔     | Low                          |
| Transportation Manager       | £32,900       | ↔     | Low                          |
| Transportation Administrator | £20,800       | ↔     | Medium                       |
| Warehouse Manager            | £32,400       | ↓     | Medium                       |
| Warehouse Operative          | £20,800       | ↑     | High                         |
| Stock Controller             | £22,100       | ↑     | Medium                       |
| Stock Assistant              | £18,800       | ↑     | Medium                       |
| Delivery Driver              | £23,000       | ↑     | Medium                       |



There was strong employment growth in Wales in the second half of 2021, following a summer that was boosted by more people choosing to staycation in the UK. With pressures on supply chains and pandemic restrictions expected to ease, we should see further growth throughout 2022.

Unemployment levels in Wales are low, and there is the persistent challenge of the skills gap. As such, it will remain a competitive job market with high demand for candidates across a range of job functions.

Good candidates know their value, and command salaries above the market rate. We also see them widening their priorities to focus on work-life balance and the full benefits package. They are placing more emphasis on – and negotiating harder for – things like hybrid and flexible working.

With competition for talent being a key driver, we see organisations looking to capitalise on the strengths of the talent pool by offering permanent positions to the best candidates. Organisations that would typically employ a greater number of temporary workers for specific business areas or projects are making more permanent offers. Accordingly, we are also seeing a rise in temp-to-perm opportunities.

**Jamie Williams – Senior Branch Manager**

“

**We see organisations looking to capitalise on the strengths of the talent pool by offering permanent positions to the best candidates.”**

## Sales and Customer Service

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| Business Development Manager   | £37,600       | ↓     | Low                          |
| Business Development Executive | £25,000       | ↓     | Medium                       |
| Account Manager                | £28,900       | ↑     | Medium                       |
| Sales Manager                  | £35,000       | ↓     | Low                          |
| Sales Executive                | £28,000       | ↔     | High                         |
| Sales Administrator            | £20,800       | ↑     | High                         |
| Sales Assistant                | £18,800       | ↑     | Low                          |
| Retail Assistant               | £18,800       | ↑     | Medium                       |
| Customer Service Manager       | £28,400       | ↑     | Medium                       |
| Customer Service Team Leader   | £23,400       | ↑     | Medium                       |
| Customer Service Advisor       | £19,800       | ↑     | High                         |
| Customer Service Assistant     | £18,800       | ↓     | High                         |

## Marketing

| Job Title                   | Median Salary | Trend | Talent Competitiveness Index |
|-----------------------------|---------------|-------|------------------------------|
| Marketing Manager           | £37,600       | ↔     | High                         |
| Marketing Executive         | £25,000       | ↓     | Medium                       |
| Marketing Assistant         | £20,000       | ↑     | Low                          |
| Digital Marketing Manager   | £35,500       | ↑     | Medium                       |
| Social Media Specialist     | £24,000       | ↓     | Low                          |
| PPC Specialist              | £28,400       | ↑     | Medium                       |
| Digital Marketing Executive | £26,000       | ↔     | Medium                       |
| Digital Marketing Assistant | £20,100       | ↓     | Medium                       |
| Account Handler             | £22,100       | ↓     | High                         |

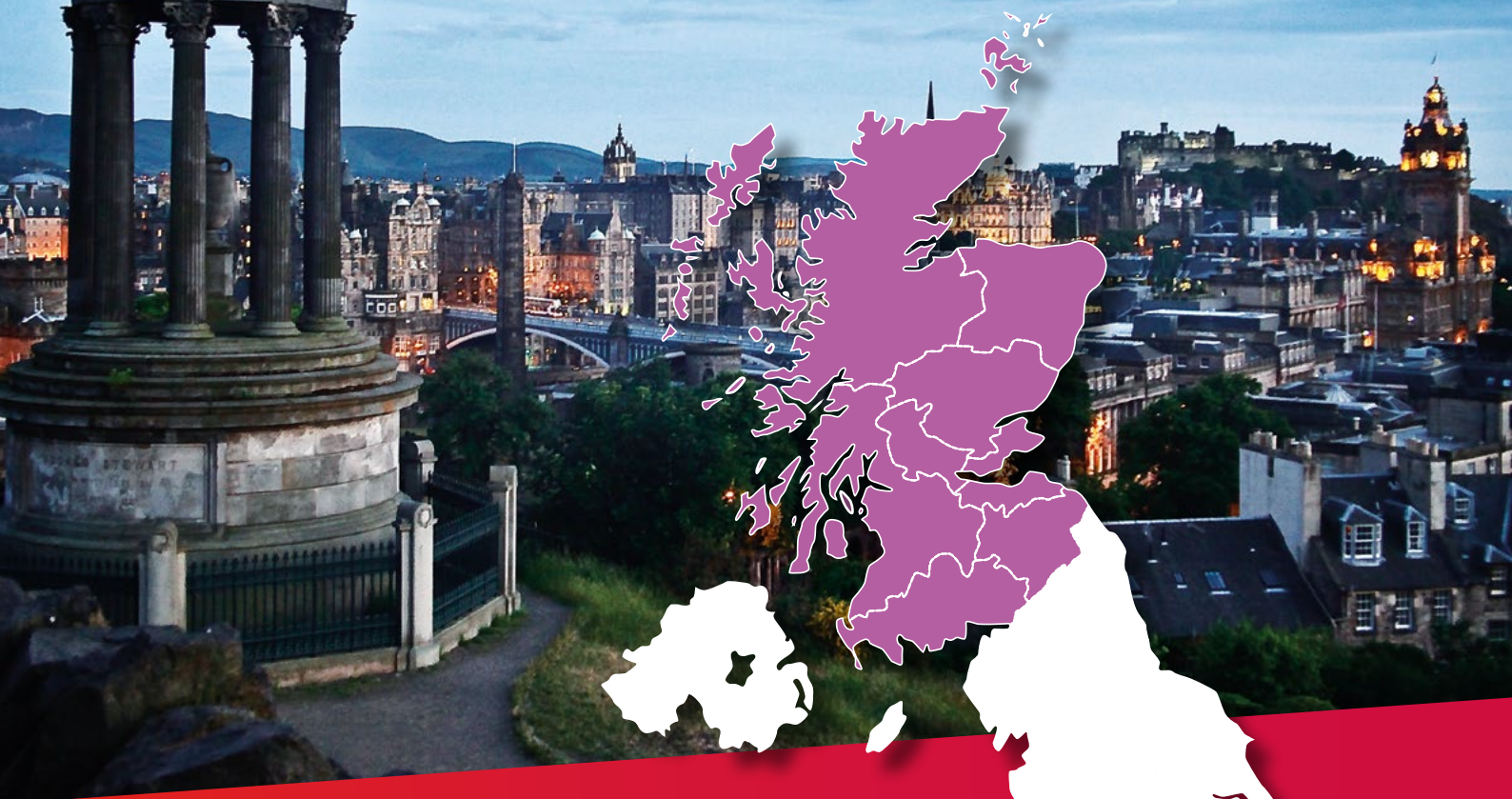
## Human Resources

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| HR Manager                     | £40,100       | ↓     | Low                          |
| HR Business Partner            | £42,600       | ↑     | Medium                       |
| HR Advisor                     | £30,000       | ↑     | Medium                       |
| HR Administrator               | £21,300       | ↑     | Medium                       |
| Reward Specialist              | £28,600       | ↑     | Medium                       |
| Employee Relations Manager     | £42,600       | ↔     | Low                          |
| Talent Acquisition Manager     | £30,000       | ↑     | Medium                       |
| Diversity & Inclusion Manager  | £32,100       | ↔     | Low                          |
| Learning & Development Manager | £37,500       | ↔     | Low                          |
| Recruitment Coordinator        | £23,000       | ↑     | Medium                       |
| Recruiter                      | £25,500       | ↑     | High                         |

## IT

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| IT Manager                   | £42,600       | ↓     | Medium                       |
| Information Security Manager | £60,000       | ↔     | High                         |
| Information Security Analyst | £37,500       | ↔     | High                         |
| Cybersecurity Manager        | £38,500       | ↔     | Medium                       |
| Cybersecurity Engineer       | £34,700       | ↔     | High                         |
| IT Auditor                   | £44,400       | ↓     | Medium                       |
| Full Stack Developer         | £44,900       | ↑     | High                         |
| Front End Developer          | £42,600       | ↔     | High                         |
| Back End Developer           | £37,500       | ↔     | Medium                       |
| IT Network Engineer          | £42,600       | ↔     | High                         |
| Infrastructure Engineer      | £40,100       | ↔     | High                         |
| IT Support Engineer          | £27,000       | ↔     | Low                          |
| Service Desk Analyst         | £24,900       | ↑     | High                         |
| IT Project Manager           | £47,500       | ↑     | High                         |
| IT Business Analyst          | £39,000       | ↑     | High                         |

# Scotland



## **Employment is set to grow strongly in 2022 and 2023 after 2021 ended with a tightening in the labour market**

Scotland has a highly educated workforce, a large financial services sector, and an important visitor economy. The decline of the North Sea oil and gas industry is a challenge.

## **Labour market recovery accelerated at the end of the year**

Scotland's unemployment rate fell sharply at the end of 2021, leaving the rate of joblessness close to all-time lows. This is just one of a series of measures indicating the continued improvement in economic and labour market conditions. Another is that payroll employee numbers rose significantly in 2021. And the removal of the furlough scheme in September appears to have had little impact on the rate of redundancies or on unemployment.

Sectors leading employment growth in Scotland in 2021 included health & social care, administrative & support services, and construction. Despite growth in the number of employees in these sectors, total employment levels in the year as a whole were nevertheless down compared to 2020. This trend was most notable in manufacturing and financial services. Continued restrictions limited the scope for job recovery in the hospitality sector, with employment levels down compared to previous years.

With jobs growth accelerating at the end of the year there were clear signs of the labour market tightening, with vacancies at record high levels and many employers reporting recruitment difficulties. This has partly been caused by a rise in the number of working-age people who are neither in work nor seeking a job. This inactivity rate was higher in Scotland than the UK average, even before the pandemic.

# Labour market to complete its recovery in 2022

Total employment in Scotland is set to grow in 2022 and 2023, helped by a recovery in self-employment. Overall employment growth in Scotland in 2022 is expected to be close to the UK average, with recovery in sectors that struggled in 2021, adding to continued growth in others. In particular, roles in the hospitality sector are set to expand rapidly, alongside sustained growth in business services.

Buoyant jobs growth will ensure that unemployment rates remain low in 2022, while average earnings will probably rise, although perhaps more slowly than last year.

## Long-term outlook: slower growth and new opportunities

While the number of jobs in Scotland is set to expand, most of that will happen in 2022 and 2023, with the rate of job creation slowing markedly thereafter.

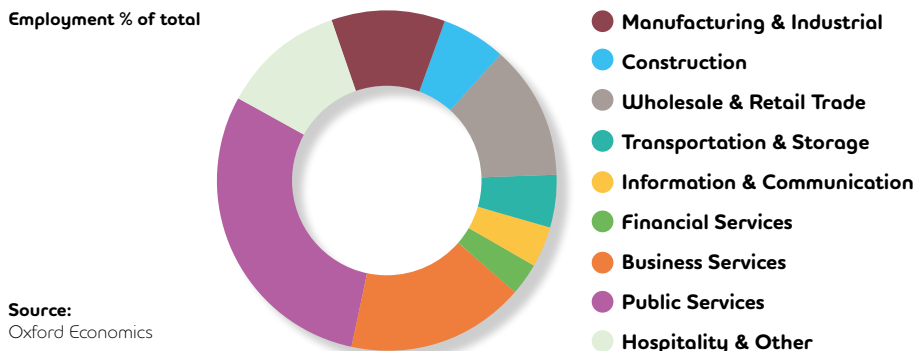
Job growth will be strong in business service industries. Although gains are also expected in hospitality, levels will remain below those recorded pre-pandemic, reflecting the slow global recovery in the tourism sector. Furthermore, the long run trend of declining employment across the production sector is set to continue.

Growth occupations will be those connected with the service sector, such as health & caring personal service roles and business & public service professionals. Roles closely associated with manufacturing, including some skilled trades, are likely to decline.

The future of North Sea oil and gas presents a particular challenge to Scotland's future growth, with the sector supporting a variety of engineering and professional services activities across Scotland and the UK. Yet the transition to net zero and Scotland's existing strengths in the energy sector could provide opportunities for growth.

## Employment structure, 2021

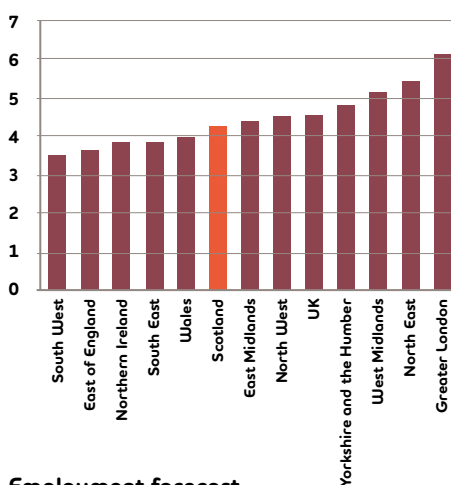
Employment % of total



## Unemployment, 2021

Unemployment rate %

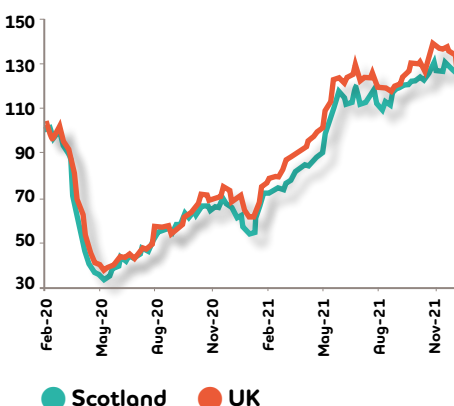
Source: Oxford Economics



## Online job adverts, 2020-21

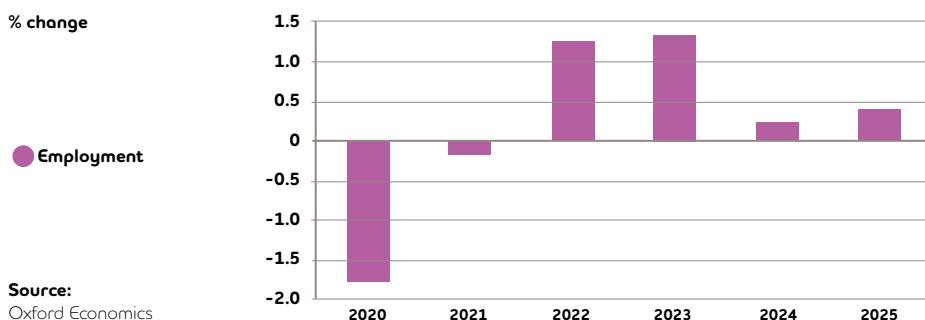
Job adverts (Feb 20=100)

Source: ONS, Adzuna



## Employment forecast

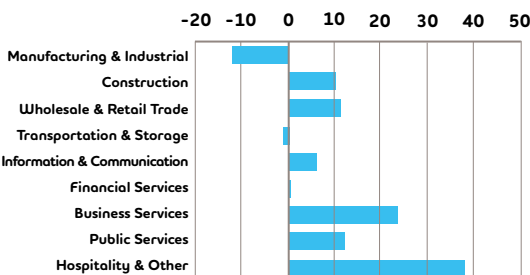
% change



## Expected net jobs created by sector, 2022-25

000s

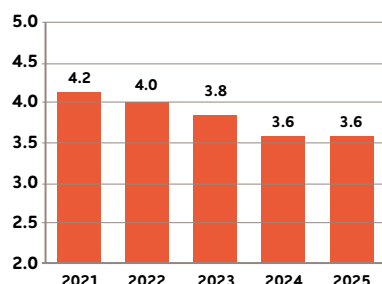
Source: Oxford Economics



## Unemployment rate

% economically active position

Source: Oxford Economics



# Top 10 Scotland

Support Workers

Care Assistants

Cleaners

Registered Nurses

Warehouse Operatives

Staff Nurses

Primary School Teachers

Delivery Drivers

Driving Instructors

Electricians

## Accountancy and Finance

| Job Title                  | Median Salary | Trend | Talent Competitiveness Index |
|----------------------------|---------------|-------|------------------------------|
| Finance Director           | £75,000       | ↔     | Low                          |
| Head of Finance            | £57,700       | ↔     | Low                          |
| Financial Controller       | £52,700       | ↑     | Low                          |
| Finance Business Partner   | £44,900       | ↓     | High                         |
| Finance Manager            | £42,600       | ↑     | Medium                       |
| Management Accountant      | £37,500       | ↔     | High                         |
| Financial Analyst          | £41,100       | ↓     | Medium                       |
| Finance Assistant          | £22,000       | ↓     | Medium                       |
| Accounts Assistant         | £24,000       | ↑     | Medium                       |
| Bookkeeper                 | £24,500       | ↑     | Medium                       |
| Payroll Officer            | £24,900       | ↑     | High                         |
| Credit Controller          | £22,500       | ↑     | High                         |
| Accounts Payable Assistant | £22,000       | ↑     | Medium                       |

## Administrative and Business Support

| Job Title                | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------|---------------|-------|------------------------------|
| Office Manager           | £26,600       | ↑     | Low                          |
| Office Administrator     | £20,000       | ↑     | Low                          |
| Purchasing Administrator | £21,000       | ↔     | Low                          |
| Project Coordinator      | £28,700       | ↑     | Medium                       |
| Executive Assistant      | £27,500       | ↓     | Medium                       |
| Personal Assistant       | £20,800       | ↓     | Low                          |
| Medical Secretary        | £23,800       | ↓     | Low                          |
| Legal Secretary          | £22,000       | ↑     | Medium                       |
| Secretary                | £22,700       | ↑     | Medium                       |
| Receptionist             | £19,400       | ↑     | Low                          |

## Manufacturing and Industrial

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Manufacturing Manager        | £41,600       | ↓     | Low                          |
| Manufacturing Engineer       | £37,500       | ↑     | High                         |
| Mechanical Engineer          | £36,000       | ↑     | Medium                       |
| Electrical Engineer          | £36,500       | ↓     | High                         |
| Maintenance Engineer         | £35,500       | ↑     | High                         |
| Installation Engineer        | £33,700       | ↔     | Medium                       |
| CSCS Labourer                | £22,800       | ↑     | Low                          |
| Assembly / Machine Operative | £20,800       | ↑     | Low                          |
| Warehouse Operative          | £20,800       | ↑     | High                         |
| Production Operative         | £19,900       | ↑     | High                         |
| Food Production Operative    | £19,800       | ↑     | High                         |

## Supply Chain and Logistics

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Head of Procurement          | £62,500       | ↔     | High                         |
| Procurement Manager          | £48,500       | ↓     | Low                          |
| Supply Chain Manager         | £52,400       | ↔     | High                         |
| Supply Chain Planner         | £32,900       | ↔     | Low                          |
| Buyer                        | £32,400       | ↑     | High                         |
| Logistics Manager            | £33,000       | ↓     | Low                          |
| Logistics Coordinator        | £25,500       | ↔     | Medium                       |
| Transportation Manager       | £36,200       | ↔     | Low                          |
| Transportation Administrator | £21,100       | ↑     | Low                          |
| Warehouse Manager            | £32,400       | ↓     | Low                          |
| Warehouse Operative          | £20,800       | ↑     | High                         |
| Stock Controller             | £21,800       | ↑     | High                         |
| Stock Assistant              | £18,800       | ↑     | Medium                       |
| Delivery Driver              | £25,000       | ↑     | High                         |

We have largely seen continued output and some pockets of growth in the manufacturing sector in Scotland. Accordingly, the average number of hours worked per week has increased throughout 2021. In 2022, pressures on the supply chain and pandemic restrictions are expected to ease. More senior functions are being created within supply chain and logistics, as employers plan output growth from the top down.

The retail sector is still feeling the pinch of the growth in online shopping, and this is having a knock-on effect across hospitality. A large proportion of IT roles are now operating on a fully remote or hybrid working pattern – hybrid working is no longer seen as a perk, but rather a minimum requirement for many candidates.

Growth in demand for HGV drivers across Scotland has outstripped other roles. But with employers guarded over hourly wage growth, the demand remains greater than the volume of readily available candidates.

Overall, we see employers moving towards a proactive focus on improving their recruitment processes, though we are witnessing this more on the permanent side of recruitment than temporary.

**Kim MacDonald – Regional Manager**

“

**Hybrid working is no longer seen as a perk, but rather a minimum requirement for many candidates.”**

## Sales and Customer Service

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| Business Development Manager   | £40,100       | ↓     | Low                          |
| Business Development Executive | £26,600       | ↑     | Medium                       |
| Account Manager                | £30,000       | ↑     | Low                          |
| Sales Manager                  | £35,000       | ↔     | Low                          |
| Sales Executive                | £27,500       | ↑     | Medium                       |
| Sales Administrator            | £21,100       | ↑     | Low                          |
| Sales Assistant                | £18,800       | ↑     | Low                          |
| Retail Assistant               | £18,800       | ↑     | Low                          |
| Customer Service Manager       | £31,000       | ↓     | Medium                       |
| Customer Service Team Leader   | £23,000       | ↔     | Medium                       |
| Customer Service Advisor       | £19,500       | ↑     | High                         |
| Customer Service Assistant     | £18,500       | ↑     | Low                          |

## Marketing

| Job Title                   | Median Salary | Trend | Talent Competitiveness Index |
|-----------------------------|---------------|-------|------------------------------|
| Marketing Manager           | £34,900       | ↑     | Low                          |
| Marketing Executive         | £26,500       | ↓     | Low                          |
| Marketing Assistant         | £20,500       | ↑     | Low                          |
| Digital Marketing Manager   | £35,000       | ↔     | Low                          |
| Social Media Specialist     | £25,000       | ↑     | Low                          |
| PPC Specialist              | £28,400       | ↓     | Medium                       |
| Digital Marketing Executive | £25,000       | ↑     | Low                          |
| Digital Marketing Assistant | £18,000       | ↓     | Low                          |
| Account Handler             | £30,000       | ↔     | Low                          |

## Human Resources

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| HR Manager                     | £40,100       | ↑     | Low                          |
| HR Business Partner            | £42,200       | ↑     | Medium                       |
| HR Advisor                     | £30,200       | ↓     | Low                          |
| HR Administrator               | £21,800       | ↑     | Low                          |
| Reward Specialist              | £32,400       | ↓     | Medium                       |
| Employee Relations Manager     | £39,000       | ↔     | Medium                       |
| Talent Acquisition Manager     | £36,500       | ↔     | Low                          |
| Diversity & Inclusion Manager  | £35,700       | ↔     | Medium                       |
| Learning & Development Manager | £34,900       | ↑     | Low                          |
| Recruitment Coordinator        | £24,000       | ↑     | Low                          |
| Recruiter                      | £27,500       | ↑     | Medium                       |

## IT

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| IT Manager                   | £44,900       | ↑     | Low                          |
| Information Security Manager | £59,900       | ↓     | High                         |
| Information Security Analyst | £42,900       | ↓     | High                         |
| Cybersecurity Manager        | -             | -     | -                            |
| Cybersecurity Engineer       | £38,500       | ↔     | High                         |
| IT Auditor                   | £55,000       | ↓     | Medium                       |
| Full Stack Developer         | £50,000       | ↔     | High                         |
| Front End Developer          | £43,100       | ↑     | High                         |
| Back End Developer           | £50,000       | ↔     | Medium                       |
| IT Network Engineer          | £44,900       | ↓     | High                         |
| Infrastructure Engineer      | £42,600       | ↓     | High                         |
| IT Support Engineer          | £26,800       | ↑     | Medium                       |
| Service Desk Analyst         | £25,000       | ↓     | High                         |
| IT Project Manager           | £53,600       | ↑     | High                         |
| IT Business Analyst          | £47,600       | ↑     | High                         |

# Northern Ireland



## Labour market recovery is underway, but long-run employment growth will be modest

Northern Ireland has a small economy with ties to both the rest of the UK and Ireland, which is creating highly politicised trading complications, post-Brexit.

## A slow start to 2021 offset by a strong second half of the year

Payroll data shows that in Northern Ireland the number of employees in work recovered faster than in any other part of the UK, returning to pre-pandemic levels in June 2021. That left the full year employment total marginally down on 2020, although redundancies were also considerably down.

Among sectors, employment in business and public services both showed positive growth in 2021. Retail and hospitality, which were hit hard by the pandemic in 2020, saw a further decline in 2021. The Northern Ireland government's cautious approach to reopening businesses was a factor in this.

Meanwhile unemployment saw a sharp rise in 2021 as a whole, but the rate was falling by the end of the year, and in the year as a whole was well below the UK average.

A matter for some concern in 2021 has been the rise in people leaving the labour market, and therefore not actively seeking work. Northern Ireland has long suffered from a higher inactivity rate and hence a lower employment rate than the UK average, and this intensified in 2021. High inactivity is partly a sign of less abundant job opportunities, although other factors are likely to be involved.

## Rebound in retail and hospitality sectors

A healthy recovery is expected in 2022, with employment growth in line with the UK as a whole. Consumer spending is expected to drive growth, benefitting retail and hospitality, so that these sectors should recover some of the many jobs lost throughout the pandemic.

Northern Ireland has the lowest proportion of typically office-based employment of all UK regions so the economy may be less affected by changes to guidance on home working than seen elsewhere. Office-based employment is expected to grow with the creation of new jobs in 2022. Administrative and support services will also expand but will take a number of years to reach pre-pandemic levels.

We expect that improving employment prospects will encourage workers to re-join the labour force in search of work. Unemployment is also expected to fall while average earnings should rise as the demand for labour grows. The pace of pay increases is nevertheless likely to be lower than in 2021. Indeed, wage growth will probably not keep pace with inflation.

## Long-term outlook: Sectoral structure and weak demographics will hold back growth

Over the longer term, once the Northern Ireland economy has recovered from the pandemic, the prospects for continuing rapid employment growth look weak. In particular, business services are set to be the fastest growing sector at the UK level but are underrepresented in Northern Ireland.

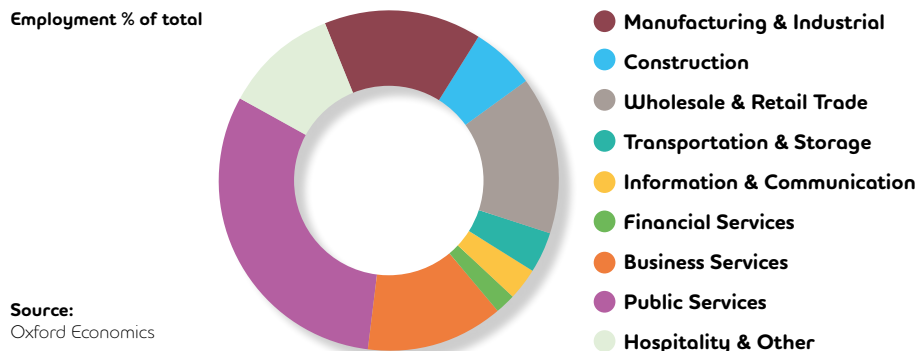
In addition, Northern Ireland has a high reliance on jobs in production and manufacturing and jobs in this sector are expected to continue to decline, largely as a result of automation. This will prove a challenge for many towns and cities across Northern Ireland.

Within the total there may, however, be some growth in advanced manufacturing. Northern Ireland has an established aerospace and defence industry and is pioneering the manufacture of hydrogen buses. More generally the transition to net zero may provide Northern Ireland with further opportunities in the production of green energy, retrofitting homes, and manufacturing low carbon vehicles.

Another potential constraint is population growth, which looks set to stall. A declining working age population could limit future opportunities unless participation rates rise.

### Employment structure, 2021

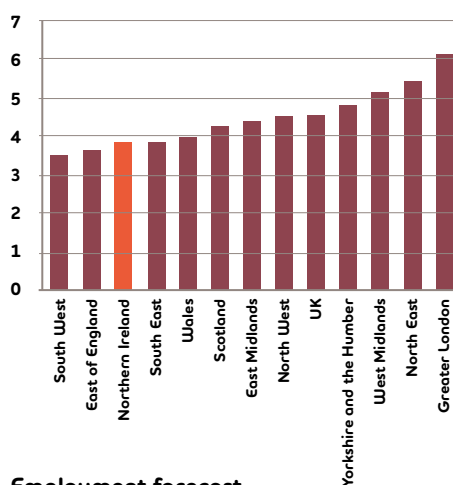
Employment % of total



### Unemployment, 2021

Unemployment rate %

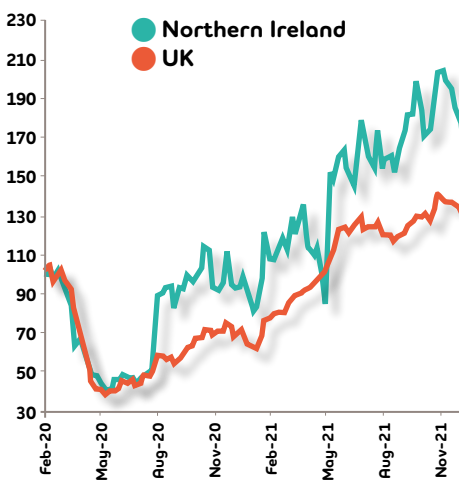
Source: Oxford Economics



### Online job adverts, 2020-21

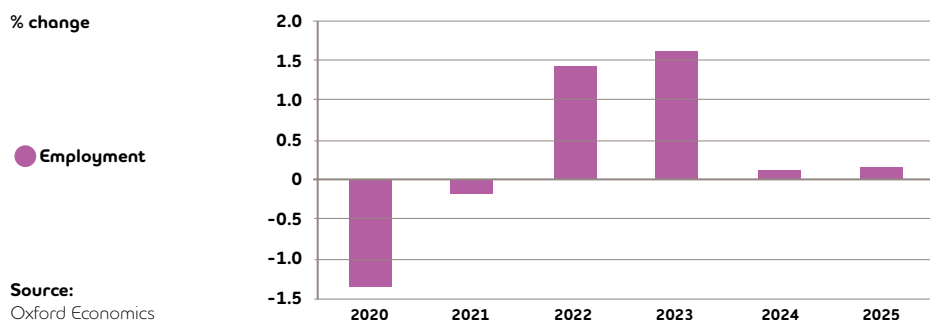
Job adverts (Feb 20=100)

Source: ONS, Adzuna



### Employment forecast

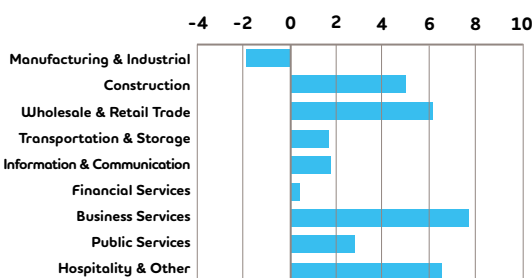
% change



### Expected net jobs created by sector, 2022-25

000s

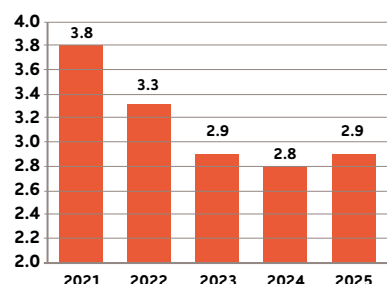
Source: Oxford Economics



### Unemployment rate

% economically active position

Source: Oxford Economics



# Top 10 Northern Ireland

Support Workers

Quantity Surveyors

Executive / Personal  
Assistants

Warehouse Operatives

Production Operatives

Care Assistants

Cleaners

Staff Nurses

Sales Assistants

Customer Service Advisors

## Accountancy and Finance

| Job Title                  | Median Salary | Trend | Talent Competitiveness Index |
|----------------------------|---------------|-------|------------------------------|
| Finance Director           | £75,100       | ↔     | Low                          |
| Head of Finance            | £54,800       | ↔     | Medium                       |
| Financial Controller       | £50,000       | ↑     | Low                          |
| Finance Business Partner   | £44,900       | ↓     | High                         |
| Finance Manager            | £40,100       | ↑     | Medium                       |
| Management Accountant      | £37,600       | ↑     | Medium                       |
| Financial Analyst          | £30,000       | ↔     | Medium                       |
| Finance Assistant          | £20,400       | ↑     | Medium                       |
| Accounts Assistant         | £25,000       | ↑     | Low                          |
| Bookkeeper                 | £25,000       | ↓     | Low                          |
| Payroll Officer            | £25,000       | ↔     | Medium                       |
| Credit Controller          | £22,500       | ↑     | Medium                       |
| Accounts Payable Assistant | £21,100       | ↔     | Low                          |

## Administrative and Business Support

| Job Title                | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------|---------------|-------|------------------------------|
| Office Manager           | £27,500       | ↑     | Low                          |
| Office Administrator     | £20,300       | ↑     | Low                          |
| Purchasing Administrator | £21,100       | ↑     | Low                          |
| Project Coordinator      | £27,400       | ↓     | Low                          |
| Executive Assistant      | £25,000       | ↔     | Medium                       |
| Personal Assistant       | £23,400       | ↑     | Low                          |
| Medical Secretary        | £23,000       | ↑     | Low                          |
| Legal Secretary          | £20,800       | ↓     | Low                          |
| Secretary                | £20,900       | ↔     | Low                          |
| Receptionist             | £19,100       | ↑     | Low                          |

## Manufacturing and Industrial

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Manufacturing Manager        | £40,100       | ↔     | Low                          |
| Manufacturing Engineer       | £35,000       | ↓     | Medium                       |
| Mechanical Engineer          | £35,000       | ↓     | Medium                       |
| Electrical Engineer          | £34,900       | ↓     | Medium                       |
| Maintenance Engineer         | £33,900       | ↑     | Medium                       |
| Installation Engineer        | £27,400       | ↔     | Low                          |
| CSCS Labourer                | £20,800       | ↓     | Low                          |
| Assembly / Machine Operative | £19,900       | ↑     | Low                          |
| Warehouse Operative          | £20,000       | ↑     | High                         |
| Production Operative         | £20,000       | ↑     | Low                          |
| Food Production Operative    | £19,100       | ↑     | Low                          |

## Supply Chain and Logistics

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| Head of Procurement          | £67,800       | ↔     | Medium                       |
| Procurement Manager          | £40,100       | ↓     | Low                          |
| Supply Chain Manager         | £47,500       | ↔     | Low                          |
| Supply Chain Planner         | £30,000       | ↔     | Low                          |
| Buyer                        | £31,600       | ↔     | Low                          |
| Logistics Manager            | £40,100       | ↓     | Low                          |
| Logistics Coordinator        | £25,000       | ↓     | Low                          |
| Transportation Manager       | £31,500       | ↔     | Low                          |
| Transportation Administrator | £20,000       | ↔     | Medium                       |
| Warehouse Manager            | £32,000       | ↑     | Low                          |
| Warehouse Operative          | £20,000       | ↑     | Medium                       |
| Stock Controller             | £25,000       | ↔     | Low                          |
| Stock Assistant              | £19,700       | ↓     | Low                          |
| Delivery Driver              | £24,300       | ↑     | High                         |

Each quarter of 2021 saw strong recruitment activity in Northern Ireland, with a good mix of temporary and permanent recruitment. We saw major growth and almost half of all activity in the areas of IT, accountancy and finance, sales, and logistics and supply chain.

Several sectors are attracting talent from other regions across the island of Ireland and Great Britain. Meanwhile, global companies are setting up base in Northern Ireland to take advantage of the high calibre workforce, lower operating costs, and government incentives available.

The IT industry has seen major growth. Northern Ireland is now home to over 100 global technology leaders, and it leads the way in fintech inward investment projects with Belfast being identified as one of the leading cities for fintech in the future.

All indicators point to 2022 being another good year for job seekers across Northern Ireland, as hiring top talent will be a key priority for decision makers. The overarching feeling across the market is that many businesses will need to adapt quickly to the changing makeup of local talent pools, as well as investing in widening their talent acquisition strategy to tackle ongoing skills shortages.

With such high demand for top talent, employers need to consider everything on the job seeker's priority list – salary package, working patterns including hybrid and home working, wellbeing, and talent and development programmes.

**Stephen Flanagan – Executive Director**

“

**Businesses will need to adapt, as well as investing in widening their talent acquisition strategy to tackle ongoing skills shortages.”**

## Sales and Customer Service

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| Business Development Manager   | £34,900       | ↔     | Low                          |
| Business Development Executive | £26,000       | ↓     | Low                          |
| Account Manager                | £33,000       | ↔     | Medium                       |
| Sales Manager                  | £34,900       | ↑     | Low                          |
| Sales Executive                | £30,000       | ↔     | Low                          |
| Sales Administrator            | £20,500       | ↑     | Low                          |
| Sales Assistant                | £19,100       | ↔     | Medium                       |
| Retail Assistant               | £18,800       | ↑     | Medium                       |
| Customer Service Manager       | £30,000       | ↔     | Low                          |
| Customer Service Team Leader   | £20,000       | ↔     | Low                          |
| Customer Service Advisor       | £19,100       | ↑     | High                         |
| Customer Service Assistant     | £18,600       | ↑     | High                         |

## Marketing

| Job Title                   | Median Salary | Trend | Talent Competitiveness Index |
|-----------------------------|---------------|-------|------------------------------|
| Marketing Manager           | £34,900       | ↔     | Low                          |
| Marketing Executive         | £25,000       | ↑     | Low                          |
| Marketing Assistant         | £23,900       | ↔     | Low                          |
| Digital Marketing Manager   | £32,400       | ↔     | Medium                       |
| Social Media Specialist     | £30,000       | ↔     | Low                          |
| PPC Specialist              | £30,000       | ↔     | Low                          |
| Digital Marketing Executive | £25,000       | ↑     | Low                          |
| Digital Marketing Assistant | £22,800       | ↔     | Medium                       |
| Account Handler             | £24,800       | ↔     | Medium                       |

## Human Resources

| Job Title                      | Median Salary | Trend | Talent Competitiveness Index |
|--------------------------------|---------------|-------|------------------------------|
| HR Manager                     | £35,000       | ↓     | Low                          |
| HR Business Partner            | £34,900       | ↑     | Medium                       |
| HR Advisor                     | £27,700       | ↓     | Low                          |
| HR Administrator               | £21,100       | ↑     | Low                          |
| Reward Specialist              | £40,100       | ↔     | Low                          |
| Employee Relations Manager     | £34,899       | ↓     | Medium                       |
| Talent Acquisition Manager     | £34,900       | ↔     | Low                          |
| Diversity & Inclusion Manager  | £31,900       | ↔     | Low                          |
| Learning & Development Manager | £30,800       | ↔     | Low                          |
| Recruitment Coordinator        | £25,000       | ↔     | Medium                       |
| Recruiter                      | £25,000       | ↔     | Medium                       |

## IT

| Job Title                    | Median Salary | Trend | Talent Competitiveness Index |
|------------------------------|---------------|-------|------------------------------|
| IT Manager                   | £44,900       | ↓     | Medium                       |
| Information Security Manager | £64,300       | ↔     | High                         |
| Information Security Analyst | £37,500       | ↓     | Medium                       |
| Cybersecurity Manager        | £44,900       | ↔     | High                         |
| Cybersecurity Engineer       | £35,000       | ↑     | High                         |
| IT Auditor                   | £34,900       | ↔     | High                         |
| Full Stack Developer         | £44,900       | ↑     | Low                          |
| Front End Developer          | £37,500       | ↑     | High                         |
| Back End Developer           | £36,500       | ↔     | High                         |
| IT Network Engineer          | £45,400       | ↑     | High                         |
| Infrastructure Engineer      | £40,100       | ↔     | High                         |
| IT Support Engineer          | £26,900       | ↑     | Medium                       |
| Service Desk Analyst         | £25,000       | ↑     | High                         |
| IT Project Manager           | £42,600       | ↔     | High                         |
| IT Business Analyst          | £37,300       | ↓     | High                         |

# Conclusion

This report was created in partnership with Oxford Economics to provide an overview of the UK labour market and future trends for 2022. We recognise that the economy remains in a state of flux, with seismic economic forces, such as global political unrest, Brexit and the enduring pandemic to contend with. The resulting impact on the labour market has been significant and shows no sign of let up as we move into the second quarter of the year.

Contrary to many economic predictions at the start of the pandemic, the bounce back in staffing demand since mid-2021 has been remarkably swift and strong. This led to a very unexpected start to 2022. Pay pressures remain elevated, lack of candidate availability is front of mind for many organisations and recruiting and retaining staff is critical for business needs. With an ever-changing economic backdrop, it is crucial that we act in the short term and plan for the long term to proactively negate the challenges a lack of available talent brings and the resulting knock-on effect this has on organisational productivity.

Employer branding, high quality onboarding, employee engagement, career progression, upskilling opportunities and work/life balance are critical components of any successful organisation's talent strategy. It is up to business leaders to ensure they're offering the strongest employee value propositions possible, that foster a culture of equity and inclusivity, in order to stand out from competitors and attract top candidates. As we look to the future of this report, we will provide more insight into these areas within the summer edition of the Labour Market Outlook. Together with Oxford Economics, we will reflect on the predictions made and bring you tailored insights with the aim of supporting your workforce strategy.

#### **Niki Turner-Harding**

Senior Vice President, Adecco UK & Ireland

**If you have any feedback or would like to discuss any challenges you may be facing in terms of recruiting and retaining staff, then please don't hesitate to get in touch via the following details:**

**Email:** [LMO@adecco.co.uk](mailto:LMO@adecco.co.uk)

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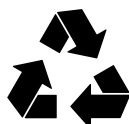
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