



Executive
Marketing Recruitment.

Summer 2017

Market Report:

A summary of senior marketing hiring trends in the UK

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Introduction

The almost inevitable question every recruiter gets asked each day is “How’s the Job Market?”. A question we’re always happy to answer, but truth be told, recruiters tend only to answer this based on a subjective and short-term gut feeling.

To date there hasn’t been any dedicated or regular insight into the major hiring trends for the senior marketing community in the UK. A void we aim to fill.

So in this, the first of our market reports we aim to answer exactly that question for you, based on objective and detailed market information.

tml Partners have exclusively commissioned this market research in association with Vacancysoft based on 10,484 senior vacancies (senior management to Board level) announced by a total of 1,745 companies over the past 24 months.

It provides a comprehensive overview of the key hiring trends year on year, along with regional insight. As well as providing an analysis of the major industry trends we

are also able to drill down into sub-sectors and provide a valuable glimpse into the top ten companies hiring at this level.

Alongside our various industry roundtables, reports, blogs and white papers, we aim to help equip the marketing leaders of tomorrow with the information you need. We hope you find this short report insightful and welcome any feedback.

For further information and more recruitment insight, please visit www.tmlpartners.com/blog/

Regards

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Overall Trends

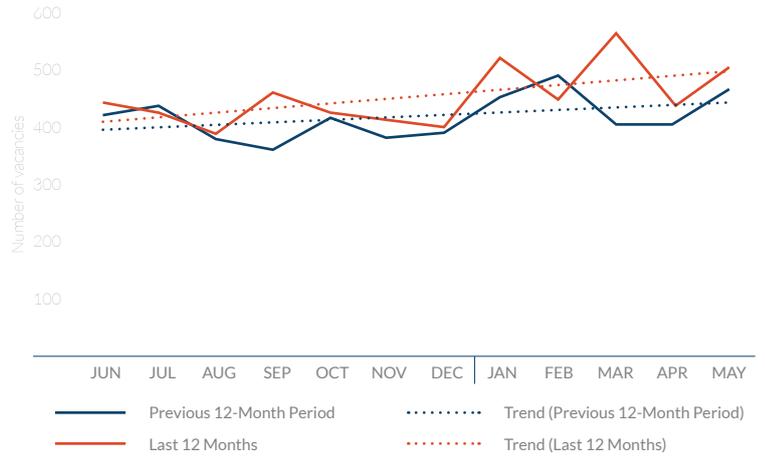
The number of senior-level marketing vacancies in England & Wales over the last 12 months was 8.6% higher than it had been in the previous 12-month period. Given the political and economic uncertainty which has followed the Brexit referendum, that result must be regarded as, at the very least, reasonably good. An additional cause for a certain amount of optimism about the future is the fact that the trend for the last 12 months was distinctly more upwards than that for the previous 12-month period.

A noticeable feature of figure 1 opposite is the drop in the number of vacancies from June to August 2016, with the latter of those months having the second lowest monthly number of new openings in the 24-month period under review. While that fall could have been due to concerns about the future following the vote to leave the EU, it could also have simply been a slow-down in hiring over the summer, as was seen in 2015, with August 2015 having even fewer new openings than August 2016.

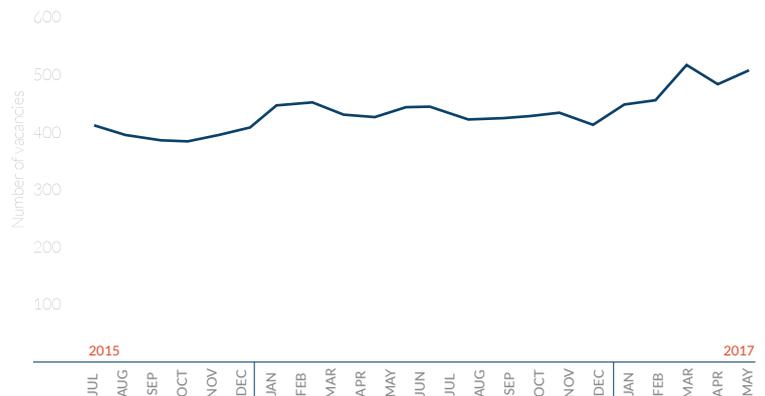
Quarterly Analysis

Another very interesting change is the sharp drop in April 2017. The 22% month-to-month decrease in the number of vacancies then was by far the largest fall in the 24 months covered by the data set. April was the first month following the triggering of Article 50 but there are other possible explanations for the fall. April also saw 2017's Easter holiday period, with many people taking time off. Also, March 2017 was by far the busiest month in the period under review, with 29% more vacancies than the monthly average, so one might expect a slow-down in hiring after openings were filled. The most probable explanation is that all of those three factors combined to produce the fall in the number of vacancies which was seen in April.

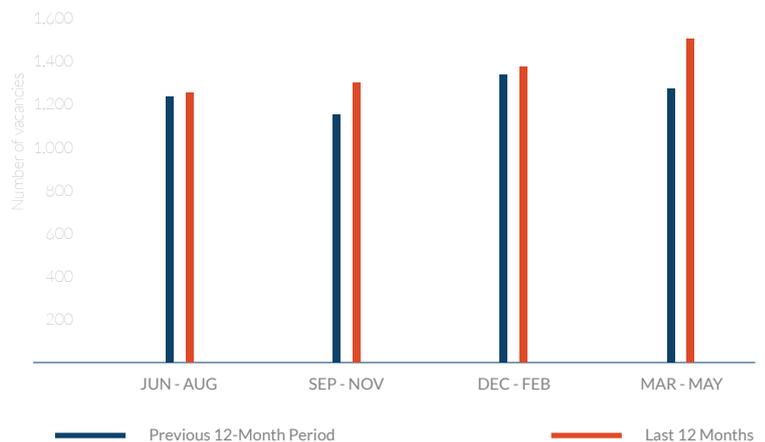
Marketing Vacancies
England & Wales, Trailing 24 Months Fig.01



Marketing Vacancies, Rolling Three-Month Average
England & Wales Fig.02



Marketing Vacancies by Three-Month Period
England & Wales, Trailing 24 Months Fig.03



By Region

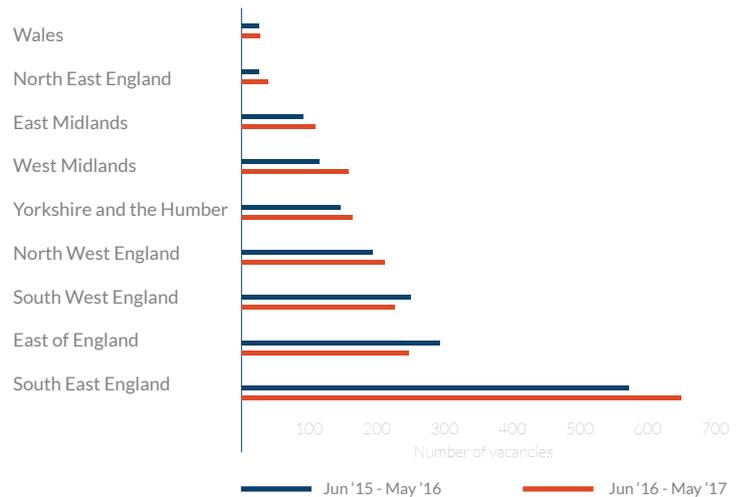
Greater London is by far the largest location for senior-level marketing vacancies, and that dominance grew during the period under review. The region saw year-on-year growth of 9.3%, which resulted in it accounting, over the last 12 months, for 66% of all such vacancies in England & Wales, compared to 65% in the previous 12-month period. This 305-post year-on-year increase was the largest recorded by any region.

Outside of the capital, the largest rise in number of vacancies came from South East England, where the last 12 months saw 78 more senior-level marketing vacancies than the previous 12 months, a rise of 13%. Among the fastest growing regions was the West Midlands, where a 43-post rise year-on-year equated to a 36% increase. However, a sizeable amount of that rise was due to just one company, HSBC, which is moving the headquarters of its UK operations to Birmingham. HSBC announced in the last 12 months 24 more senior-level marketing vacancies in Birmingham than in the previous 12-month period.

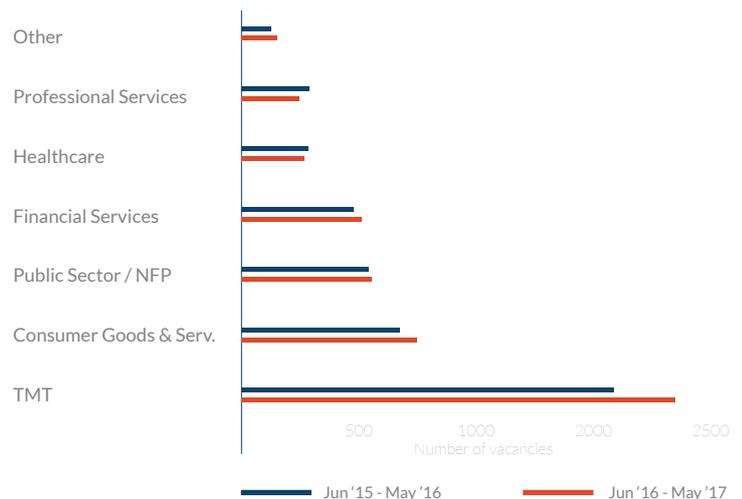
By Industry

Looking at the various industries, the best growth, both in terms of number of new openings and percentage change, was by Technology, Media and Telecoms. The 323-post increase year on year there was a 16% jump. Digging deeper into the data for TMT shows that the majority of that increase comes from a single sector, Media Broadcasting / Publishing, which announced 178 more posts than in the previous year, growth of 42%. There was also good growth from Software & Computer Services (up by 93 posts, i.e. 20% growth) and Telecommunications (which grew by 18%, i.e. 47 posts). By contrast, Advertising, Digital & Media Agencies announced 2% fewer vacancies year on year. The biggest fall in demand by any industry was from Professional Services, where a 15% drop meant 56 fewer vacancies year on year.

Marketing Vacancies Excluding London England & Wales, Trailing 24 Months Fig. 04



Marketing Vacancies by Industry England & Wales, 24 Trailing Months Fig. 05



Top Ten Companies for Senior-Level Marketing Vacancies England & Wales, 24 Trailing Months Fig. 06

	Jun '15 - May '16	Jun '16 - May '17	% change	plus/minus
Sky	107	87	6	-5
HSBC	55	116	100	54
BT	47	105	121	52
BBC	68	82	42	-31
Nationwide	87	62	-56	-42
Carphone Warehouse	45	66	76	29
Astrazeneca	73	35	-12	-6
Expedia	44	59	42	16
Thomson Reuters	36	60	-46	-23
EY	51	45	-70	-40



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tml Partners is an international executive recruitment firm specialising in senior marketing appointments

With a team of highly experienced consultants, we provide specialist marketing expertise that is unrivalled by generalist headhunters and in-house resourcing teams. We network extensively in this community continually adding value with thought provoking events and publications to help facilitate the agenda for the marketing leaders of tomorrow.

Finding the right marketing talent is far from obvious and ineffective hiring is high risk. tml Partners mitigate this risk with a truly dynamic perspective on hiring the best marketing talent. We're trusted and connected networkers in the senior marketing community and spend a lot of time understanding the motivations and building meaningful relationships with the best, hard to find, passive talent.

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