



CMD

2022

Recruitment

Market Insight Report

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Introduction

This guide is an insight into salary averages and the 2022 market expectations of professionals in the South West.

Our Market Insights Report is based upon our expert local knowledge across the South West and analysis of the wider UK labour market.

In such a competitive market, it can be challenging to attract new employees to your business. Our report aims to help you better understand the current employment landscape so you can attract and retain the best talent.

We have analysed earnings across the region in a variety of different sectors and seniority, allowing you to easily compare salaries in your profession. You can also read the views of our consultants who delve into the details of each sector, giving you a deeper understanding of market trends moving into 2022 and the recruitment challenges ahead.

Once you have perused the details of this guide, our Consultants are just a phone call away to share their expertise and guide you in your recruitment process.

As the leading independent recruitment consultancy in the region, we have aspiring plans for 2022. We can't wait to take you on this journey with us and we look forward to helping you achieve your goals in the future.

Please don't hesitate to get in touch if there's anything we can assist with.



Tim Barfoot
Managing Director
CMD Recruitment

Market Overview

Working in the South-West

With the employment rate at 77.7% for 2021, the South-West has one of the highest employment rates in the UK.

In an already competitive market, companies are having to improve their employer brand, benefits, employee value proposition and salary to attract and retain talent.

As they recover from the economic fallout from the pandemic and seek to attract and retain employees, 97% of large companies are planning to boost salaries. The average raise is expected to be 3% next year, up from 2.7% in 2021.

High employment rate and a shift in candidate attraction results in candidates looking beyond the salary on offer. Employers are offering outside of the box strategies and incentives for both retention and generation of candidates.



The average Wiltshire salary is £34.100pa staying roughly the same since 2019.



South West has the highest percentage of people in employment working part-time at 29.1%



73% of candidates ask about negotiating higher salaries. This is up 20% from 2020.

"Employment is set to recover from the second half of the year onwards, leading to a lower and later peak in unemployment than we had previously expected. By the end of 2022, the level of employment will be slightly above its pre-Covid level" - CBI

Key Findings



Within this year's Market Insight Report, we wanted to capture and illustrate our key findings; of which are listed below. Despite the unprecedented times we find ourselves in, the South-West employment market is still growing and remains a key part of the UK's world leading professional-services sector.



1

Flexible working is likely to continue to be a big contender in 2022. With 9 in 10 people wanting more flexibility and CIPD pushing for day one flexibility rights, it will be interesting to see how much flexible working will become a normal part of working life.

2

In contrast, only 26% of vacancies in 2021 advertised flexible working as part of their package. At some point candidates and employers are going to have to bend to meet in the middle on their requirements. Companies accommodating flexible working patterns will definitely have the upper hand in candidate selection.

3

Employer's career sites need to encompass the bigger picture of an organisation. Candidates want to know their employer have value beyond their product or services. The best-performing career pages are more likely to contain driven commitment to sustainability, DEI and charitable causes.

4

59% of hiring professionals share salary ranges with employees and 48% display these ranges publicly on job posts. As the pay transparency trend is a very on-topic conversation, these numbers are likely to increase throughout 2022.

5

85% of employees take benefits into account when evaluating a job offer and these benefits are highly employee-centric with the most requested benefit being a 4-day working week.

6

To boost talent acquisition and retention, employers need to focus on their employee value proposition. A strong employer brand can lead to a 28% reduction in turnover and a 50% reduction in cost per hire.

7

With employment rate so high, there is an increased usage of agency recruiters to assist the hiring process. This generates shorter recruitment cycles for cost-saving purposes whilst attracting high calibre candidates within a competitive environment.

Engineering & Technical



"Working within the Engineering and Technical sector has been a challenge in the last 12 months with a shortage of highly skilled candidates looking for work. Employers are picking up their workload since covid-19 and now have a need to recruit again. Employers need to have a strong Employer Value Proposition in this current climate, with candidates making decisions based on what the employer can offer. Overall an efficient recruitment process is key as you can potentially lose great talent with not having a decisive and clear route to recruit".

Michelle Day, Consultant

The number of job vacancies in June to August 2021 was 1,034,000, which is the first-time vacancies have risen over 1 million since records began and is now 249,000 above its pre-pandemic January to March 2020 level, the biggest risk the labour market is facing is skill shortages and lack of active candidates.

Further to the national skills shortage across the STEM (Science, Technology, Engineering and Mathematics) industry, 2022 will see an increased emphasis on improving the volume of women within the UK's engineering workforce. Throughout 2022, increased focus will go towards initiatives such as Ada Lovelace day, the Wise campaign and the Women's Engineering Society (WES); all of which aim to increase the level of employed women in the engineering industry.

Engineering & Technical

	Lower	Average	Upper
Production Engineer	£30,000	£42,000	£53,000
CNC Operator	£24,000	£28,000	£36,000
CNC Programmer	£28,000	£33,000	£45,000
CAD Technician	£21,500	£25,500	£32,000
Plant Engineer	£28,500	£34,500	£42,000
Design Engineer	£30,000	£36,500	£48,000
Quality Engineer	£28,000	£35,500	£42,500
Production Manager	£35,000	£50,000	£70,000
Maintenance Manager	£40,000	£50,000	£60,000
Electrical Engineer	£28,000	£34,500	£42,000
Mechanical Engineer	£28,000	£34,500	£42,000
Project Engineer	£32,500	£40,000	£55,000
QHSE Manager	£42,000	£46,500	£59,500
Design Manager	£50,500	£56,000	£66,000
Head of Quality	£51,500	£65,000	£69,500

Industrial & Driving



"With the UK job vacancies reaching a 20-year high, the challenge has been to retain a pool of available temporary working candidates.

With the temporary workforce shortages hitting the industrial and driving sectors, employers need to ensure their salaries and hourly rates are competitive in the market. At CMD Recruitment, we offer in depth benchmarking reports to our clients when engaged on an exclusive basis".

Dan Pyle, Senior Industrial Consultant

Throughout the South-West there has been a continued shortage of flexible skilled and unskilled workers. Organisations have had to be very competitive to attract and retain the talent in the market by increasing hourly rates and offering longer-term commitments of work.

The Road Haulage Association (RHA) completed a survey to its members with findings estimating there to be a shortage of more than 100,000 qualified drivers in the UK. This number does include thousands of drivers from European Union (EU) member states who were previously living and working in the UK.

The effects of Brexit have increased the shortage of the available candidates working within the Industrial and Driving sectors where many workers would live and work between the UK and their own countries. With the change in the immigration rules this is no longer an option of a large candidate pool.

Industrial & Driving

	Lower	Average	Upper
Production Operative	£21,500	£23,000	£26,000
Warehouse Assistant	£21,500	£23,000	£24,000
Labourer	£20,500	£22,000	£25,000
Refuse Loader	£20,500	£23,000	£24,000
Fitter	£26,500	£31,500	£36,500
Van Driver	£20,500	£24,500	£31,000
Forklift Driver	£23,000	£25,000	£26,500
Class 2 Driver	£25,500	£32,000	£40,500
Class 1 Driver	£29,000	£36,500	£45,500
Warehouse Manager	£28,000	£30,000	£42,500
Operations Manager	£44,500	£48,000	£54,500

Administration & Customer Service



"The need for candidates throughout the Customer Service and Administration sector, the core of any thriving business, remains prominent. This should see a shift in salaries being offered; Bigger remunerations and the flexibility to work from home or hybrid working is what candidates are looking for.

With many vacancies within these sectors remaining unfilled, it is more important than ever for companies to re-evaluate what they are offering potential employees, so they remain competitive and attractive in this candidate led market."

Sarah Webb, Recruitment Consultant

In 2021 open vacancies reached a record high of 1,034,000. The administration and Support Services Sector alone had a 33% increase. The increase in vacancies is due to the pandemic, uncertainty and employers trying to bridge gaps with temporary workers. This will decrease going into 2022.

The Office of National Statistics reported in 2020 that 57.2% of staff within Administration and Secretarial support and 15.9% of candidates within Sales and Customer Services worked at home during the pandemic. Because of this, candidates' expectations and requirements when looking for a new role are changing. 80% of candidates are wanting the flexibility to occasionally work from. We will see this become a standard question candidates will ask when discussing a role.

Administration & Customer Service

	Lower	Average	Upper
Customer Service Advisor	£21,000	£23,000	£24,500
Administrator	£21,000	£26,500	£29,000
Receptionist	£21,500	£24,000	£26,000
Sales Administrator	£22,500	£24,000	£26,000
Office Administrator	£22,000	£25,000	£28,500
Customer Service Executive	£23,500	£25,000	£26,500
Administration Manager	£25,000	£27,500	£30,000
Customer Service Team Leader	£25,500	£28,500	£38,000
Office Manager	£28,000	£33,500	£37,500
Personal Assistant	£25,500	£34,000	£43,000
Executive Assistant	£28,000	£34,000	£48,000
Customer Service Manager	£29,000	£36,000	£42,000

Human Resources



"With hybrid working being one of the hot topics for candidates, companies are having to re-evaluate their employee approach to working. Since the pandemic 47% of companies will now allow employees to work remotely, with 43% of businesses introducing flexible days. Having this option has opened up the market to more potential candidates. HR has never been so important as employees are much more mindful about their wellbeing at work and how their employer implements a healthy and happy working environment".

Hannah Chiffers, Principal Consultant

With HR teams coming under increasing pressure to source the right candidates for their vacancies, more and more are turning to LinkedIn, whether this be for advertising or sourcing – so much so that 77% of employers do! However, should employers not include a salary on their advert, then this vastly reduces the number of applications.

The most common reason candidates look to move is either salary increase (26%) or career progression opportunities (22%), however 3 in 4 have reported that their job is having a negative effect on their sleep pattern.

Since the pandemic more candidates are now looking for flexible working in their next role, however, should employers not be able to offer this, then this may impact the talent available to them.

Human Resources

	Lower	Average	Upper
HR Administrator	£22,000	£24,000	£27,500
HR Assistant	£23,500	£25,000	£28,000
Recruitment Coordinator	£24,000	£26,000	£29,500
HR Advisor	£26,000	£33,500	£37,000
HR Business Partner	£31,000	£43,000	£51,500
HR Manager	£42,500	£55,000	£60,500
Learning & Development	£36,500	£41,500	£47,500
Talent Acquisition Manager	£34,000	£41,500	£50,000
Head of HR	£52,500	£67,000	£95,000
HR Director	£65,500	£80,000	£110,000

Accountancy & Finance



"Looking forward to 2022, finance departments will seek to recover in a post-pandemic world with efforts to automate activities across accounting processes. Given the recruitment boom, the retention of staff is a top priority for finance leaders looking to keep the best talent. Hybrid working arrangements are far more common with the average qualified accountant being afforded, on average, two days a week away from the office. Finance staff with business transformation exposure are in high demand as are staff with cost and budgetary control experience".

Jose Garcia-Brennan, Principal Consultant

Demand for qualified accountants has grown post-Brexit and the pandemic, reducing the available talent in the job market. Employers must be far more flexible in their offering to new employees to attract talent and although this has increased initial salary offers, the whole employer value proposition has generally improved.

According to the ONS median weekly pay for full-time employees was up 4.3% on the previous year. This is the highest rate of growth since 2008. The rise in pay marks the continuation of a pre-pandemic upward trend, with compositional and base effects likely to be affecting the year-on-year growth rate. Accountancy and finance professionals in the southwest have been slightly ahead of this trend and we have seen nearly a 5% increase in like for like roles pre-pandemic.

With many employers struggling to recruit staff following the coronavirus pandemic and Brexit, the Confederation of British Industry showed that more employers are planning pay rises for their current workforce in hope to retain talent.

"44% of businesses intended to raise pay in line with inflation and 24% planned above-inflation pay rises, the highest combined percentage since it started surveying businesses about this in 2009." - CBI

Accountancy & Finance

	Lower	Average	Upper
Bookkeeper	£24,500	£26,000	£30,000
Credit Controller	£23,000	£27,500	£32,500
Payroll Officer	£23,500	£25,500	£30,000
Accounts Assistant	£19,500	£23,000	£27,500
Part Qualified Accountant	£29,000	£32,500	£38,000
Payroll Manager	£30,500	£40,000	£45,000
Financial Analyst	£52,000	£63,000	£77,000
Management Accountant	£40,500	£45,000	£49,500
Systems Accountant	£48,000	£55,000	£60,000
Qualified Accountant	£40,000	£52,500	£67,000
Treasury Manager	£45,000	£63,000	£76,500
Financial Controller	£45,000	£60,000	£95,500
Tax Manager	£67,000	£77,250	£87,500
Finance Director	£93,500	£103,500	£117,500
Chief Financial Officer	£110,000	£158,000	£189,000

Sales



"The vast majority of 2020 and 2021 sent sales teams into survival mode. The attitude was typically to move offline efforts online in the short term and see how it all pans out. However, fortune often favours the brave, and those who took the plunge to invest in remote working reaped the rewards.

According to HubSpot's 2021 Sales Enablement Report, investing in remote work paid off for sales leaders. 64% who transitioned to remote selling met or exceeded their revenue targets, while the number was just 50% in those who didn't.

Joe Lacey, Business Development Manager

In May 2020, 60% of all household retail stores were online - an all-time peak due to the restrictions imposed during the pandemic. The post-pandemic trend shows that online channels stayed relevant with the proportion of internet sales at 26% for June 2021. Having a versatile website and social media platform for your business is more important than ever.

With employees arguing increased productivity from remote working, jobs such as telesales, call centre operatives and many others are likely to stay remote. With such, an increase hiring in freelancers is likely to appear as this gives autonomy to the employee on working times and allows business flexibility in peak periods of sales.

Digital sales and sales automation is also likely to remain a high priority for 2022. Sales increase arising from advanced marketing and sales information technology have ranged from 10% to more than 30%, and investment returns have often exceeded 100%.

"50% of buyers believed remote working had made the purchasing process easier"

- The LinkedIn State of Sales Report 2021

Sales

	Lower	Average	Upper
Telesales	£22,500	£26,000	£35,000
Sales Executive	£23,000	£26,500	£34,500
Key Account Manager	£27,000	£32,000	£36,000
Sales Coordinator	£20,000	£23,000	£25,500
Business Development Manager	£32,500	£37,500	£45,000
Sales Manager	£29,000	£37,500	£52,500
Head of Sales	£34,000	£40,500	£58,000

Marketing



"In 2022 digital marketers are going to have to adjust how they effectively target customers in 2023 and beyond as Google announced their decision to end cookie tracking. The decision by Google will make effective ad targeting considerably harder. Digital marketing strategists will have to start planning how they are going to cope with the changes when it happens and plan for alternative strategies".

Mark Buscombe, Senior Recruitment Consultant

Marketing professionals are now expected to have more digital skills with employers particularly seeking out candidates who understand the effectiveness of channel marketing.

With the speed of technological advancements, the marketing industry is likely to see digital skill shortages where key training is required. Chris Daly, CIM's CEO said: "Our Impact of Marketing research found more than three quarters of marketing employers report a skills shortage amongst their workforces. We must provide marketers with 21st century skills to succeed and thrive long-term, or this crisis will only worsen."

Businesses will continue to seek out experienced and passionate employees with social media skills. With so many social media channels available at the touch of a button, effective marketing strategies will need a presence across all channels. A consistent message on a wide range of media will increasingly become the norm.

71% of 16-24 year olds (Gen-Z) believe they have missed out on training opportunities due to Covid19 with over a third (36%) of students say they feel less confident in their ability since the pandemic.

-CIM

Marketing

	Lower	Average	Upper
Social Media Executive	£23,500	£30,500	£38,500
Marketing Administrator	£21,000	£23,500	£26,000
Marketing Executive	£23,500	£26,250	£33,000
PPC /SEO Specialist	£29,500	£34,500	£45,500
Key Account Manager	£24,500	£30,000	£34,000
Digital Marketing Manager	£43,000	£49,000	£60,000
E-commerce Manager	£35,000	£55,000	£65,000
Marketing Director	£64,750	£75,000	£89,000

Work Based Learning for Apprenticeships



"The impact of COVID has certainly been felt in the sector. A wide range of FE students have been impacted by institution closures both in terms of learning loss and general wellbeing, with particular challenges for those from more vulnerable and/or deprived communities. Closing FE colleges during the pandemic has meant declines in both the number of young people completing existing apprenticeships and the number of young people starting new apprenticeships. Last year I spoke about the introduction of T levels – these are now being taught and, in some cases, replacing the BTEC qualification. The challenge remains whether 16 is too early for young adults to make a binary decision between academia or a vocation.

Recruitment and retention remains challenging as teaching is now one of the lowest paid graduate jobs and the FE average pay is £ 9000pa lower than in schools making it harder to attract strong calibre teachers into FE colleges. The skills gap is especially felt in Maths, Science and Digital Computing. Moving onto employability: The new Restart employability programme has meant the sector is at its busiest in terms of levels of financial support and expansion. Over a course of three years, the Restart funding package of £2.9b will help over 1 million unemployed people find work. Kickstart has also seen younger people of 16 -24 being supported into employment. It will remain "all hands on deck " for the next few years. Kickstart has also seen younger people of 16 -24 being supported into employment. It will remain "all hands on deck " for the next few years".

Lesley Clydesdale, Senior Consultant Welfare & Skills

The Government white paper revealed investment in the FE workforce will rise to over £65 million between 2020 and 2022, with part of the extra money going towards a new Workforce Industry Exchange programme, which will develop networks between teachers and industry. The Government introducing a £3,000 premium for maths and science teachers is also welcomed.

The Centre for Inequality and Levelling Up (CILUP) was launched in July 2021. It aims to produce policy relevant research related to place and other dimensions of social inequality. 2022 should see results from this initiative.

There are a huge number of jobs available but reskilling and upskilling remains paramount. Rishi Sunak's Plan for Jobs has provided businesses with financial incentives to take on apprentices where they can apply for a new payment of £3,000 for each apprentice they take on as a new employee between 1 April 2021 and 31 January 2022. Sector- based work academies have sprung up and these can be tailored to meet employer recruitment needs, including pre-employment training. As part of the government's Plan for jobs, any adult aged 19 and over, who does not have a level 3 qualification (equivalent to an advanced technical certificate or diploma, or A levels) or higher, now has the opportunity to access a fully funded course. The Chancellor promised in the autumn budget that the Shared Prosperity Fund would match EU structural funding of £1.5bn a year and also indicated that the UK Shared Prosperity Fund will equip hundreds of thousands of adults with functional numeracy skills to improve their employment prospects, and this is a welcome initiative.

Work Based Learning for Apprenticeships

	Lower	Average	Upper
Apprenticeship Assessor	£26,000	£28,000	£30,000
IQA	£27,000	£29,000	£32,000
EPA	£35,000	£36,000	£37,000
Learning Engagement Executive Non-Levy	£24,000	£25,000	£26,000
Learning Engagement Executive Levy	£28,000	£30,000	£32,000
Employer Engagement Executive Non-Levy	£25,000	£25,500	£26,000
Employer Engagement Executive Levy	£30,000	£32,500	£35,000
Functional Skills Tutor	£23,000	£28,000	£30,000
College Lecturer	£30,000	£32,500	£35,000

IT



"Throughout the pandemic organisations have had to adapt quickly to the ever changing and developing technical world, with constant changes happening in the workplace. There is certainly a high demand for IT individuals at this current time, however with a lack of candidates in this current market with various skill shortages it has become increasingly difficult to find the right individuals. The most in demand tech skills at the moment include, Data Science, Cloud Computing and Artificial Intelligence and therefore we can expect these sectors of IT to continue to grow in the coming years."

Sophie Ward, Candidate Manager

Looking ahead to 2022, we can expect to see an increase in tech spending to further improve the infrastructure of organisations and to keep up with the progression of technology.

A recent study found that in 2021 55% of companies had accelerated their spending in the technology field to address needs created as a direct effect of the pandemic. Furthermore, this planned growth of IT budgets will continue in to 2022 and will result in over 53% of businesses increasing their spending or at least 35% of these organisations keeping their budgets the same as the previous year. The outcome of this will mean a further demand for these individuals and therefore an uptake in more IT roles being created.

A second study shows that roughly one quarter of IT professionals plan to look for or change jobs in 2022, with around 86% of these IT job seekers open to considering remote working options. This is another big impact of the COVID pandemic, with more and more people looking for a hybrid way of working for a better work life balance.

We can expect this to be a more prominent feature for businesses hiring and for candidates job searching in 2022.

IT

	Lower	Average	Upper
Desktop Support Engineer	£28,000	£32,000	£35,000
Help Desk Support	£18,500	£23,000	£28,000
Network Administrator	£34,000	£38,000	£42,000
Database/Intelligence Developer	£44,000	£49,000	£52,500
Systems Administrator	£33,000	£45,000	£52,000
Database Administrator	£39,000	£45,500	£52,000
IT Support Manager	£38,500	£43,000	£50,000
Service Delivery Manager	£47,000	£51,500	£55,000
Cloud Engineer	£49,000	£53,500	£59,000
PMO Analyst	£32,000	£35,500	£36,750
Business Analyst	£34,000	£40,000	£51,000
Network Engineer	£46,000	£51,000	£57,000
Head of IT	£57,000	£73,500	£83,500
Full stack Developer	£38,000	£47,500	£63,000
Security Network Engineer	£43,000	£52,500	£62,500

Flexible Working

Could we even be going into 2022 without discussing flexible working?

Over the last 19 months the pandemic has shaken up our working ways, flipping a large chunk of the workforce to remote-working overnight.

Prior to the pandemic and still consistent today, **the South-West has the highest percentage of part-time employment at 29.1%**

The South-West also has the highest percentage of female workers employed on a part time basis at 45.7%.

9 in 10 people want flexibility in their next position.

Only 26% of roles advertised in the UK mention flexible work.

Change in place already?

According to LinkedIn, since the pandemic over 68% of employees said their work location had become more flexible and more than half (57%) stated their hours had become more flexible.

The Importance of "soft skills"

For flexible working to be effective, there needs to be trust between employer and employee. This has resulted in a higher demand for applicants to have additional "soft skills" to compliment both academic and vocational qualifications. Putting pressure on an already competitive market to produce candidates with a full, well-rounded skill set.



Changing Social Values

"The overlap between life and work is growing. Terms and conditions of work, beyond pay (e.g. company ethos, corporate social responsibility and ethics) are increasingly important to candidates. This makes recruitment a more complex process as recruiters are asked to match people with organisations, not just skills with vacancies."

– The Guardian

Employee Benefits

The pandemic has surely made candidates reflect on what benefits are important to them at work. Gone are the days where a ping pong table and free fruit suffices as a great office perk.

According to a recent survey, **85% of employees take benefits into account when evaluating a job offer**. These are the ten best office perks to help improve collaboration, company culture, and employee satisfaction:

1. 4-day working week
2. Flexible working
3. Bonuses
4. Annual leave
5. Remote working
6. Private health & dental care
7. Professional development
8. Share/stock options
9. Additional parental leave
10. Seasonal social events

"Four-in-five people prioritise new job perks over a pay raise when looking for work".
-Rovva

"72% of employers will use virtual reality simulations for training by 2022".
-Future Workplace

What candidates want to see from employers:



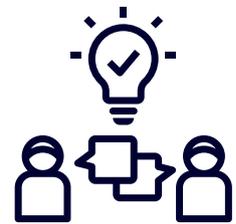
Values



Vision



Inspiration



Understanding

Candidates are interested in companies with a clear understanding and message of sustainability, DEI and employee wellbeing. They want their leaders to be an inspiration, leading from the front in prioritising the companies brand and employee wellbeing. Echoing business decisions from the top down so all employees feel part of the loop and empowered to raise their thoughts.

The average UK holiday entitlement is 25.5 days.

With flexible working on the rise and employee benefits shifting to encompass a more well rounded work/life balance, companies need to focus on their entire brand to entice and incentivise their workforce.

Employee Value Proposition

To boost talent acquisition and retention, the employer needs to refine their brand identity, and the brand experience. Working with clients across various sectors and industries has made us start to realise the difference an EVP can bring to your business.

"94% of candidates would consider an employer's brand when applying for jobs and 45% of passive job seekers would apply for a job if it was to work for an 'amazing brand'". - REC



Your EVP is the reason people want to work for you and can be a crucial element in retaining talent in a competitive job market. It's main goal is to create an employee centred workforce who are committed, positive and productive.

Having a strong employee value proposition (EVP) can lower your turnover by 69%".
- Gartner

Building your employer brand clearly in line with your EVP will give a clear sense on what your business embodies and how this might attract future talent. A strong EVP and consistent communication will allow your company to break through the crowd in an already very competitive market. Having a strong EVP will help you attract top talent, set you apart from competition and align your business as an "employer of choice".

2021 has highlighted the skill shortages across many sectors – with the south west holding the largest demand for the financial sector and further education.

Training and Upskilling

The proportion of jobs held by people qualified at a higher level (qualification level 4 and above) is projected to increase from 38% to 47% by 2022. Of course, this rise is primarily based on further training support to further dilute the skill shortage crisis. For instance, The Government white paper revealed investment in the FE workforce will rise to over £65 million between 2020 and 2022, with part of the extra money going towards a new Workforce Industry Exchange programme, which will develop networks between teachers and industry.

While most employers could be described as being in 'training equilibrium' having been able to provide all the training that they wanted over the previous 12 months, 2/5 wanted to provide more training than they had been able to do.

Digital Recruitment

Recruitment automation has definitely been a topic of 2021. With many having to embrace remote working, the recruitment process has had to function in a virtual capacity. This has paved the way for CV's, interviewing and onboarding to take place in a digital realm. Because of this, we have seen an increase in:



Automated screening solutions - such as automated reference checks



Mobile conferencing apps



Video interviewing and the introduction of Video CV's



Online skills testing and one way video interviews



Analytical prediction tools to provide accurate candidate selection insight

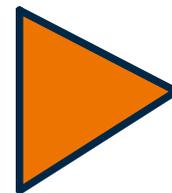


Bias free hiring and the use of blind CV's

Applicant Tracking Systems (ATS) are, of course, a fundamental recruitment technology used to track and manage candidates, however, ATS' are in competition to include more. such as recruitment marketing platforms, CV screening, assessment tools, video interviewing platforms and interview scheduling applications.

At CMD Recruitment, we know that human interaction is vital when it comes to recruitment. So rather than trying to automate this, we are focused on enhancing it. We've invested in state-of-the-art video engagement technology that allows us to present candidates to our clients in a far more efficient light.

"Automation and AI software has been used more in the recruiting processes in 2021 than 2020."
- Jobvite



In 2021 the challenge of recruiting has been a lack of qualified candidates, competition for talent and candidates requirements for remote working.

Challenges in Recruitment

Looking forward to 2022, we anticipate many of the same challenges, perhaps evolved further as the market changes. Some of these include:

Misalignment between candidate and client requirements (specifically involving flexible/remote working)

Heightened skill shortages and the need for specific skill sets.

Speed of recruitment. Without efficient hiring speed, clients will lose candidates to offers elsewhere.

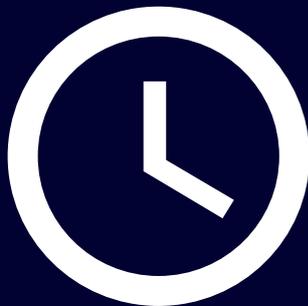
Health and safety concerns including COVID-19 (23%)

Future Predictions



Continued increase in social use to attract talent

Last year LinkedIn saw a 60% increase content creation and a 437% increase in live streams. In fact, a study found that 122 million people received an interview through LinkedIn with 35.5 million having been hired by a person they connected with on the site. So it's unsurprising that 3 people are hired through LinkedIn every minute.

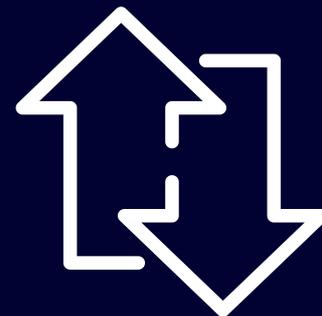


Time to Hire

In the UK, the average time to hire takes 27.9 days. With employment rate so high, a delay in recruitment could result in a candidate accepting an offer elsewhere. Remote recruitment, powered by video interviews and digital feedback collection can result in a more efficient and faster time-to-hire. To ensure speedier hiring time, technological advancements are likely to continue to play a paramount part in the recruitment process.

Change in traditional hiring

84% of employers plan to expand remote working. So to win the war for talent, HR will need to rethink traditional approaches to recruiting and talent development. With a more diverse geographical team, the need for virtual interviewing and onboarding will likely continue to rise. Complacency about changing business and talent expectations can cost your business a competitive edge.



Prioritising Diversity, Equality and Inclusion

According to LinkedIn, job listings for DEI have more than doubled since June 2020. Employers are taking a more public stance adding their DEI commitments to their values as well as policies. Many companies are changing their recruitment processes in order to attract more diverse talent utilising blind CV's and additional training to put best recruiting practices into place.

CMD Recruitment

At CMD Recruitment, we deliver consultative recruitment solutions, helping our clients save time with their recruitment process. We devote ourselves to finding the top candidates for each vacancy.

We offer permanent, fixed-term and interim recruitment solutions for single-posts or, depending on your needs and requirements, we can deliver high-volume recruitment campaigns. Our consultants have extensive local market knowledge which we combine with the most up-to-date recruitment tools. It's this combination that gives our Clients and Candidates a competitive edge when it comes to exploring the job market.

We recruit fairly, without discrimination and always within GDPR laws. Thanks to our combined 150+ years of industry experience, we can provide you with the best candidates in the market, not just on the market.

With thanks to data and research sourced from REC, Glassdoor, Indeed, ONS, LinkedIn, Innovantage, Totaljobs, Bullhorn, Guardian, House of Commons Library, Prospects, PwC, Digital Marketing Institute, The Independent, Heart of the South West LEP, KREO Web, Marketing week, Rovva, Plumpot, AECITB, CIPD, ICAEW, Adzuna, CIM, CBI, and CMD Recruitment.

Melksham

4 Lancaster House, Lancaster Park
Bowerhill, Melksham
Wilts, SN12 6TT

TEL 01225 805080

Calne

Unit 5 Fourbrooks Business
Park, Porte Marsh
Industrial Estate, SN11 9PP

TEL 01249 813843

Devizes

13 Market Place, Devizes,
Wilts, SN10 1HT

TEL 01380 738300

Bath

Cambridge House Henry Street
Bath, BA1 1BT

TEL 01225 800000



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www.cmdrecruitment.com

