

Skill Shortages Challenge Marketing Employers

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According to a survey of over 10,000 employers and employees by the specialist recruitment company Hays, UK employers are confident their business activity will increase over the next 12 months and this will result in greater hiring, with 65% of marketing employers planning to increase headcount over the next 12 months. However, 82% of are already concerned that they will encounter a shortage of suitable candidates.

- War for talent intensifies as 65% of marketing employers plan to increase headcount and 82% expect skills shortages will be a challenge
- 63% of marketers anticipate they will move jobs in the next 12 months
- 74% of marketing employers increased salaries over the past 12 months

Not only is confidence returning to businesses, we are also seeing that confidence has also significantly increased amongst marketing professionals, with 63% anticipating that they will move jobs in the next year and 37% of these considering a move within the next 6 months. With an above average 61% of marketers dissatisfied with their pay and almost half (49%) stating that there isn't scope for career progression in their role, the propensity to find a new job is already high and likely to increase further.

When it comes to addressing these skills gaps, marketing employers have invested more heavily in training and in raising their profile with candidates than other industries, but are less likely to invest in entry-level candidates.

Clare Kemsley, Managing Director of Hays Marketing, says:

"Although salary increases aren't yet widespread in marketing we are seeing signs of increased recruitment activity across the UK and there is growing demand for marketing professionals, especially those with digital skills. As the market improves and there are more vacancies to choose from it will become more important for organisations to ensure they can move from interview to offer as quickly as possible.

"Given that businesses are now more confident about the year ahead and they have plans to take on more staff we expect to see this salary growth to take a greater hold by the middle of next year. Some employees have already spotted they can earn more and decided to make a career move. Others will follow suit over the next 12 months and the situation could soon reach crisis point for employers fighting for the talent they need. Employees rarely move for salary alone but it is always an important consideration and employers need to look at what they can offer in order to attract and retain the best employees."

To access Hays UK Salary and Recruiting Trends 2015 visit www.hays.co.uk/salary-guide

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About the Hays UK Salary Guide 2015:

This guide has been compiled using data gathered during 2014 from 96 Hays offices across the UK. The salary data is based on job listings, job offers and candidate registrations. The findings of our benefits survey are based on responses from over 10,000 employers and employees from organisations of all sizes throughout the UK.

About Hays

Hays plc (the "Group") is a leading global professional recruiting group. The Group is the expert at

recruiting qualified, professional and skilled people worldwide, being the market leader in the UK and Asia Pacific and one of the market leaders in Continental Europe and Latin America. The Group operates across the private and public sectors, dealing in permanent positions, contract roles and temporary assignments. As at 30 June 2014 the Group employed 8,237 staff operating from 237 offices in 33 countries across 20 specialisms. For the year ended 30 June 2014:

- the Group reported net fees of £724.9 million and operating profit (pre-exceptional items) of £140.3 million;
- the Group placed around 57,000 candidates into permanent jobs and around 212,000 people into temporary assignments;
- 24% of Group net fees were generated in Asia Pacific, 42% in Continental Europe & RoW (CERoW) and 34% in the United Kingdom & Ireland;
- the temporary placement business represented 59% of net fees and the permanent placement business represented 41% of net fees;
- Hays operates in the following countries: Australia, Austria, Belgium, Brazil, Canada, Colombia, Chile, China, the Czech Republic, Denmark, France, Germany, Hong Kong, Hungary, India, Ireland, Italy, Japan, Luxembourg, Malaysia, Mexico, the Netherlands, New Zealand, Poland, Portugal, Russia, Singapore, Spain, Sweden, Switzerland, UAE, the UK and the USA

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