

BRAND RECRUITMENT'S

# MARKETING INDUSTRY AND RECRUITMENT REPORT 2020

Our 2020/21 Market Review informs candidates and clients alike about what this year has meant for jobs, our industry, and our community.

# INTRODUCTION

Our 2020/21 Market Review informs candidates and clients alike about what this year has meant for jobs, our industry, and our community. Brand Recruitment has released seven white papers over the years with the sole purpose of informing our network of marketers on the jobs market, data trends and salary benchmarking.

Unfortunately, due to COVID-19, we came to the difficult conclusion that the data we had collected at the start of the year would have inaccurately reflected the marketing jobs market over the course of 2020/21. However, we knew that we could not end the year without some form of round-up of how 2020 has impacted the marketing community as well as our predictions for next year.

It will take many years to see the true impacts of the pandemic, national and regional lockdowns, the collapse of the global economy and continued political uncertainty. Despite the understandable anxieties caused by these factors, we have seen that an increasing number of businesses do appreciate that a talented marketing department is crucial. Even with unexpected budget cuts, working remotely or team restructures, marketers have proven that they can provide ROI and help businesses to thrive, whatever the external environment throws at them.



**“Lexicographers at Collins Dictionary chose “Lockdown” to be the word of 2020 because it has been a “unifying experience for billions of people across the world”. ”**

It seems that coronavirus is going to be a word on everybody's lips for the foreseeable future, but we want to focus on the ways that we have seen the marketing community adapt to adversity and even improve engagement. In response to COVID-19, workplaces all over the globe are adapting at a fast rate, with seismic changes taking place. Now more than ever, businesses realise the importance of employee well-being. COVID-19 has been a catalyst for change and under Government guidelines investing in workplace well-being is extremely important; this has been evident amongst the clients we have engaged with.

Despite the market volatility in the past year, we have been so proud to see the camaraderie of the marketing community throughout the Central and Eastern Region and beyond. Our partnerships with local learning and networking groups like The Marketing Meetup have continued to be a key driver in building and maintaining our community relationships and presence. Our close affiliations with the industry are intrinsically important in our mission to be a true recruitment partner, immersing ourselves in the marketing community.

# TYPES OF ROLES:

Without a doubt the most in-demand skillset this year has been digital marketing. We have experienced a predicted and sustained increase in the demand for candidates with these digital skills.

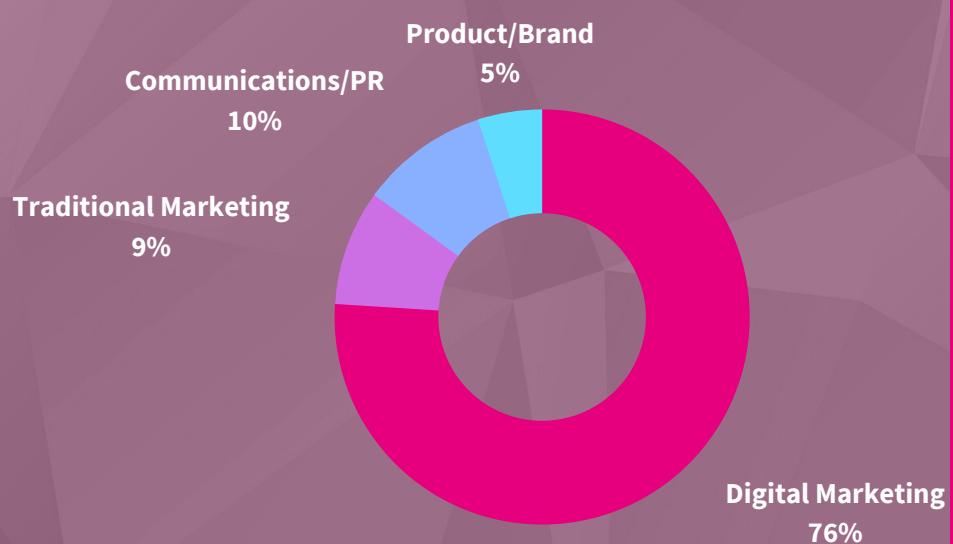
Countless hiring managers have acknowledged that one of the many great things about digital marketing is that it is measurable. The ability to measure and track digital activity, and therefore demonstrate ROI is a vital part of successful marketing strategies, which in turn, makes it very justifiable when it comes to spend.

Of the hiring managers we have partnered with in 2020, 80% expect to make the most investment in digital in general, alongside more specific digital specialisms such as, social media, email/CRM, and search engine marketing.

Furthermore, approximately 76% of the marketing roles we recruited for in 2020 have had a digital element, which means that prospective candidates with broader online and offline skillsets are in-demand, and we predict that they will continue to be throughout 2021 (see chart below). Businesses with marketing budgets have had to adapt to the current climate by shifting their focus from traditional to digital by prioritising SEO, PPC, social media and content marketing strategies.

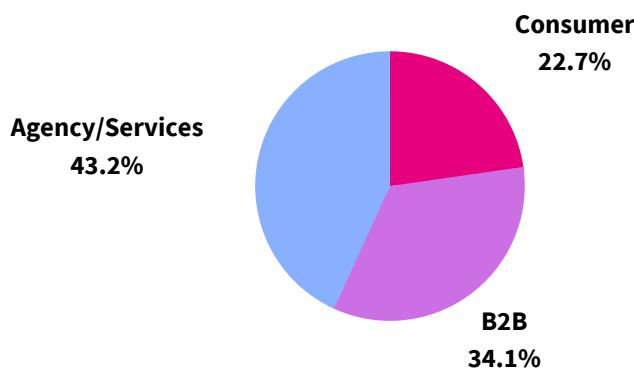
It is clear from the variety of roles we have worked on throughout 2020 that content marketing has been a crucial tool for marketers during this crisis. Content marketing can be split into a few different strategies based on whether companies need; educational content to communicate an important message, to focus on organic content methods like social media posts and publishing relevant blogs, or even just driving awareness of a brand. Businesses that have seen the need for candidates with digital and content have adapted and become more innovative before, during, and post-COVID.

“ 80% of hiring managers expect to make the most investment in digital marketing ”



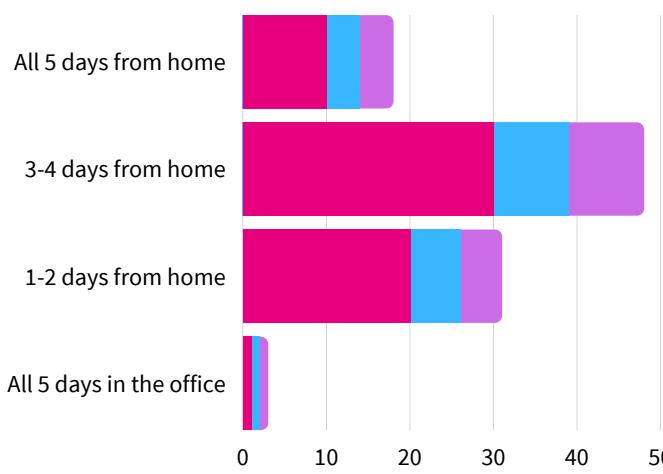
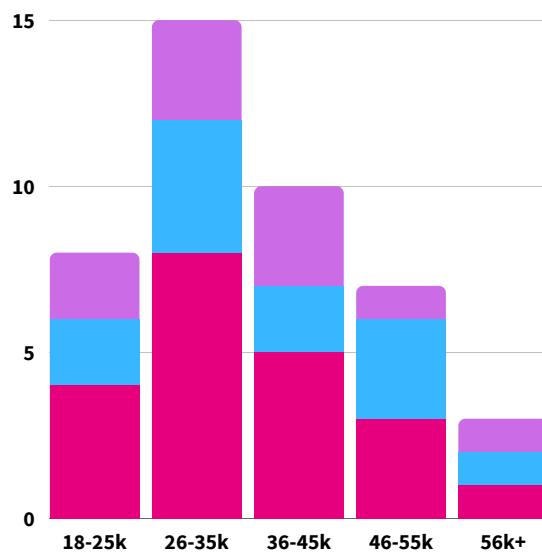
# LEVEL OF ROLES:

The salaries of the roles we have recruited for in the last year have ranged between £18,000 - £100,000+. After the first lockdown, the roles which we have undertaken in the most senior salary brackets have tended to be working for companies in B2B industries. Looking back to the last recession, again, B2B organisations tended to be the quickest to stabilise marketing spend and we believe this to be down to the less 'fragile' relationship many businesses have with their suppliers and potential customers. In short, consumer spend tends to be more volatile in times of hardship, hence why we have seen more activity in the B2B marketing recruitment space.



In the £30,000 to £59,999 salary bracket the lion's share of roles sit within the B2B sector, largely within healthcare, medical, pharmaceutical, software, IT, cyber security, Artificial Intelligence and technology. Our roles in B2B based companies accounted for 50%, with agency and services taking 30% and consumer picking up an unsurprising 20%. This salary bracket of roles spans both strategic development - and hands on implementation and is very much the 'doing' category. Many businesses used these roles to aid in recovery from July onwards. It is interesting to note that requirements for agency positions increased as businesses became more reactive, and without wanting to increase headcount, they had more budget to spend with agencies on specific projects.

In the £18,000 to £29,999 bracket there was an even split across B2B and services sectors both taking 40% each of the job industry breakdown with consumer roles only accounting for 20%. Added uncertainty in many of the consumer sectors resulted in less investment in hiring during the second half of 2020.



Finally, with many employees now benefitting from flexible working arrangements due to COVID-19, the marketing industry has been forced online more than ever. We therefore anticipate video-based content marketing will continue to be an important part of a marketer's toolbox. Alongside the increased demand in video and visual digital content, we also predict that social selling/influencer marketing will play a bigger part in many digital marketing strategies, and certainly across the consumer sectors, but more so within B2B and services.

# B2B



## STAND OUT SECTORS:

Throughout all of 2020, our standout sector has without a doubt been within B2B. Whilst back in March 2020 the job market seemed gloomy and unpredictable, we have since seen slow but steady growth in the marketing industry with clients, new and old, choosing to partner with us.

Most notably, across all salary bandings - we have seen an increase in the number of roles within the healthcare, medical, pharmaceuticals, software and IT spaces, and we are hoping this trend will continue through 2021 as the market begins to stabilise. Of the businesses that we have partnered with during and post lockdown, we have established that our assignments were made up of 44% B2B, 35% services and 21% consumer industry sectors. We suspect that as optimism grows within the jobs market, and the economy begins to bounce back as it did after the recession in 2010, we will start to see these percentages even out across the three sectors as we choose to view them.

## SKILLS CLIENTS ARE PRIORITISING

### IN 2020:

Between March 2020 and December 2020, we have noted that candidates with the following attributes have either been highly sought after or ranked highly in the shortlisting and offer stages with hiring managers:

- Digital skills like PPC, social media expertise and experience in eCommerce have all been in high demand
- Strategy development as well as a 'hands on' approach
- Ability to collaborate in a virtual environment



## WHAT CANDIDATES PRIORITISE:

Between March 2020 and December 2020, we documented a 140% increase in applications on jobs when comparing the same period last year. Of the many candidates we have had the pleasure of engaging with, we have noted the following priorities have been at the forefront of their minds:

- Working from home options or a structure with some flexible working considerations
- Ability to work in a team environment or share ideas with peers
- Open and transparent recruitment processes
- Collaboration with other departments and a common 'goal' to work towards across the business



## 2021 PREDICTIONS:

Our friends at the Chartered Institute of Marketing (CIM) confirmed that in 2020 9% of global marketers have sadly been made redundant since the coronavirus outbreak began. However, they also reported that the majority of marketers (87%) said they felt confident that the sector will be able to bounce back once the pandemic has subsided.

We predict that brand reputation, otherwise known as Corporate Social Responsibility (CSR), will be something that more companies show signs of investing in over the coming years, if they haven't already. This comes as audiences are becoming much more concerned with a brand's perceived values, and how they align with our individual beliefs and the things that are important to us. This suggests to us that businesses are preparing long-term marketing strategies rather than fixating on short-term wins.

## WORDS FROM OUR MANAGING DIRECTOR, DOMINIC PHIPPS:



It has been a tough year for the majority of sectors, but marketing has been hit particularly hard over the last nine months. We've witnessed the largest volume of redundancies in history, and whilst it's very easy to focus on the negatives throughout our industry, there have certainly been positives emerging throughout the last few months. Job figures, working patterns and employee satisfaction have all been on the increase, and long may this continue.

Marketers strive to connect and communicate with their audience, now more than ever that feeling of 'connection' should be upheld and valued. Marketing will be the way forward, and its value should never be challenged, especially as markets become more competitive once again.



## WORDS FROM OUR ASSOCIATE PARTNER, BEN PHILLIPS:

Particularly now, companies really need to review their overall employee satisfaction. Key areas such as health (mental and physical), wellbeing and fulfilment both in the workplace and personally are going to be the big driving factors throughout 2021 and far beyond.

We've already seen so much positive change in attitude towards employee wellbeing over the course of this year, and those companies taking it seriously will (and do) see the benefits of a happy workforce! It can be as simple as offering flexible working hours or subsidised gym memberships to counselling sessions or even corporate massage sessions, but the dedication to employee mental health and wellbeing only improves productivity in the workplace (countless studies back this fact!). Businesses should ask themselves "Why not implement some wellbeing into our work environment?", what harm could it really do?

I would recommend hiring managers to carry out structured recruitment campaigns with realistic timeframes laid out to ensure a smooth process when filling vacancies. On the flipside businesses should be prepared to be adaptable to ensure they don't miss out on the top talent because they may not have been accommodating enough - recruitment processes are certainly a two-way process!

If you do see a candidate you really like, move swiftly! You must always expect candidates to be pursuing more than one role at any given time. Also, it is increasingly important to remember that you as the hiring manager (along with the business) are being interviewed by the candidate, just as much as you are interviewing them, so be prepared to impress just as much as you want to be impressed.



## WORDS FROM OUR OPERATIONS AND INSIGHTS MANAGER, HARRIET ROFFEY:

Of the many candidates the Brand team and I have personally spoken to since lockdown, it appears that moods have lifted as marketers adjust to the "new normal" and the recovery to a post-COVID world appears on the horizon. We have noted that the majority of the marketers we engage with have expressed the desire to learn more than ever, by undertaking new online courses, webinars and training programmes. This has helped marketers to upskill and keep productive through what has been a difficult period.

It is easy to look at all the ways that COVID-19 has negatively impacted the marketing community, but there are so many positives to take moving into the New Year. On both the candidate and client side of things, employee well-being has never been more important, and I am pleased that it will continue to be. COVID-19 has certainly been a catalyst for change, allowing marketers to refocus their strategies, adapt to new working environments from home, and collaborate in new ways. This wasn't how anyone expected 2020 to pan out but our marketing community has remained positive, showing perseverance and compassion throughout.

# COULD YOU BENEFIT FROM SALARY BENCHMARKING FOR YOUR MARKETING TEAM?

We offer free, no obligation, professional salary benchmarking services.

For over fifteen years we've advised UK businesses of all shapes, sizes and industries on salaries for their marketing teams.

We can help you to:

- Save money when hiring
- Retain valuable employees
- Increase safeguarding against headhunting
- Gain peace of mind
- Ensure efficient salary budgeting
- Support pay review meetings

Contact us for more information on **01223 242423** or [info@brandrecruitment.co.uk](mailto:info@brandrecruitment.co.uk) and detail you're interested in salary benchmarking.





**WWW.BRANDRECRUITMENT.CO.UK**  
**01223 242 423**

