



Yorkshire, Humber and East Midlands Regions

Issued Jan 2019

# Office Support & Technical Recruitment Salary Report 2019

## Positions covered

- › HR
- › PA / Office Support
- › Customer Service
- › Marketing
- › Procurement



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## Introduction

2018 was an interesting ride for all of us with the ups and downs of the political climate, unemployment remaining remarkably low at 4.1% and the demand for experienced, quality administrative and office support candidates higher than we've seen in recent years.

With organisations powering on with their plans for growth, the demand for more professional, administrative and office support staff continues to increase. More specifically, HR and administration roles will become integral to business outcomes in the year ahead. The focus has firmly shifted to maximising employee engagement through providing more training, and working towards personal development plans to upskill

more than their basic salary. Flexible working and the ability to work from home appear to be the most sought after benefits, followed closely by training opportunities, and the promise of progression and promotion. The need for new HR initiatives and strategies is likely to increase the demand for qualified and experienced individuals to help devise, support and implement these effectively.

**The focus has firmly shifted to maximising employee engagement through providing more training, and working towards personal development plans to upskill employees**

employees, not only for progression purposes, but also to make sure they are keeping up with digitisation and automation of certain business processes.

In addition to this, the need for an organisation to offer more than just a competitive salary is stronger than ever. The CIPD Reward Management Report produced towards the end of 2018 found that 97% of employers in the UK are planning to significantly increase their spend on benefits over the next two years, as candidates are now looking for

We have also seen an increase in administrative and office support professionals receiving bonuses and extra perks that you wouldn't necessarily expect for lower salary positions. Again this is a reflection of a high demand for candidates and the need to retain good people. Candidates in this field are now regularly receiving more than one job offer at a time and are regularly provided with a counter offer by their current employer. A good benefits package will both entice and retain top talent.

## Introduction (continued)



We have noticed a particular rise in Personal (PA) and Executive Assistant (EA) roles – we placed 45 in the past year, which is more than three a month. The ability to multi-task, prioritise, adapt to changing situations, and carry out a broad range of tasks is a must for any EA and even smaller firms around the region are finding their Managing Directors, CEO's and Board members in need of this level of support to keep things running smoothly. This need has been reflected in salaries, with an average 3% increase in wages.

In this report, we have analysed more data than ever before, utilising our extensive resources

and CRM system, and evaluating all of the intelligence we have gained over the past year. We've also analysed every inch of data we could find and deem to be relevant from a variety of reports available in the wider market to provide the best insights into both hiring and candidate trends across the Office Support and Technical disciplines.

I hope you find this report useful. Our systems allow us to provide analysis, overview of trends and more specific insights in response to client requirements. Please email me personally on [lbrewster@brewsterpartners.co.uk](mailto:lbrewster@brewsterpartners.co.uk) if I can extend this service to you and your business in 2019.

**Lisa Brewster**  
Partner

## Methodology

Our Salary Report has secured a reputation as being one of the most comprehensively researched and up-to-date reports available to employers. The resources utilised for this report includes the following sources (all for the Yorkshire, Humber and East Midlands regions):

Over  
**3,600**  
vacancies registered  
with us during 2018.

Our consulting  
team's combined  
**150 years**  
of experience in the  
recruitment industry  
in this region for Office  
Support & Technical staff.

Over  
**170,000**  
applications received by  
our consultants in 2018.

Our Partners'  
combined  
**45 years**  
of experience in the  
recruitment industry  
in this region.

Our preferential online  
resources providing  
access to over  
**40 million**  
CVs as  
benchmarking data

Information from reports  
and press releases from

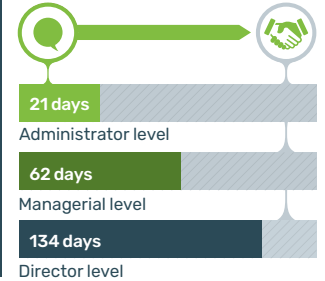


## The Office Support & Technical job market – 2018

The percentage of 'immediately available'  
candidates starting jobs.



Average length of time to recruit from the  
beginning of the process to start date:



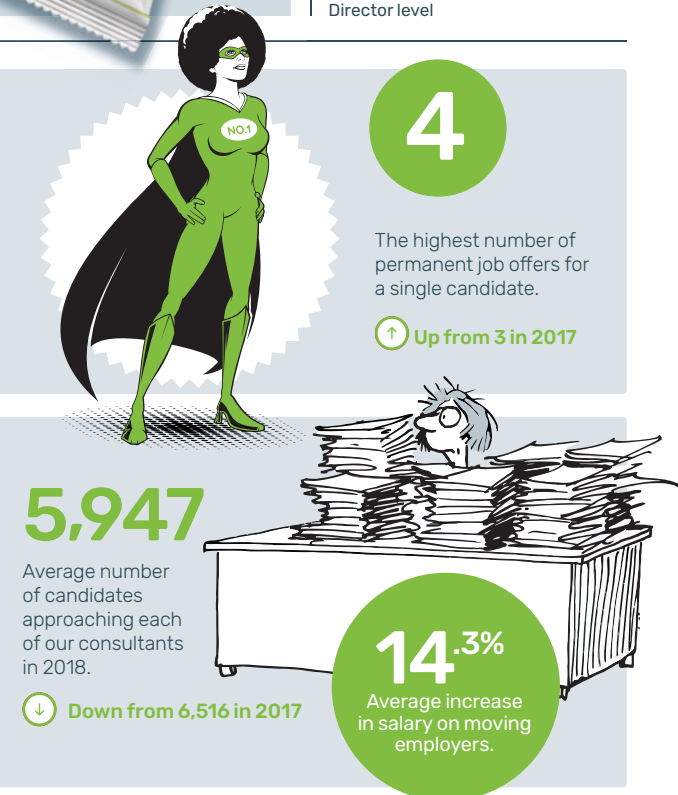
### CAUTION Career Hazard

**23.1%**  
The percentage of candidates  
who received a counter-offer  
when they handed in their notice.

↑ Up from 21.4% in 2017

**6.2%**  
The percentage of candidates  
who accepted the counter-offer.

↑ Up from 5.7% in 2017



## HR positions

The demand for HR professionals has continued to increase over the last year, with salaries increasing as much as 13% in the Learning & Development and Talent Management specialism, and an average increase of 7% overall.

The focus remains heavily on talent retention, employee engagement, and most organisations we have spoken to are now making significant changes to their benefits packages to make them more attractive. The need for experienced and qualified individuals who are capable of developing and driving new initiatives is greater than ever, and employers are willing to pay a higher salary for the top talent. There is also the inescapable impact of Brexit, which will require all HR hands to the pump to navigate.

### Key hiring areas for HR Professionals



Change  
Management



Performance  
and Reward



Talent  
Management



Learning and  
Development

### The top five in-demand HR roles for 2018\*

- 1 Talent Manager
- 2 HR Generalist/  
Business Partner
- 3 Learning and  
Development Specialist
- 4 Organisational  
Development Specialist
- 5 HR Director

\*Based on our 2018 findings.

## HR positions (continued)

Position	Permanent salary			Temp hourly rate		
	Min £	Max £	Typical	Min £	Max £	Typical
<b>Generalist HR</b>						
Assistant/Administrator	£17,500	£30,000	£23,000	£10.00	£16.00	£12.50
Advisor	£26,000	£40,000	£34,000	£12.00	£20.00	£16.00
Manager	£32,000	£50,000	£37,500	£15.00	£25.00	£22.00
Business Partner	£34,000	£65,000	£47,500	£18.00	£26.00	£24.00
Head of	£54,000	£95,000	£78,000	£250 per day	£500 per day	£350 per day
Director	£75,000	£145,000	£105,000	£400 per day	£850 per day	£550 per day
<b>Learning &amp; Development/Talent Management</b>						
Assistant/Administrator	£22,000	£30,000	£25,000	£12.00	£16.00	£14.00
Advisor	£25,000	£40,500	£34,000	£15.00	£20.00	£16.00
Manager	£40,000	£68,000	£52,000	£18.00	£30.00	£25.00
Head of	£50,000	£85,000	£74,000	£350 per day	£550 per day	£425 per day
Director	£80,000	£150,000	£102,000	£400 per day	£800 per day	£600 per day
<b>Organisational Development/Change Management</b>						
Consultant	£32,000	£65,000	£48,000	£200 per day	£400 per day	£250 per day
Manager	£38,000	£75,000	£65,000	£300 per day	£500 per day	£350 per day
Head of	£62,000	£125,000	£94,000	£400 per day	£750 per day	£500 per day
<b>Recruitment/Resourcing</b>						
Assistant/Administrator	£19,000	£27,500	£24,000	£10.50	£15.00	£12.00
Advisor	£23,000	£40,000	£30,000	£12.00	£18.00	£16.00
Manager	£27,500	£58,000	£42,000	£14.00	£35.00	£25.00
Head of	£34,000	£75,000	£48,000	£250 per day	£350 per day	£300 per day
Director	£60,000	£115,000	£85,000	£400 per day	£650 per day	£550 per day

**Temporary rates:** All of the temporary rates we have outlined include basic pay and holiday pay. They do not include employers' NI or any agency mark up or margin.

## PA/Office Support positions

The office support sector continues to thrive, with organisations requiring more and more support to keep things running efficiently.

This year we have seen an average increase of 6.6% across all positions, with Executive and Personal Assistants becoming the most in-demand roles, with Office Managers and Receptionists close behind.

Candidates with experience and skill sets that will add

significant value are receiving higher-than-average starting salaries to attract and then retain them. Executive Assistants in particular, because of the broad range of responsibilities and tasks involved, and the fact that they tend to line manage other PA's and office support staff, are highly sought after.

### The top five in-demand PA/Office Support roles in 2018\*

- 1 Executive Assistants/ Personal Assistants
- 2 Office Managers
- 3 Administration Managers
- 4 Receptionists

\*Based on our 2018 findings.

#### Skills and Qualifications in Demand:



Proficient in Microsoft Software Packages



Effective time management and organisational skills



CIPD qualified



SAP/CRM experience



Critical thinking and communication



## PA/Office Support positions (continued)

Position	Permanent salary			Temp hourly rate		
	Min £	Max £	Typical	Min £	Max £	Typical
<b>PA/Office Support</b>						
Data Entry	£16,500	£20,000	£18,000	£9.00	£12.00	£10.00
Administrator	£17,000	£22,000	£18,000	£9.00	£12.00	£10.00
Sales Administrator	£17,000	£25,000	£19,000	£9.00	£12.00	£10.00
Receptionist	£18,000	£24,000	£20,000	£10.00	£12.00	£9.00
Secretary	£20,000	£28,000	£24,000	£10.00	£16.00	£14.00
Legal Secretary	£22,000	£30,000	£25,000	£10.00	£16.00	£14.00
Administration Manager	£26,000	£40,000	£30,000	£12.00	£18.00	£16.00
Office Manager	£28,000	£45,000	£32,000	£14.00	£21.00	£18.00
Personal Assistant	£26,000	£35,000	£30,000	£14.00	£21.00	£18.00
Executive Assistant	£28,000	£40,000	£35,000	£15.00	£24.00	£18.00

**Permanent salaries:** These figures relate to basic salary only and NOT total remuneration package.

Temporary rates: All of the temporary rates we have outlined include basic pay and holiday pay. They do not include employers' NI or any agency mark up or margin.

## Customer Service positions

High quality customer care is the key focus of any business, and the popularity of contacting organisations via social media for all to see heightens the requirements for experienced customer service professionals who can manage the responsibility of handling customers in a very public way.

This need for talented and experienced candidates has had a huge impact on salaries, with an average salary increase of 7.5%. The changing landscape of customer care will most certainly affect salaries and hiring decisions.

### Some of the trends we will see in 2019 are:

#### Customer Care is getting more personal

There's been a lot of hype around adopting social media customer care strategies, but now with most brands establishing their social care strategy, we're seeing a move towards personalisation. Companies are focusing on more human interactions – like active conversations through messaging – while adopting a more casual tone and using emojis.

#### The Rise of the Ethical Consumer

A third of UK consumers now say that they actively choose to buy from 'ethical' businesses, while 8 out of 10 won't deal with a brand that they don't trust. With GDPR now fully up and running, this trend is only going to escalate in 2019.

#### Customer Care is the new Marketing

With consumer interactions more public, customer care is becoming the new marketing. It's not that one can replace the other – it's that they're now working together instead of in silos. Feedback often appears as public comments under social posts and care teams are seizing the opportunity to actively find them and offer public, personal responses. When it's done well, word spreads.



## Customer Service positions (continued)

Position	Permanent salary			Temp hourly rate		
	Min £	Max £	Typical	Min £	Max £	Typical
Customer Services Advisor	£17,000	£22,000	£19,000	£9.00	£14.00	£10.00
Team Leader/Supervisor	£22,000	£35,000	£26,000	£12.00	£15.00	£14.00
Customer Services Manager	£27,500	£42,000	£36,000	£15.00	£22.00	£18.00
Head of Customer Services	£35,000	£55,000	£45,000	£18.00	£28.00	£22.00

**Permanent salaries:** These figures relate to basic salary only and NOT total remuneration package.

**Temporary rates:** All of the temporary rates we have outlined include basic pay and holiday pay. They do not include employers' NI or any agency mark up or margin.



£19,000

The typical Customer Services Advisor salary in 2018 based on our data.



## Marketing positions

The way a company markets itself, and the platforms it uses, are both key for gaining new business, and for attracting key talent into the organisation.

A strong social media presence, appropriately placed digital marketing, and well organised events can have a significant impact on customer intake and brand representation.

Businesses are employing data-driven marketing and automation to fulfil the increased demand for personalisation and more tailored, intuitive customer

touchpoints. Blending data and creative marketing means a need for far better integration and collaboration between marketing and creative departments. This has led to a rise in the number of in-house creative roles becoming available within the marketplace. Higher salaries are typically going to those with cross-channel experience.



Demand for Digital Marketing professionals has increased by 17%.

### Roles in demand include:

Integrated graphic designers



Social media content creatives



Marketing analysts (SEO/PPC)



Digital brand strategists



## Marketing positions (continued)

Position	Permanent salary			Temp hourly rate		
	Min £	Max £	Typical	Min £	Max £	Typical
<b>General Marketing</b>						
Administrator	£17,000	£22,000	£19,000	£9.00	£12.00	£10.00
Executive	£20,000	£37,000	£26,000	£9.50	£15.00	£12.00
Manager	£30,000	£60,000	£40,000	£18.00	£24.00	£21.00
Senior Manager	£42,000	£70,000	£55,000	£25.00	£35.00	£30.00
Head of	£55,000	£85,000	£76,000	£325 per day	£550 per day	£400 per day
Director	£80,000	£130,000	£95,000	£450 per day	£800 per day	£600 per day
<b>PR</b>						
Administrator	£18,000	£24,000	£20,000	£9.00	£11.00	£9.00
Executive	£24,000	£30,000	£26,000	£10.00	£16.00	£14.00
Manager	£34,000	£44,000	£38,000	£18.00	£24.00	£20.00
Senior Manager	£40,000	£55,000	£50,000	£24.00	£35.00	£26.00
Head of	£55,000	£85,000	£70,000	£300 per day	£500 per day	£400 per day
Director	£74,000	£107,000	£92,000	£400 per day	£800 per day	£650 per day
<b>Digital Marketing / SEO / Social Media</b>						
Administrator	£20,000	£24,000	£22,000	£9.50	£14.00	£12.00
Manager	£44,000	£60,000	£52,000	£25.00	£40.00	£30.00
Senior Manager	£55,000	£70,000	£60,000	£25.00	£45.00	£40.00
<b>Brand</b>						
Executive	£28,000	£40,000	£35,000	£14.00	£20.00	£15.00
Manager	£45,000	£60,000	£52,000	£25.00	£35.00	£30.00

**Permanent salaries:** These figures relate to basic salary only and NOT total remuneration package.

**Temporary rates:** All of the temporary rates we have outlined include basic pay and holiday pay. They do not include employers' NI or any agency mark up or margin.

## Procurement positions

Inevitably, the procurement function is going to operating in a very uncertain environment this year with the impact of Brexit and the subsequently volatile markets. Hiring experienced individuals who are able to adapt to change and manage risk will be the key to keeping calm and carrying on.

With a noted skills shortage in this profession, along with the high demand for top talent, salaries have been driven up, with an average increase of 8%. Candidates in this sector are required to be more tech savvy due to the increase of more automated systems and artificial intelligence, but they are also required to be innovative and dynamic to devise smarter ways of extracting costs from a procurement process whilst improving stakeholder experience.

The function is becoming much more strategic, and organisations require creative and curious minds to help develop new processes and strategies to cope and adapt with the ever changing environment. This level of ability required, matched with the shortage of candidates, will force employers to pay more.

## Procurement positions (continued)

Position	Permanent salary			Temp hourly rate		
	Min £	Max £	Typical	Min £	Max £	Typical
Procurement Administrator	£22,000	£28,000	£25,000	£12.00	£18.00	£15.00
Buyer	£26,000	£40,000	£34,000	£150 per day	£250 per day	£200 per day
Senior Buyer	£35,000	£47,500	£42,000	£200 per day	£300 per day	£250 per day
Category Manager	£34,000	£55,000	£48,000	£250 per day	£350 per day	£300 per day
Procurement Manager	£42,000	£60,000	£54,000	£300 per day	£400 per day	£350 per day
Supply Chain Manager	£45,000	£70,000	£52,000	£300 per day	£400 per day	£350 per day
Head of Procurement	£70,000	£100,000	£80,000	£400 per day	£650 per day	£450 per day
Director of Procurement	£95,000	£150,000	£115,000	£600 per day	£900 per day	£850 per day

**Permanent salaries:** These figures relate to basic salary only and NOT total remuneration package.

**Temporary rates:** All of the temporary rates we have outlined include basic pay and holiday pay. They do not include employers' NI or any agency mark up or margin.



The typical Head of Procurement salary in 2018 based on our data.



## Graduate recruitment market

Graduate recruitment in the UK has begun to slow down, with the number of graduates hired in 2018 falling slightly for the first time in five years.

Graduate vacancy targets appear to be reducing slightly as a result of the uncertainty brought about by Brexit, with employers in 8 out of 13 key industries and employment areas hiring fewer graduates than the year before.

Despite this, there appears to be little (if any) impact on graduate salaries, with the median starting salary across the UK remaining at £30,000 for the fourth year running. From our research, we've found that the average graduate salary specifically in our region is slightly lower at £25,000, but this

is still an impressive 8.7% increase from last year's average figure of £23,000, which is significant given the decline in graduate opportunities.

This goes to show that there is still a strong appetite for young, fresh talent, and companies are willing to pay more money to attract the top students straight out of university. They can then be trained, developed and retained with a view to eventually promoting them through the ranks.

The biggest growth in graduate vacancies is expected at:

- Public sector organisations
- Accounting & professional services firms
- Engineering & industrial companies

Together, they intend to recruit over

**750** extra graduates in 2019



The highest published graduate starting salaries for 2018 include:

Consulting firm

**NEWTON**  
£45,000

Law firms

**WHITE & CASE**  
£46,000

**Baker McKenzie.**  
£45,000

 **HERBERT SMITH FREEHILLS**

£44,000

Retail

 **ALDI** £44,000

## Graduate recruitment market (continued)

Graduate starting salaries at the UK's leading graduate employers are expected to remain unchanged for the fourth consecutive year in 2019, at a median starting salary of

**£30,000**



At least a sixth of places on the top graduate programmes now provide starting salaries of more than **£40,000** and nine of the country's best-known graduate employers are paying salaries in excess of **£45,000** this year.

The 10 most employable degrees are:



Medicine and Dentistry



Veterinary Science



Subjects allied to Medicine



Architecture, Building and Planning



Education



Engineering



Computer Science



Mathematical Sciences



Business and Administrative Studies



Law

The most generous graduate salaries in 2018:



Investment banks (median of £47,000)

Law firms (median of £44,000)

Oil & energy companies (median of £35,000)

Retailers (median of £35,000)

More than a **1/3** third of recruiters

advise that graduates who have had no previous work experience at all are unlikely to be successful during the selection processes for the top employers' graduate programmes.



# Why people work?

We all know the scenario well. The mornings are dark, the weather is grey, and coming to work in the cold when we all know we'd sooner be wrapped up at home with a cup of tea makes it all feel a little bit harder.

It's times like these that prompt you to start reassessing your goals, and taking a closer look at your career, where you work, and whether you're happy where you are.

This is the perfect time for organisations too, to look at how they are incentivising their staff, and what they are offering their employees to win them over year after year. Why do people want to work for you?

The answer lies in taking the time to understand what is genuinely important to your employees, which of course will be very different depending upon whom within your organisation you ask. A recent survey completed by the CIPD asked respondents which factors they would identify as being most important to them when thinking about their career or working life, and the results paint a clear picture of where employers need to be focussing on in their plans for staff retention and engagement.

69% of those surveyed by the CIPD cited that job satisfaction and work/life balance are two

of the most important factors when thinking about their career. When looked at in more depth, the survey found that women are more likely to cite work-life balance as an important factor (73%) than men (66%) and also more likely to regard the people they work with as an important factor (48%) than men (24%).

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Going that extra mile for your staff may well result in all of them going that extra mile for you.

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Four in ten employees (41%) regard the people they work with as one of the most important factors to them when thinking about their career, whilst 29% say meaning or purpose is important to them. Young workers aged between 18 and 34 are more likely to rate progression as the most important factor.

It's interesting to note that wealth is the fifth most frequently cited factor by respondents, which goes to show that a positive, productive, and progressive

working life is actually more important to most of those questioned than their salary or remuneration package.

There is no easy or blanket answer. What people want from their job, and what will keep them working productively and enthusiastically for an employer

depends on so many individual factors that are personal to the individuals you employ.

The key is trying to take the time to speak to your staff, assess their goals with them, develop strategies to increase the work/life balance, and demonstrate how keen you are to get it right. Going that extra mile for your staff may well result in all of them going that extra mile for you.



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69%

of those surveyed by the CIPD cited that job satisfaction and work/life balance are two of the most important factors when thinking about their career.

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Four in ten employees

41%

regard the people they work with as one of the most important factors to them when thinking about their career.

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Nearly three in ten employees

29%

of employees say meaning or purpose is important to them in their careers.

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## Sector analysis

The results of analysis of local business sectors that have recruited office support & technical candidates in 2018 is not surprising when one considers the population of businesses in each sector in our region.

<b>Manufacturing</b> <b>28%</b>	<b>Construction and Property</b> <b>19%</b>	<b>Support Services</b> <b>16%</b>	<b>Other</b> <b>4%</b>
<b>Financial Services</b> <b>19%</b>	<b>Retail</b> <b>10%</b>	<b>Distribution</b> <b>4%</b>	

Data collected and analysed from the vacancies handled by Brewster Partners Recruitment Group in 2018.



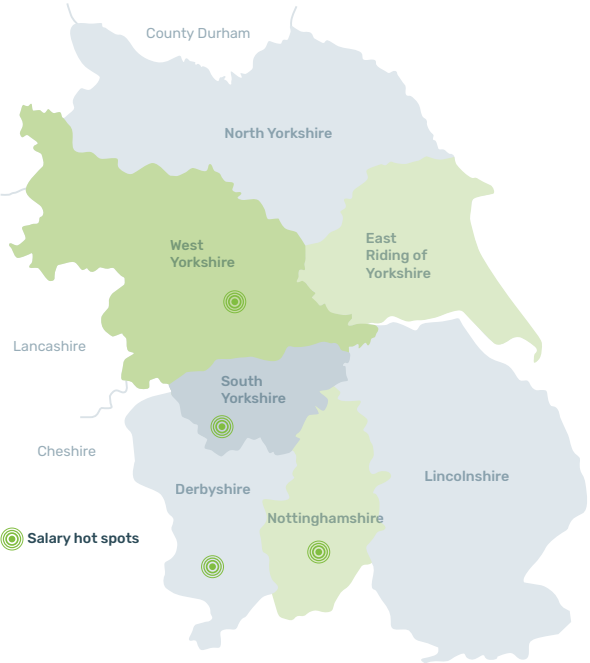
## Regional outlook

Salary levels for accountancy and finance staff have always had a large range across the UK.

It would be wrong to assume that there is one salary level for the North and also wrong to assume that there is one salary level across the Yorkshire, Humber and East Midlands regions.

It won't be a big surprise to hear that the larger cities command a premium salary. The increased demand for quality candidates has driven this trend and shows no sign of changing in the immediate future.

Last year we saw a repeat of previous years, with more isolated locations such as Scunthorpe and Newark seeing lower salaries than similar roles in Nottingham and Leeds. This shows how these areas are less influenced by some of the trends affecting the overall region and also the fact that location (rather than salary) remains a key factor for candidates.



County	Regional pay variance
<b>North Yorkshire</b>	
York	+4% ↑
Harrogate	0% ↑
<b>East Riding of Yorkshire</b>	
Hull	+1% ↑
<b>West Yorkshire</b>	
Bradford	+2% ↓
Leeds	+8% →
Halifax	-1% →
Huddersfield	-1% ↑
Wakefield	+1% ↓
<b>South Yorkshire</b>	
Barnsley	-2% ↑
Doncaster	-1% ↓
Rotherham	-2% ↑
Sheffield	+4% ↓
<b>Lincolnshire</b>	
Grimsby	-2% ↑
Lincoln	0% ↑
Scunthorpe	-4% →
<b>Derbyshire</b>	
Chesterfield	-2% ↓
Derby	+3% ↓
<b>Nottinghamshire</b>	
Newark	-1% ↑
Nottingham	+5% ↓
Worksop	+1% ↑

The above table assumes an average rate for the region at 0%, for example Worksop is equal to the regional average salary. Our data illustrates an 8% positive variance on salaries in Leeds.



## Culture and benefits

2018 saw the focus of many organisations shift to increasing and developing their company benefits and wellbeing strategies in a bid to both retain their existing top talent, and to try to attract quality candidates from the marketplace and into their interview rooms.



## Culture and benefits (continued)

According to an employee benefits trends survey by Aon, 82% of employers will be focusing on employee engagement in the year ahead, 70.5% on staff retention, and 55% on employee value proposition, so we are likely to see a significant increase in the number of employers offering more than just a basic salary and annual leave.

Introducing new benefits can come with its challenges, as identifying what your employees want is a very subjective process, especially with a multi-generational workforce.

The needs and wants of a 20-something year old will be very different to employees in the 60's, so the key is to design and deliver benefits that will be suitable and attractive for everyone. For younger employees too, the way a business conducts itself and the company culture is becoming increasingly important, which means giving people more holidays or a bonus incentive simply won't be enough to attract, and certainly keep, your ideal candidate.

### Additional workplace perks that are highly rated:

A study of 2,315 UK workers by Perkbox, an online employee benefits platform found that these were amongst some of the additional perks rated highly by employees:

### Top 10 desired employee benefits:

From a sample of over 500 candidates and offers made in 2018, we believe the top ten sought after benefits for employees are:

- 1 Flexible working hours
- 2 Remote working
- 3 Training and development opportunities
- 4 Pension Scheme
- 5 Health insurance
- 6 Performance related bonus
- 7 Study support
- 8 Buying additional annual leave
- 9 Childcare vouchers
- 10 Subsidised gym membership

TOP  
10



Office parties



Office team sports



Free tea, coffee and fruit



Book clubs



Pool table



Casual dress code



Summer events

## Culture and benefits

### Employee Value Proposition (EVP)

Developing a strong, realistic Employee Value Proposition is vital in order to not only attract but retain your top employees. In order to do this you must first understand how staff and potential employees perceive your brand and culture.

For example: what attracted them to your company; why they think it is unique; what they value most about working there; why they stay; and why they leave. This sort of information can be collected through staff surveys, focus groups and exit interviews, as well as feedback from past employees and interviewees.

With a clear, honest view of what it is like to work for your company, you can develop this and mould it into your employer branding to create a compelling EVP and draw in your desired candidates.

TOP  
5

The TOP 5 steps organisations are taking to improve their Employer Value Proposition

Promote company culture

46%



Communicate the brand values & mission statement

42%



Demonstrate the company's working environment

38%



Highlight career development opportunities

36%



Outline the company reward and benefits scheme

33%



Key initiatives to attract talent in 2019

Increased remuneration

40%



Flexible working

40%



Increased employee benefits

39%



Office training and development programmes

34%



Offering remote working

33%



## Culture and benefits (continued)

47%

of employers offer career development opportunities compared to three years ago.



76%

of candidates are more likely to leave an organisation if their company is unable to provide them with their requested training.



42%

of employers offer an employee wellness programme

As the importance of employee engagement and productivity increases, more companies are supporting their overall employee wellness as part of their approach.



### Employer branding

Every employer, once they have perfected their salary and benefits packages, will need to develop strong employer branding that is both celebrated internally, and effectively communicated to their pool of target candidates.

With candidates being drawn in more by the company's ethics, values and culture rather than the basic salary offering, it's essential that these are made visible to potential employees and remain consistent across all aspects of the branding.

Key factors in attracting the best candidates are:



Flexible working hours



Ambition and growth



Leadership team



Development opportunities



Organisation culture



Organisation values

Every recruitment exercise is an opportunity to communicate this whole proposition out to a large number of individuals who may be target candidates today or at any point in the future.

Taking the time to ensure this happens and that every candidate enjoys a positive experience from the recruitment process is

a major means towards achieving a successful employer brand.

Our Partners and Consultants have worked with many of our region's SMEs, corporates and public sector organisations to establish and benchmark their reputation, set out what the current and target employer propositions are and communicate this to the external market.

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## Tailored benchmarking services

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The data in this report represents a summary of a lot more detailed work that we can produce for our individual clients' requests. Our full service can expand on the following areas:

### Narrower focus

There are some additional variations in the data for the following segments:

#### ■ Geographical location

There are some regional splits between Leeds, Sheffield, Bradford, Wakefield, York, Harrogate, Chesterfield, Doncaster, Barnsley, Rotherham, Scunthorpe, Lincoln, Grimsby and Hull. The difference is not material but the trend does exist

#### ■ Market sector

Some sectors are paying salaries at a higher premium to others due to their current margins and expectations of their staff

#### ■ Company size

The differentiation between SME and corporate is a broad one. Different trends exist within each category. e.g. the range of salaries we have noted for HR Director salaries within SMEs covers £75k to £145k

For all of these areas, we are able to drill down into the detail and extract some accurate data for our clients.

### Scoping the talent pool

Demand for all accountancy staff rose sharply in 2018 and will continue to do so in 2019. This rise will be sharper in some disciplines more than others. The result will be a scarcity of candidates for some disciplines and an abundance in others. Our service can provide a traffic light report on each discipline to show you the size of the appropriate talent pool.

### Employer branding

In a market where more companies are fighting to recruit the best talent, our team have built up a lot of experience in making sure that our clients' employer brands are developed effectively (to consider the factors that will attract and retain staff). We have case studies of working with corporates and SMEs in helping them draw up their employer branding proposition.

We are able to contribute immense value to our clients in delivering their employer branding to their target candidates in the way that we advertise their roles, talk to candidates and promote their business.





## Yorkshire, Humber and East Midlands Regions

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