



P PREMIER

SALARY SURVEY 2022

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Introduction

Hello, and welcome to the Premier Salary Survey, our in-depth guide to the candidate market across PR, Marketing and Creative sectors.

As we enter 2023, the need to adapt and become ever more resilient to change and uncertainty remains a constant. The fight for talent has never been more acute, and the demands of the economic climate, exacerbated by the cost-of-living crisis only increases this pressure further.

The latest government analysis details that cost of living has been steadily increasing across the UK since early 2021. In addition, the annual rate of inflation reached 11.1% in October 2022, a 41-year high. As high inflation affects the affordability of goods and services for households, this is likely to dilute the impact of any pay increase; thus suggesting that businesses have to work harder to maintain their position as an employer of choice to existing and prospective talent pools, whilst managing budgets more tightly than before.

Nationwide, there is still a large-scale skills shortage, with more roles available than candidates putting themselves forward for consideration. The move to hybrid or remote working has had a significant effect on this, with many skilled professionals now either unwilling or unable to return to the pre-pandemic structure of five-days-per-week in the office.

According to the latest census data, more than eight in ten workers who had to work from home during the Coronavirus pandemic, said they planned to hybrid work from now on, and in addition, the proportion of professionals hybrid working has risen from 13% in early February 2022, to 24% in May 2022. Interestingly though, the percentage working exclusively from home has fallen from 22% to 14% in the same period, which indicates that whilst professionals now want and expect an element of flexibility, the need for interaction and variety in the working week remains strong.

According to the latest report from The Chartered Institute of Public Relations (CIPR) although there is evidence of considerable movement of talent within the Public Relations industry, professionals appear to be more likely to have moved jobs in the past six months than the six months preceding, with ambition rather than redundancy being the common impetus for movement.



Louise Hannant
MD and Owner - Premier Resourcing

This trend looks set to continue, with a third of CIPR respondents saying that they are likely to look for a new job in the next six months and two-thirds of those feel very confident that they would get the role they applied for.

The CIPR also suggests that Public Relations and Marketing Communications teams are more likely to grow than reduce in size in the coming months. However, fierce competition for talent means that recruiting the right level of quality talent remains a challenge.

In this scenario, it's even more important that recruiters, both internal talent teams and their specialist agency partners, understand why talented team members are leaving their posts, and how to attract them to new positions effectively.

Where at Premier, we believe that this document will provide you with the statistics and insights to help you to evolve your recruitment strategy for 2023 and attract and retain the best talent available.

I really hope you enjoy reading this as much as we enjoyed compiling it. If you'd like to share your thoughts or have any suggestions of what we should include in the 2023 report, I'd be delighted to hear from you.

Sincerely,
Louise

A handwritten signature in black ink, appearing to read 'Louise Hannant'.

lhannant@premierresourcing.co.uk



Key insights

The impact of the cost of living crisis

66%

of respondents have had a pay rise of 5% or more - good news for the Marketing, PR and Creative industries as a whole in 2022.

However

45%

are neutral or less than satisfied with their current salary.

34%

of respondents may consider changing jobs in 2023 driven by the impact of the cost of living crisis.

Key insight

Any increase in salary may have been eroded by the cost of living and undermines the impact of the uplift in pay.

The importance of hybrid & flexible working in 2022 post COVID-19

87%

of the audience feel that flexible / hybrid working is an important option for them, but only

78%

have the opportunity to take this benefit.

Less than half of respondents have access to mental health support in their current role, despite

69%

recognising this as important and valuable.

Key insight

Employers who place employee wellbeing and flexible working at the forefront of their recruitment proposition will clearly have an opportunity to attract the best talent in 2023.

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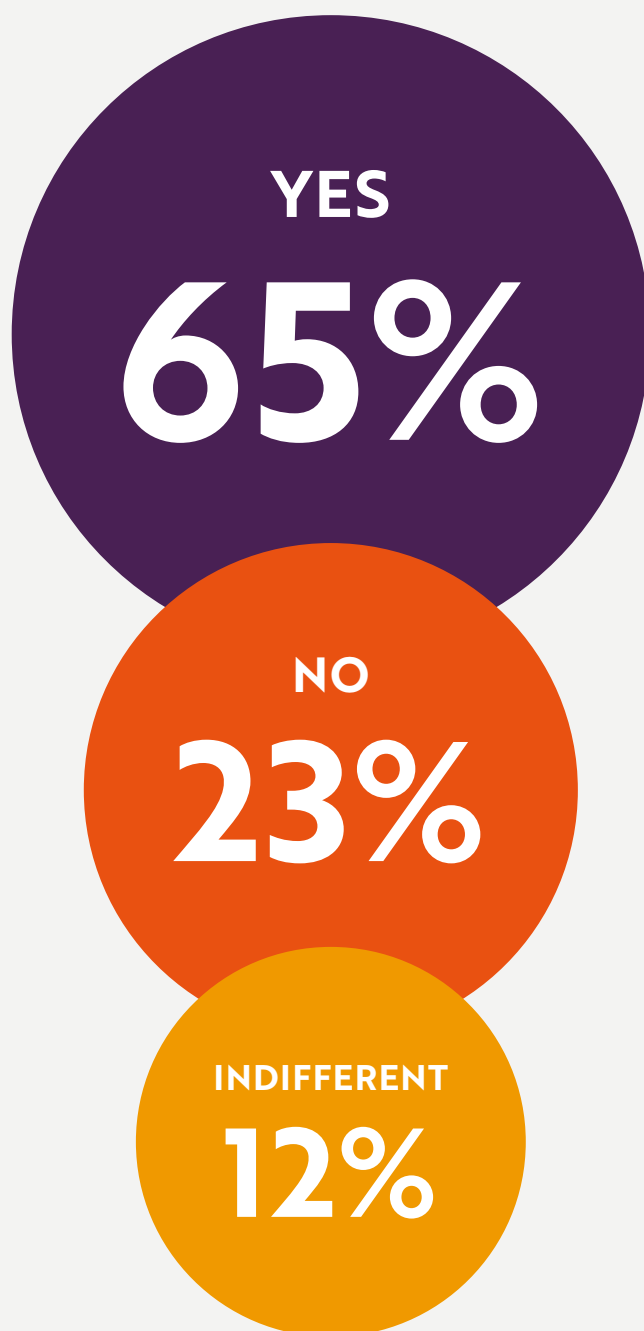
Demographic

Industry sector

Which best describes the industry sector you work in?

Multiple sectors (agency)	21%
FMCG / Consumer goods	13%
Technology / Software	12%
Financial / Professional services	9%
Retail / E-commerce	6%
Health / Medical	6%
Charity not-for-profit / Education	6%
Property / Construction	5%
Leisure / Travel	4%
Utilities / Energy	4%
Manufacturing / Industrial	4%
Automotive	3%
Publishing / Media	3%
Gaming	2%
Other	2%

Do you feel your organisation values the Marketing / PR / Creative function?



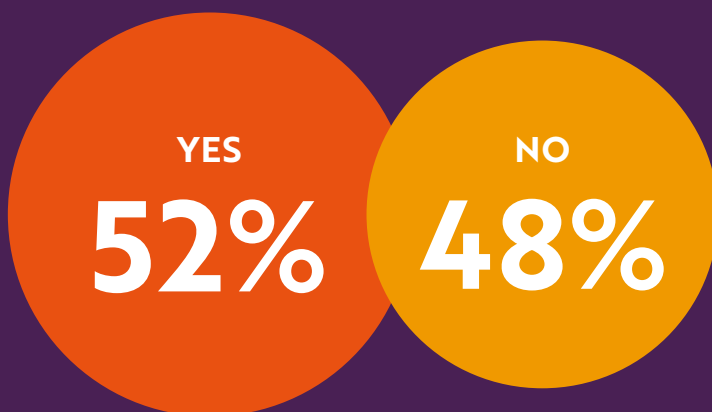
EXPLANATION FOR NO

Respondents who answered “no” explained that they couldn’t see the real return on investment that the main function or sales team would offer, especially in PR and Creative teams.



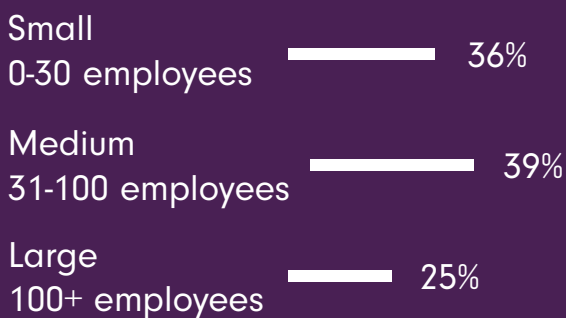
Qualifications

Do you have a vocational or academic qualification in Marketing, PR or a Creative related discipline?

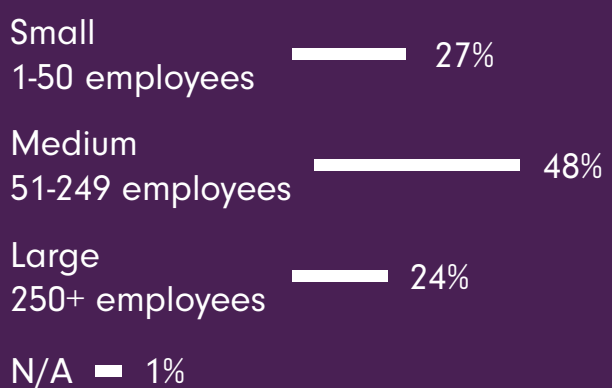


Size of organisation

Agency



In-house



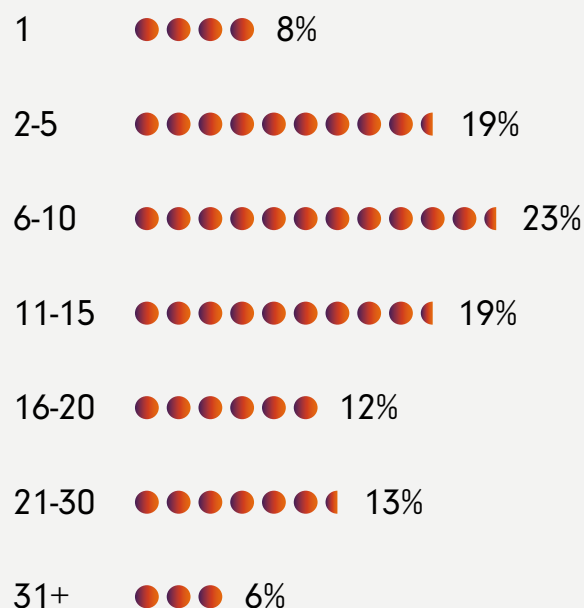
Key insight

Nearly half of respondents have no formal vocational or academic qualification specifically in PR, Marketing or a design related discipline; indicating that employees with strong ambition and solid professional experience can move up the career ladder without needing specific qualifications as in previous years.

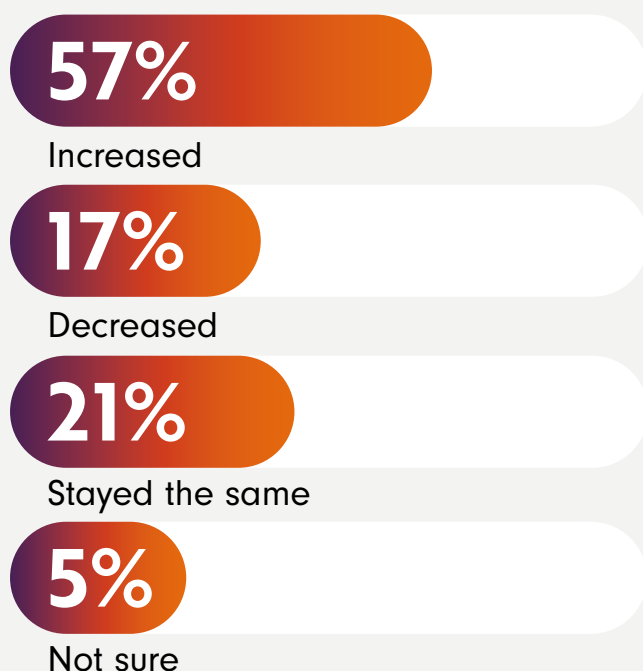
How long have you been in your current role?



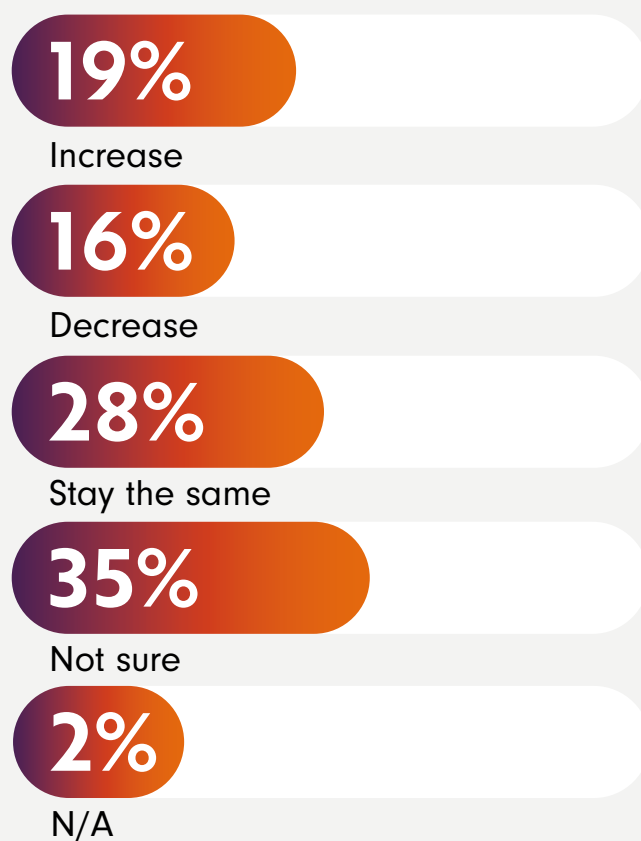
How many people are in your current team?



How has the number of people in your team changed over the past 12 months?



How do you expect the number of people in your team to change in the next 12 months?



Current employment

How are you currently employed?

Permanent	64%
Fixed-term contract	21%
Freelance / Temporary	12%
Unemployed	3%

If you work for an agency, how would you describe it?

Fully integrated	17%
PR	58%
Digital	10%
Social media / Influencer	8%
Creative	7%

Which best describes your position?

Agency

Graduate / Intern	4%
Account executive / Senior account executive	18%
Account manager / Senior account manager	21%
Account director / Senior account director	20%
Associate director / Client services director	11%
Director / Senior director	9%
Practice / Divisional director	5%
MD / CEO / Chairman / Founder	1%
Freelancer / Consultant	11%

Are you part-time or full-time?

Part-time	21%
Full-time	77%
N/A	2%

How long have you worked in the Marketing / PR / Creative industry for?

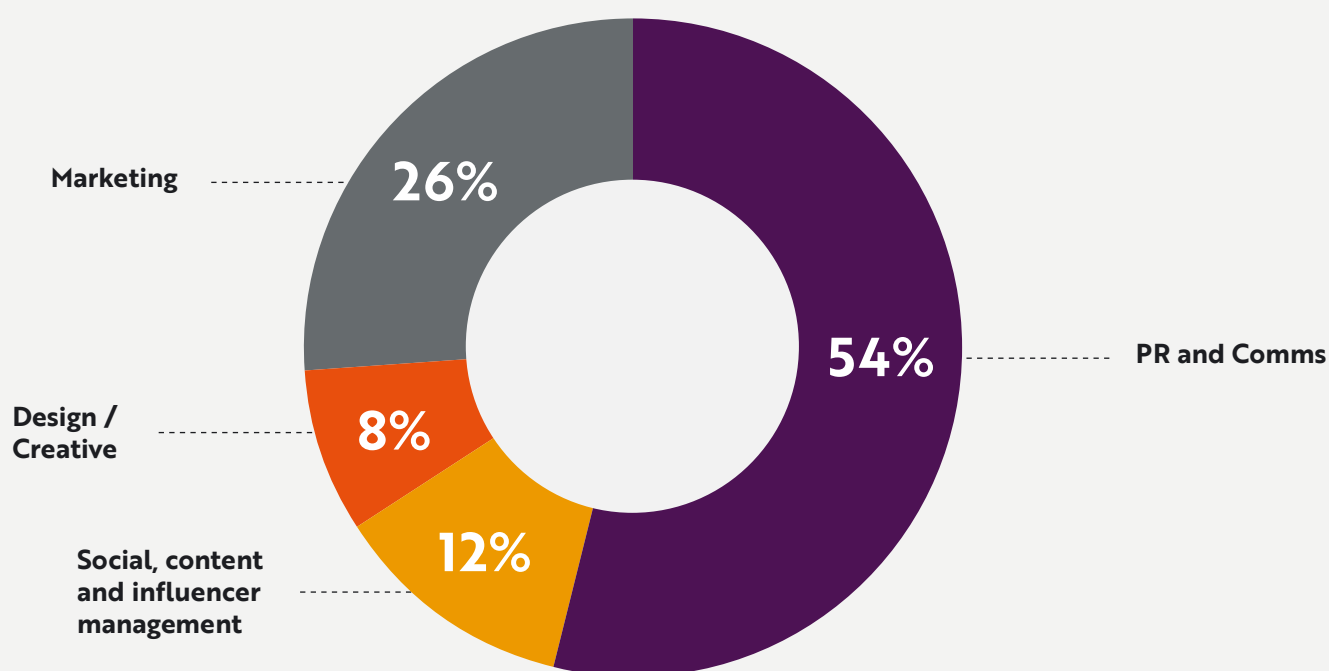
Less than 1 year	7%
1-3 years	11%
4-6 years	23%
7-10 years	28%
11-15 years	19%
16-20 years	10%
21+ years	2%

In-house

Graduate / Intern	3%
Assistant / Co-ordinator	4%
Executive	8%
Senior executive	14%
Manager	24%
Senior manager	22%
Director	10%
Head of team	7%
CMO / COO C-suite	3%
Consultant / Freelancer / Interim	5%



Please select the areas you specialise in:



Marketing:

- Marketing / Marcomms : full funnel
- Digital and E-commerce (including Paid social, SEO web manager, developer)
- CRM, data and analytics (email and campaigns, data scientists, data analyst etc)
- Growth and performance / Acquisition
- Experiential / Events
- Product and project management
- Affiliate / Loyalty / Subscriptions
- Business development / Bid management
- Other

Social, content and influencer management:

- Social media
- Influencer management
- Content marketing

PR and Comms:

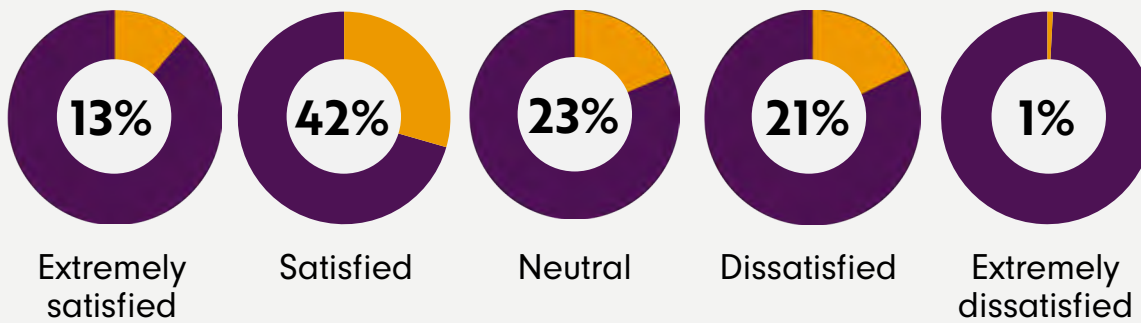
- Public affairs
- Internal comms / Change management
- Financial comms and investor relations
- Publicity
- Campaigns / Purpose
- Issues and crisis management
- Stakeholder engagement
- External comms

Design / Creative:

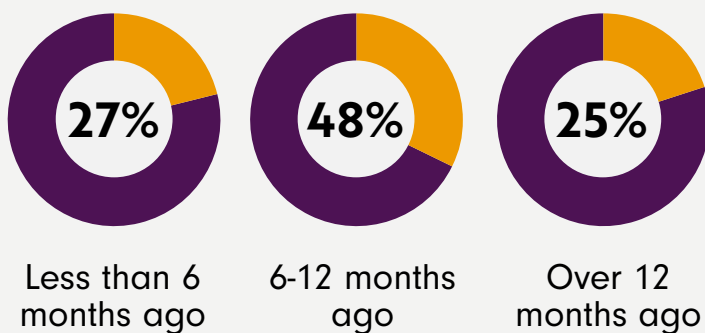
- Studio
- Artworkers
- Designers
- Creative strategists / planners

Remuneration

How satisfied are you with your current salary?



When was your last pay review?



75%

of respondents have had a salary review in the last 12 months

66%

have had a pay increase of 5% or more

Like many sectors, we can see the PR, Marketing and Creative industries are beginning to bounce back from the impact of COVID-19, although the market is still suffering from a skills shortage. Because of this, it's clear employers are keen to retain their staff and are doing so by placing salary reviews at the forefront of their management and retention strategies.

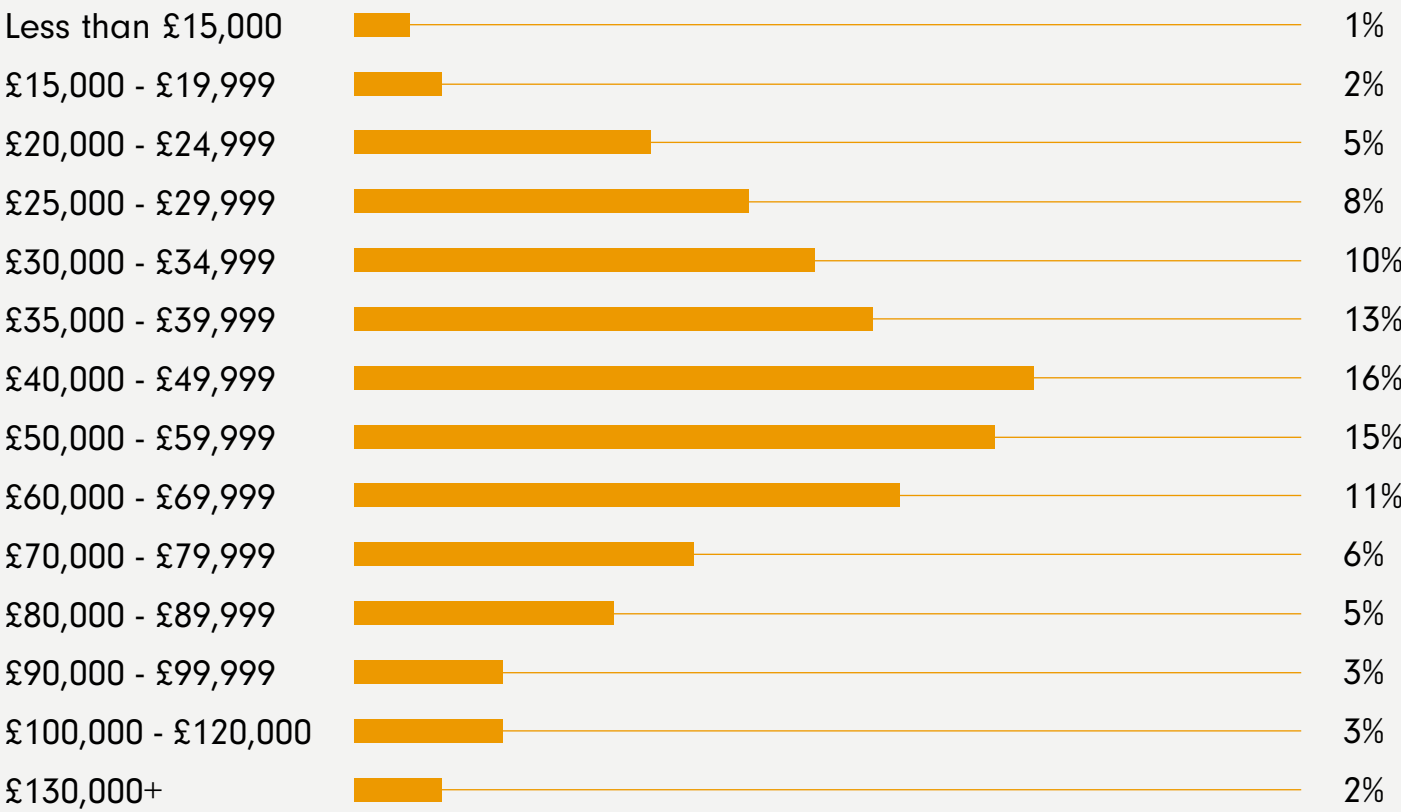
However

45%

are neutral or less than satisfied with their current salary

In the second half of 2022, rising inflation created a cost of living crisis across the UK. This figure suggests that an uplift in pay has not mitigated rising household costs and continues to erode the impact of increased pay levels.

What is your current base salary?



Have you had a promotion within the last 12 months?

61%

No

39%

Yes

Would you feel comfortable asking your employer for a pay rise?

57%

No

43%

Yes

Has the recent economic change and the increase in the cost of living affected your view on your finances?

24%

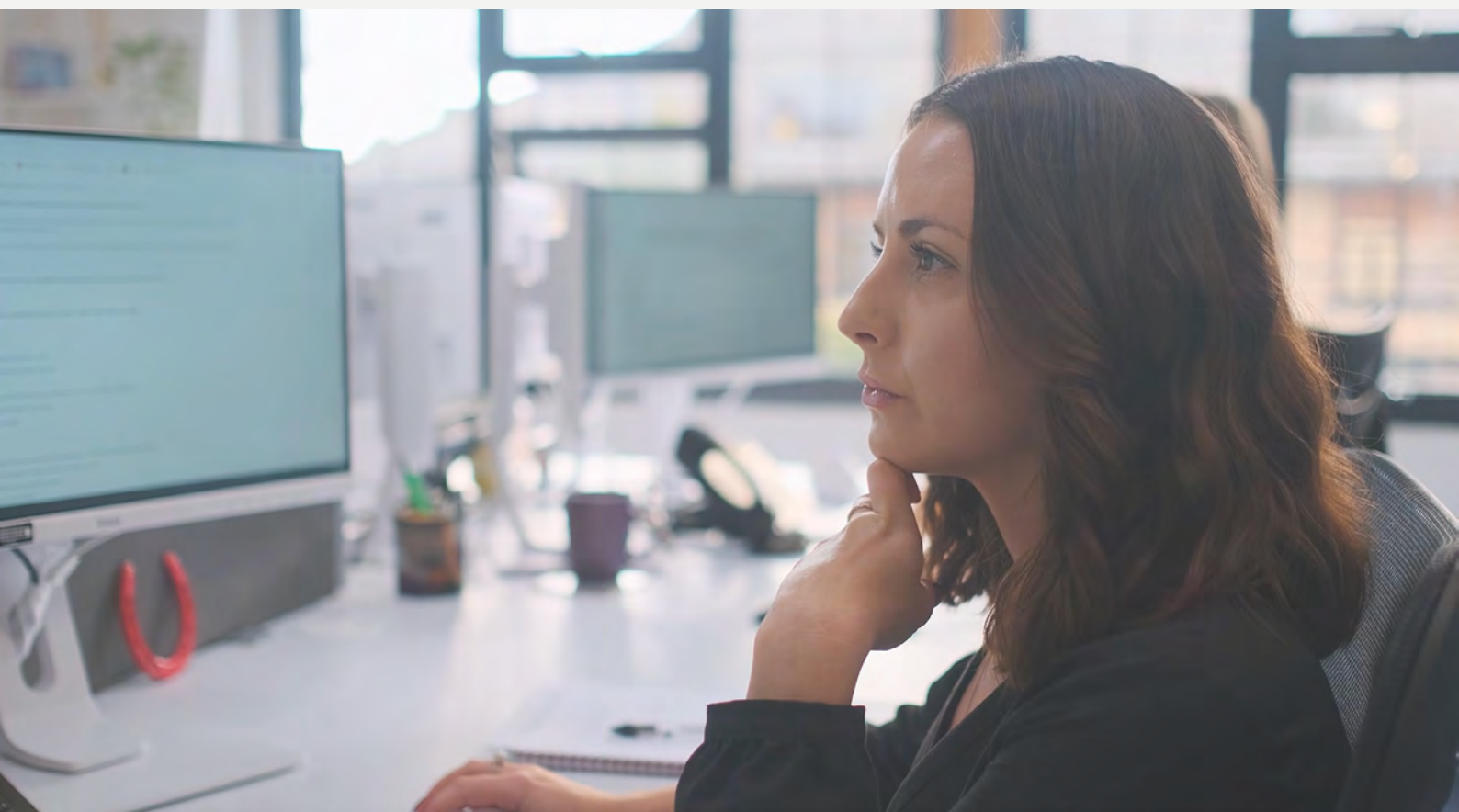
No

53%

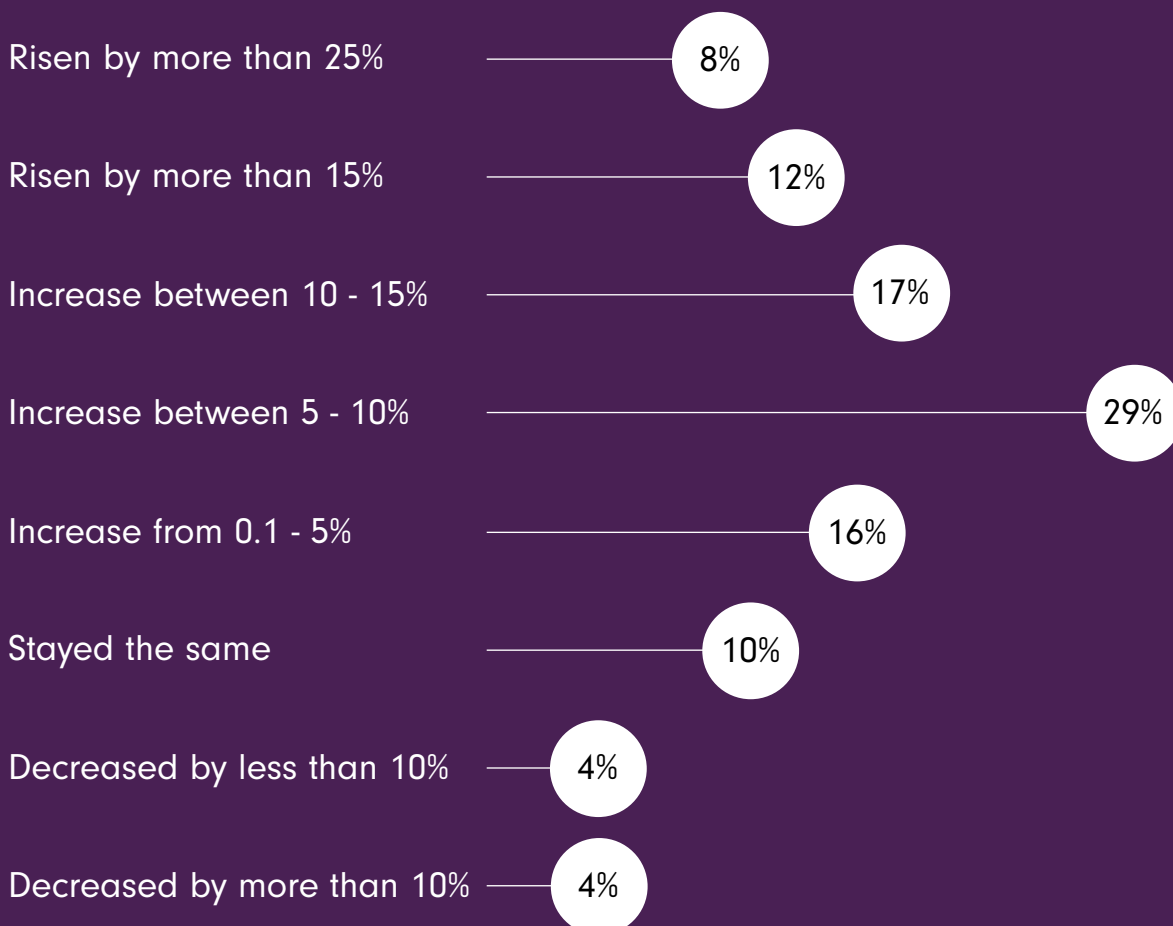
Yes

23%

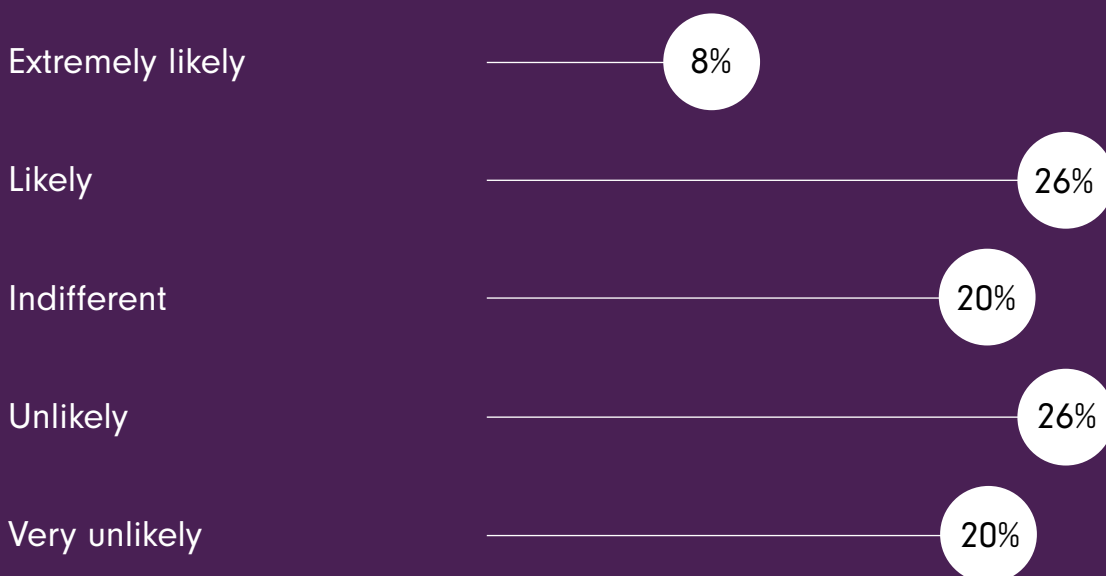
Indifferent



How has your salary changed over the last 12 months?



How likely are you to search for a new job as a result of the rise in the cost of living?



8%

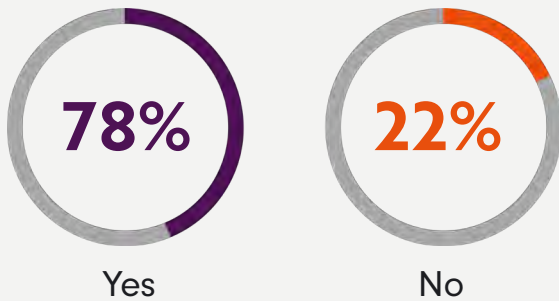
of respondents are extremely likely to consider a career move in 2023, whilst

26%

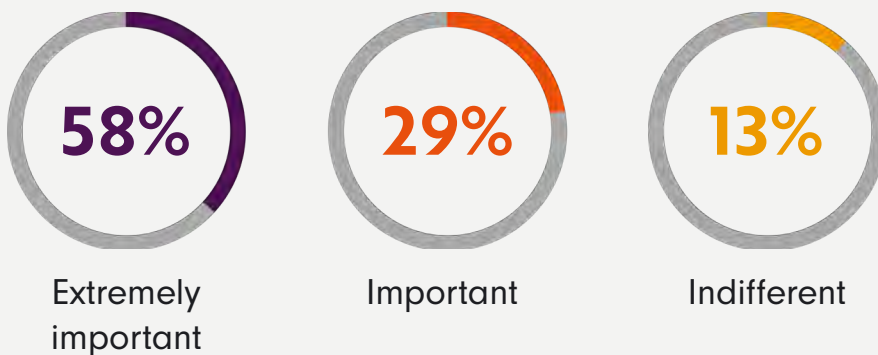
are unlikely to move due to the rise in the cost of living.

Benefits and development

Do you have the option for flexible working?



How important is flexible working to you?



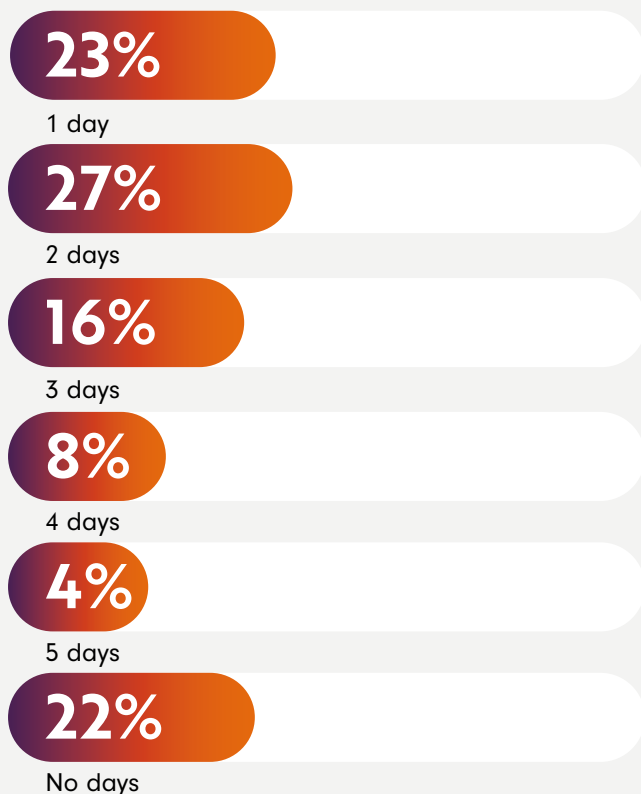
Were flexible or hybrid working options the main factor when looking at your current role?



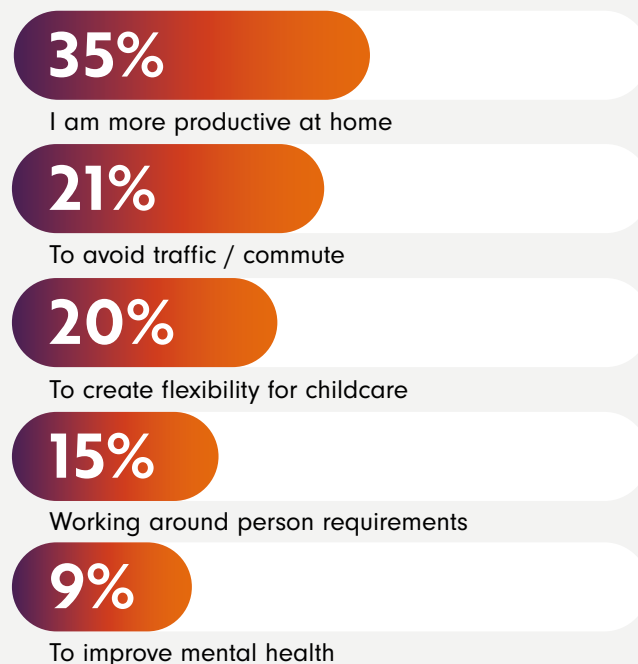
Key insight

87% of the audience feel that flexible working is an important option for them, but only **78%** have the opportunity to take this benefit.

How often do you work from home in a working week?



What is the main benefit to you of working from home?

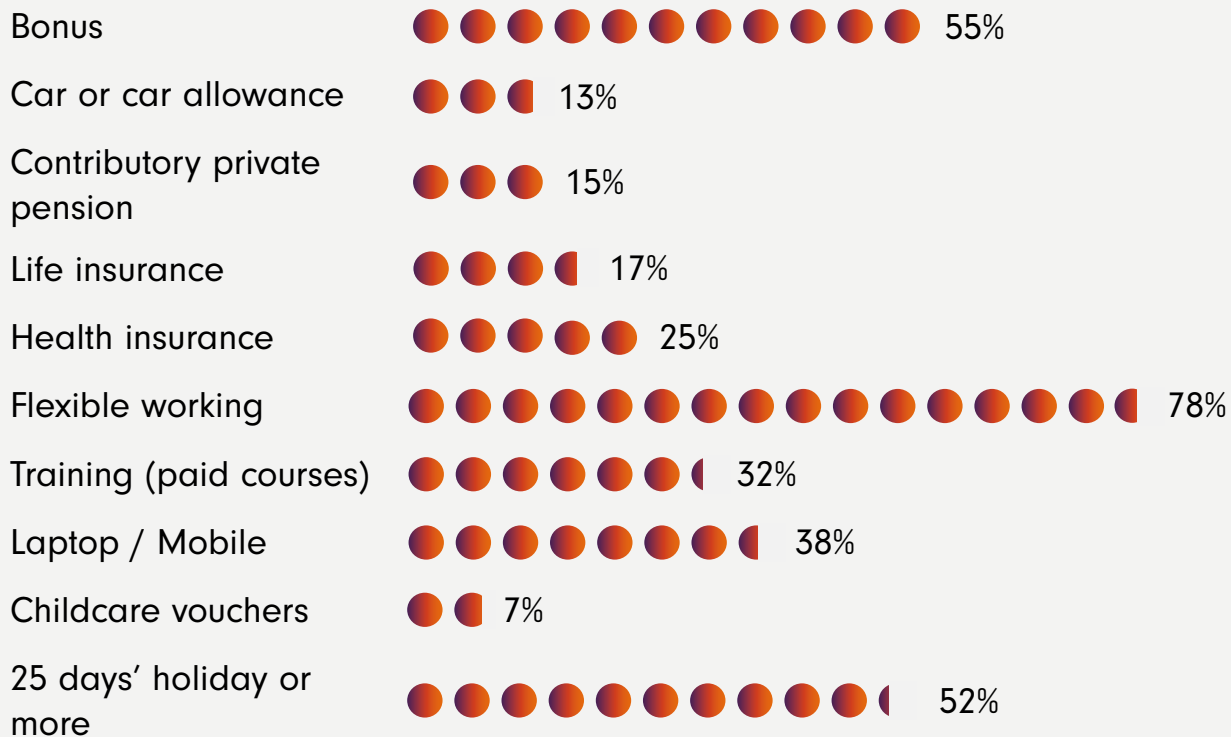


Key insight

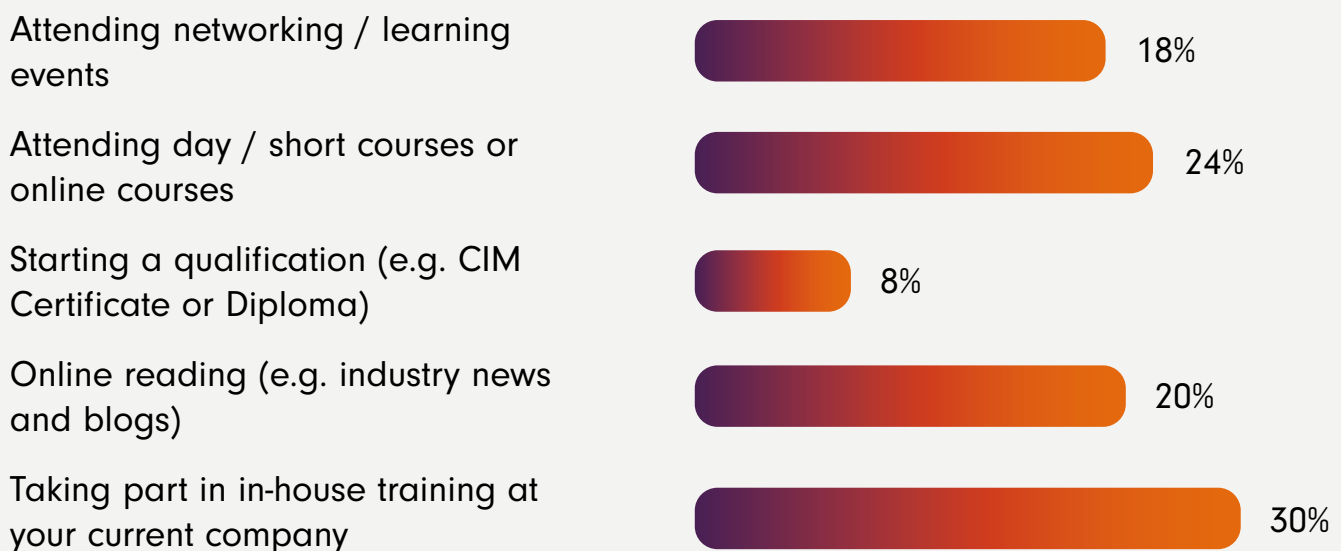
Flexible and hybrid working has become a significant benefit to employees alongside holiday allowance and bonuses. We are however seeing an increasing trend for businesses reducing the number of days working from home in the latter stages of 2022. This is reflected in the statistic that 22% of employees are now based in the office full-time.

However it is clear that employers who continue to offer some form of flexible or hybrid working are likely to improve their chances of securing talent over competitors who do not offer this.

Which of the following benefits do you receive in your current role?



How do you plan to develop your skills / career over the next year?



The most important benefits in 2022

EXTREMELY IMPORTANT

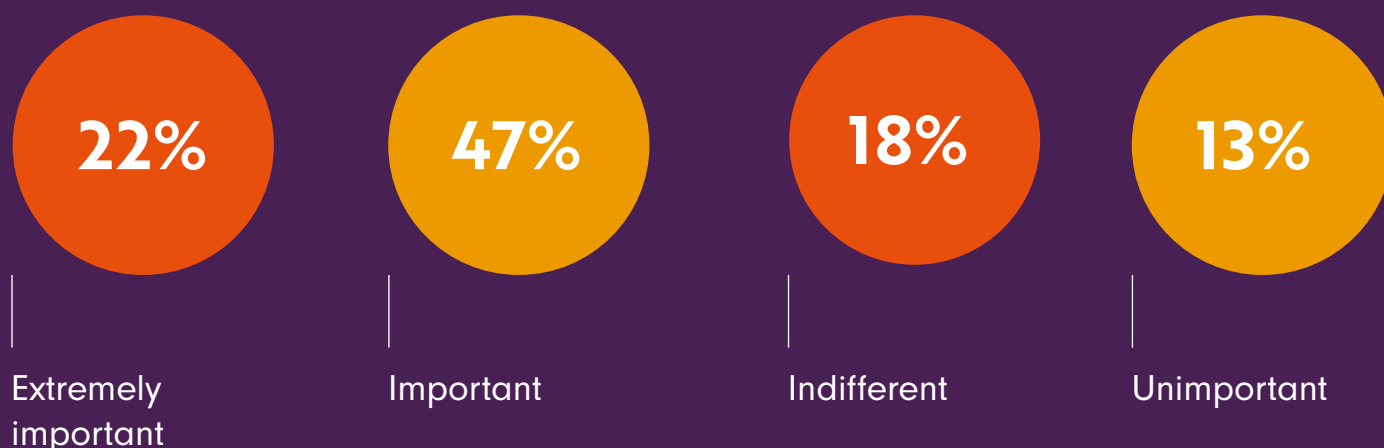
Flexible working
25 days' holiday or more

IMPORTANT

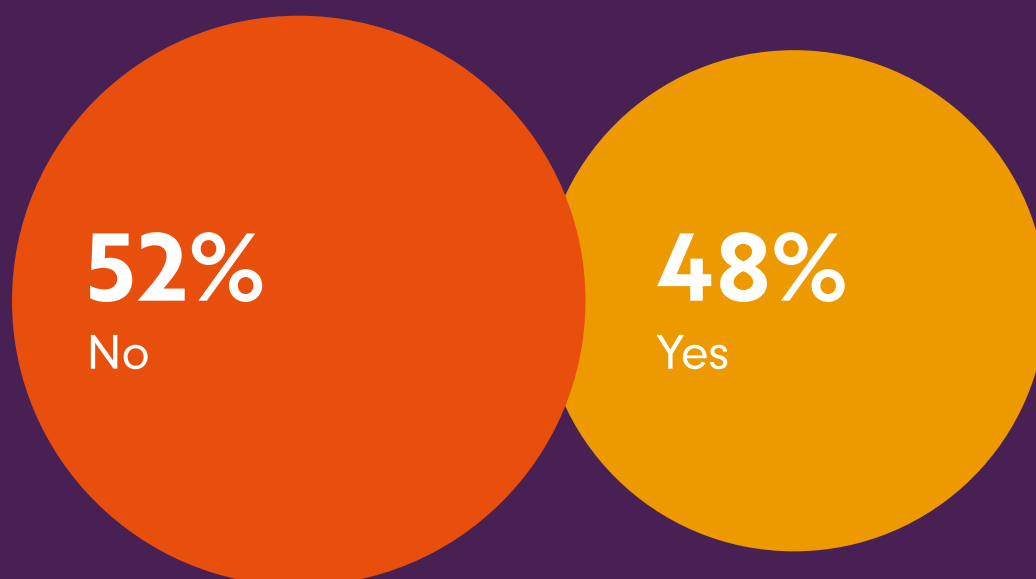
Contributory pension
Bonus
Training (paid courses)

Mental health and wellbeing

How important is it for you to be offered mental health support within your role?



Do you have access to mental health support in your current role?



Less than half of respondents have access to mental health support in their current role, despite

69%

recognising this as important and valuable.

Key insights

The statistics suggest that there has been a notable improvement in supporting mental health across the industry as a whole in the UK. However, more needs to be addressed in the Marketing, PR and Creative industries especially within consultancies, as **21%** of respondents are currently working in an agency environment.

Organisations who place employee wellbeing at the forefront of their recruitment proposition will clearly have an opportunity to attract great talent in

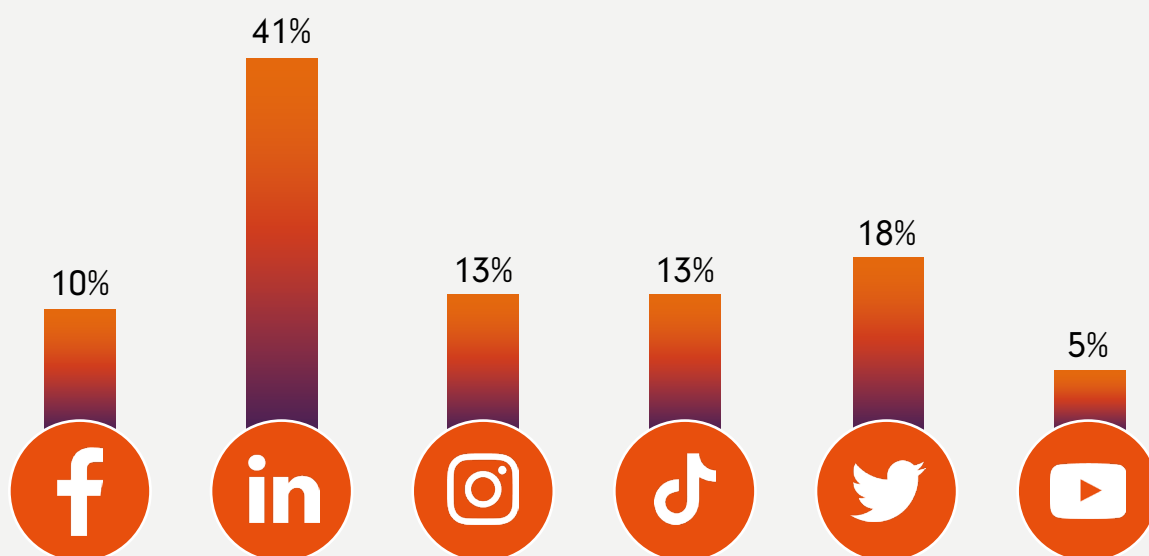
2023

How important is a company's sustainability and environmental reputation in your decision to work there?

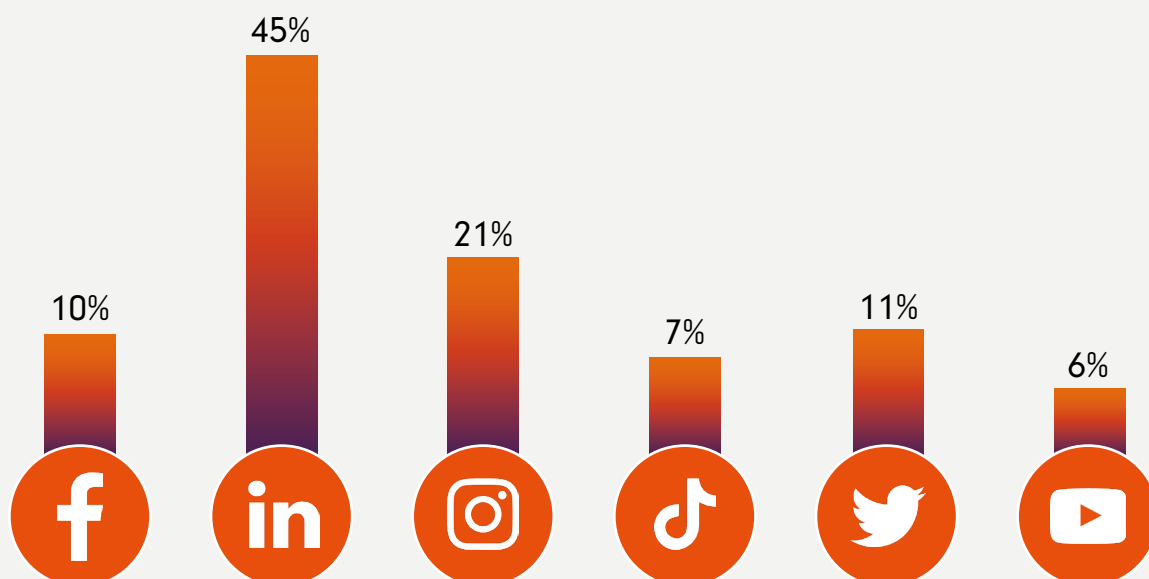


Market overview - PR, Marketing and Creative / Design

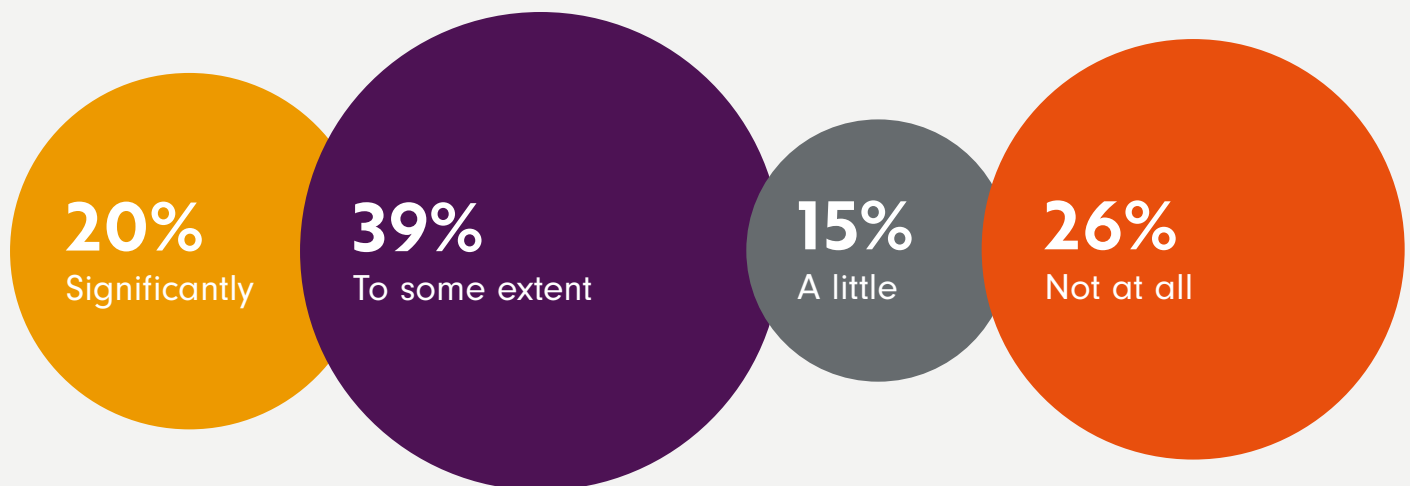
In a typical month and within your current role, which of the following social networking sites do you produce the most work for?



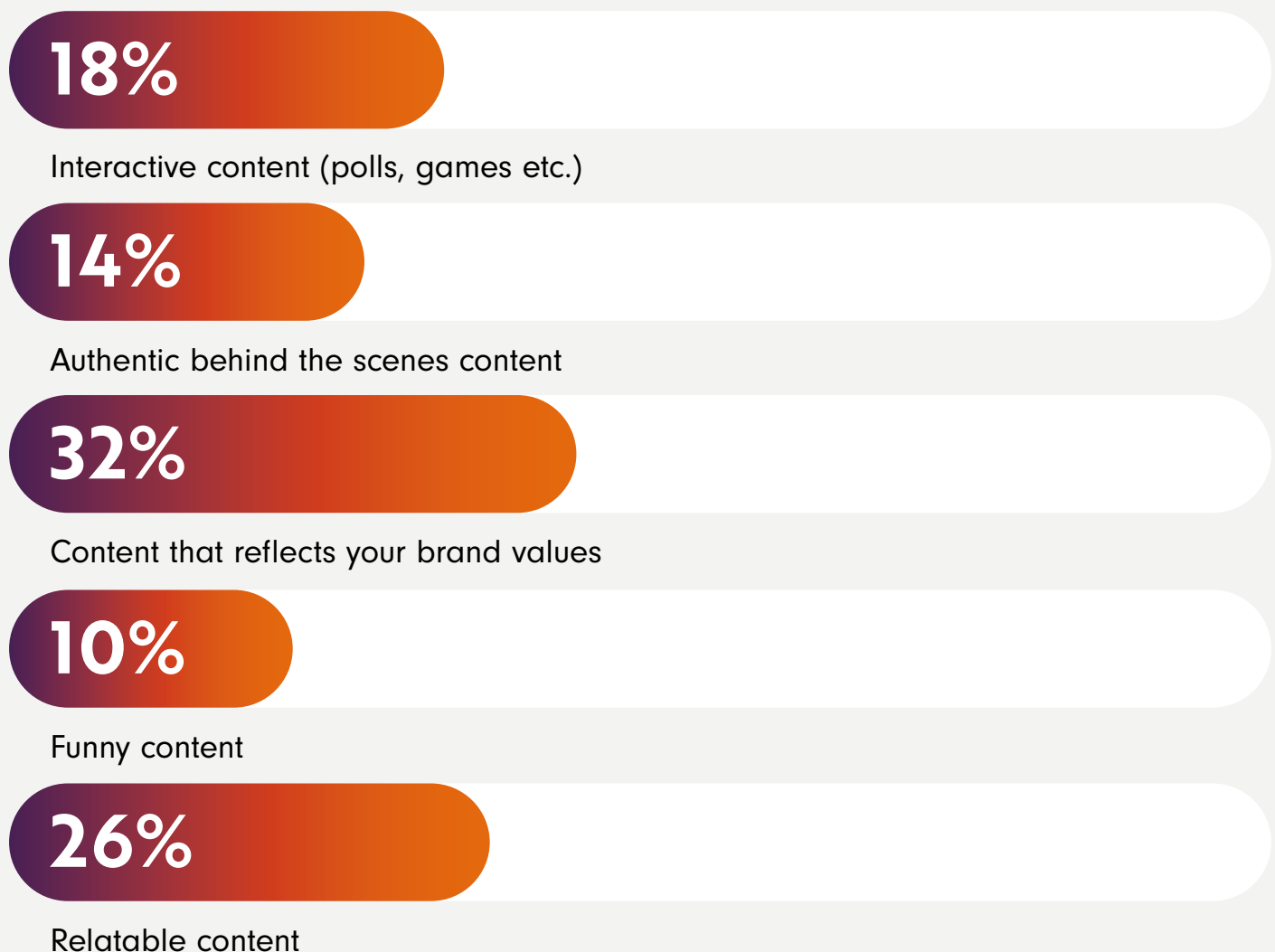
Which social media platform has resulted in the biggest ROI / success for you?



Do you feel your company has become more data-led / analytical during 2022?

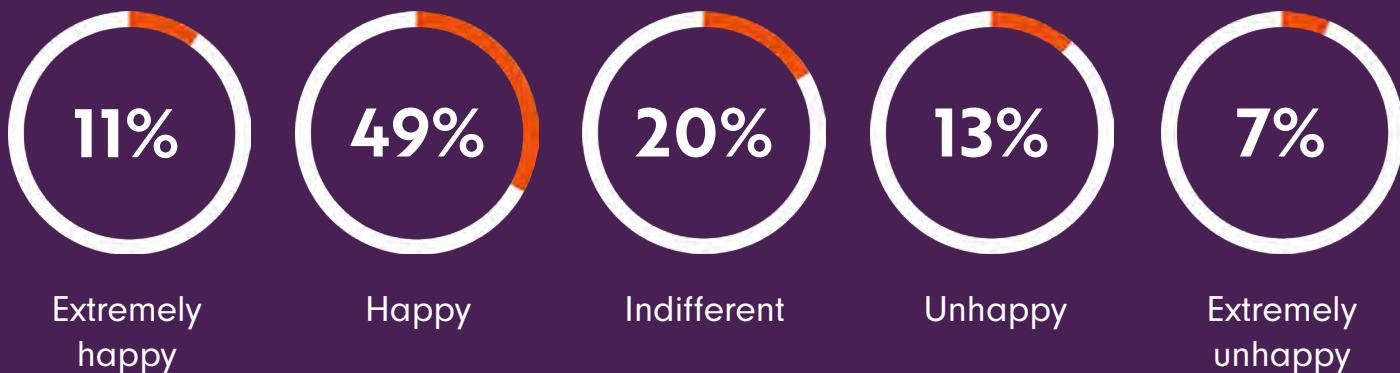


With your current content strategy, where do you invest the most time?

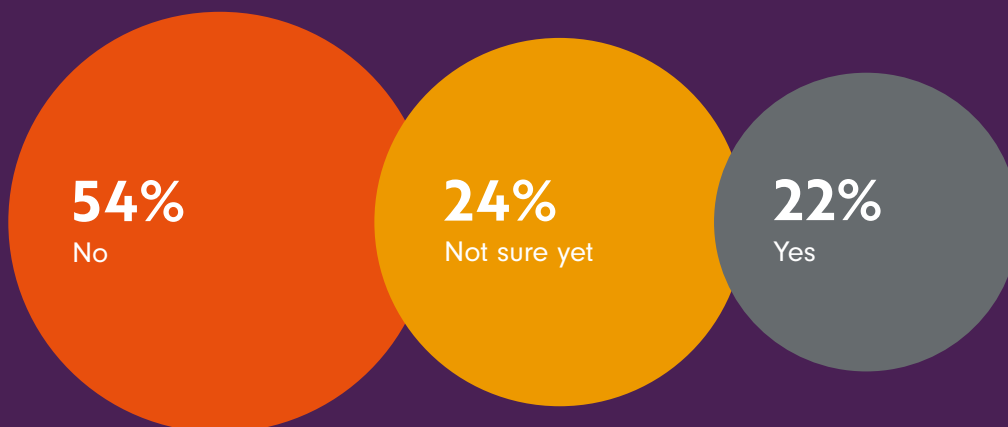


How do you feel about your position?

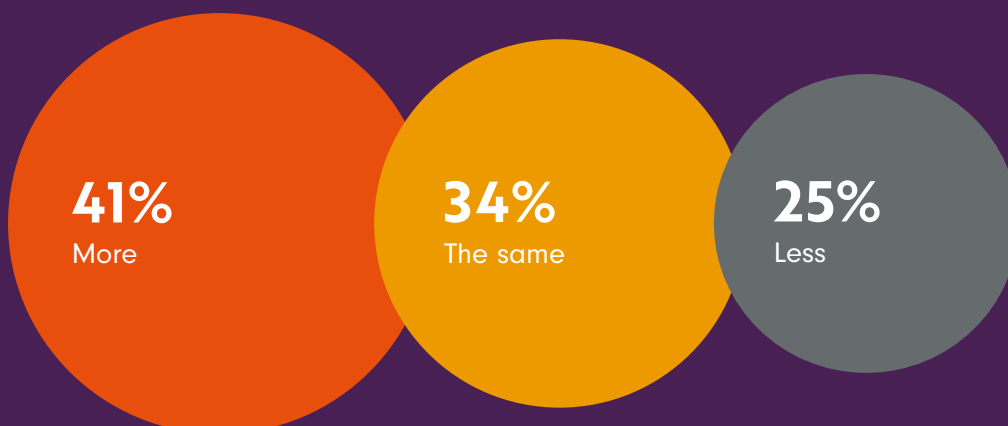
How happy are you in your current role?



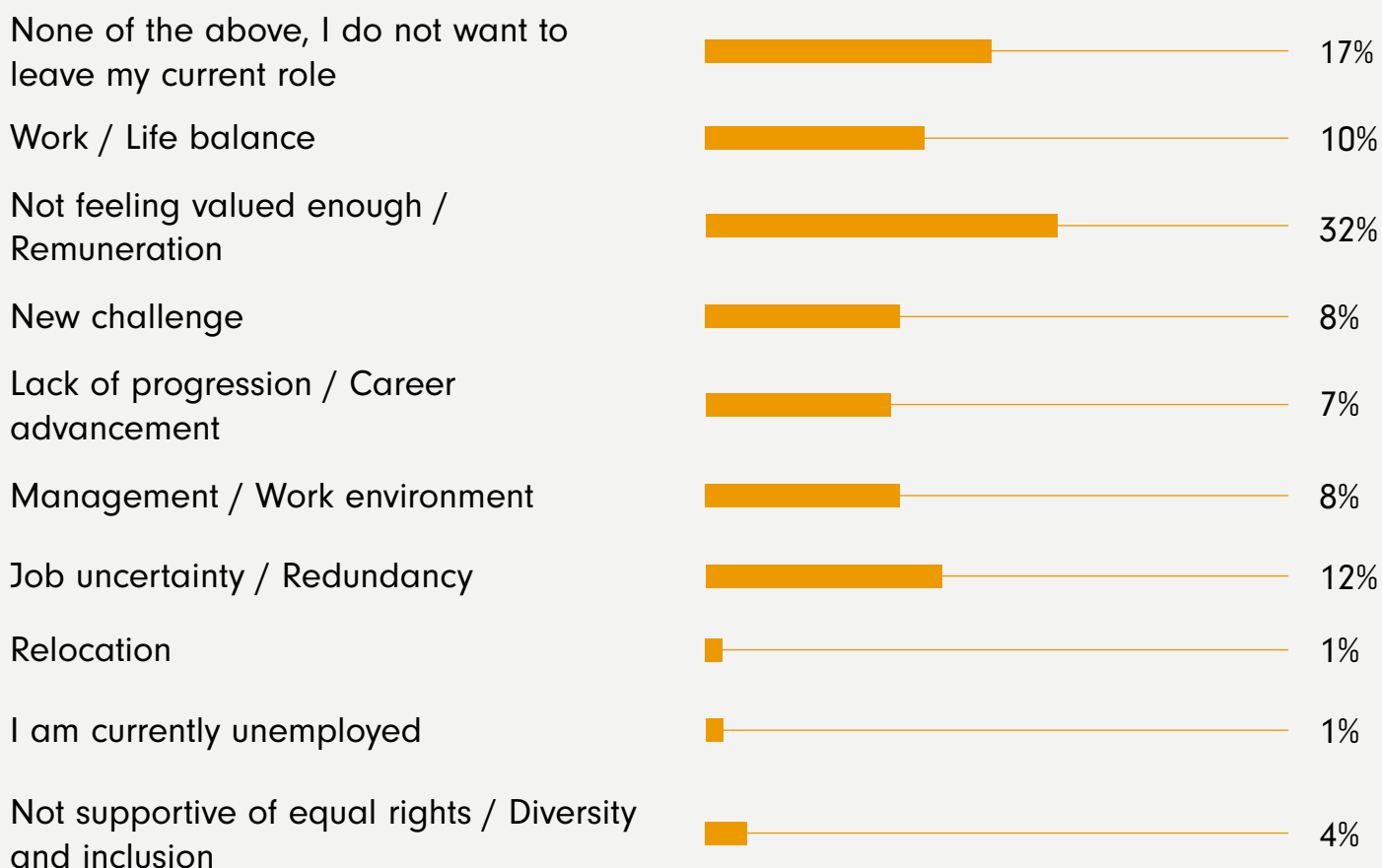
Are you considering a career move within the next 12 months?



Do you think there have been less or more roles available throughout 2022 than the year before?



If you were considering leaving your current role, what would be the factors you would consider when making that decision?

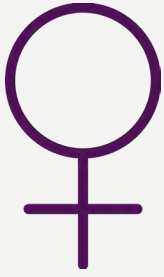


Key insight

Despite a combination of **40%** of respondents being indifferent or unhappy in their current role, only **22%** are considering a career move, however if they were to change roles, **32%** would position 'not feeling valued or low remuneration' as their main reason to leave. This ties in with the statistic that a third of respondents would seriously consider moving, if they were impacted by the cost of living and needed to earn greater remuneration.

Demographic

Gender - how do you identify?



59%

Female



2%

Non-binary



39%

Male

Cultural diversity

Percentage of respondents that are from ethnic minority backgrounds, excluding white ethnic groups.

27%

Marketing

36%

PR and Comms

26%

Social media, content, influencer

19%

Creative / Design

What is your age?

18 to 24



11%

25 to 34



32%

35 to 44



29%

45 to 54



17%

55 to 64



10%

65 to 74



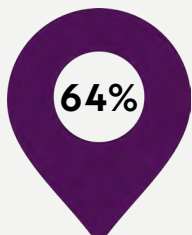
1%

75 or older



0%

Where do you live?



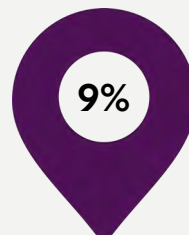
64%

London (greater
and central)



22%

South East /
East of England



9%

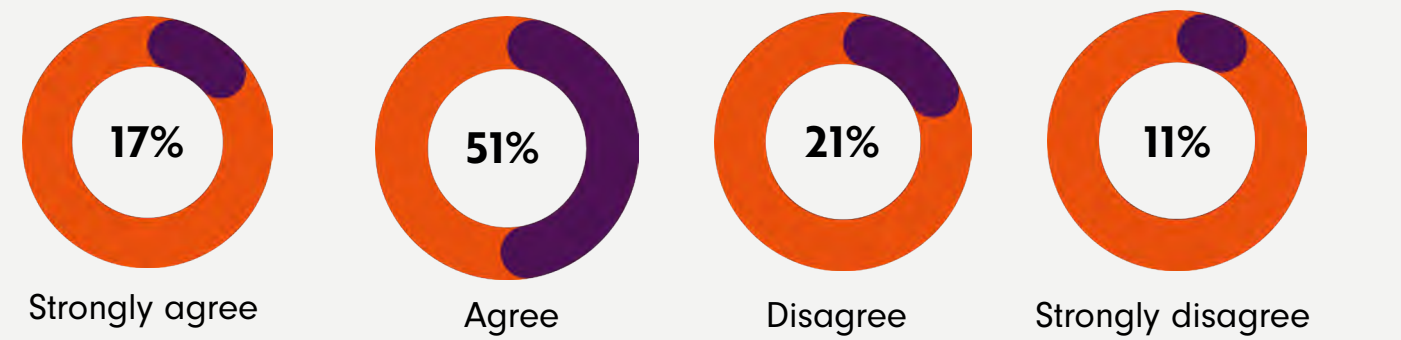
Rest of UK



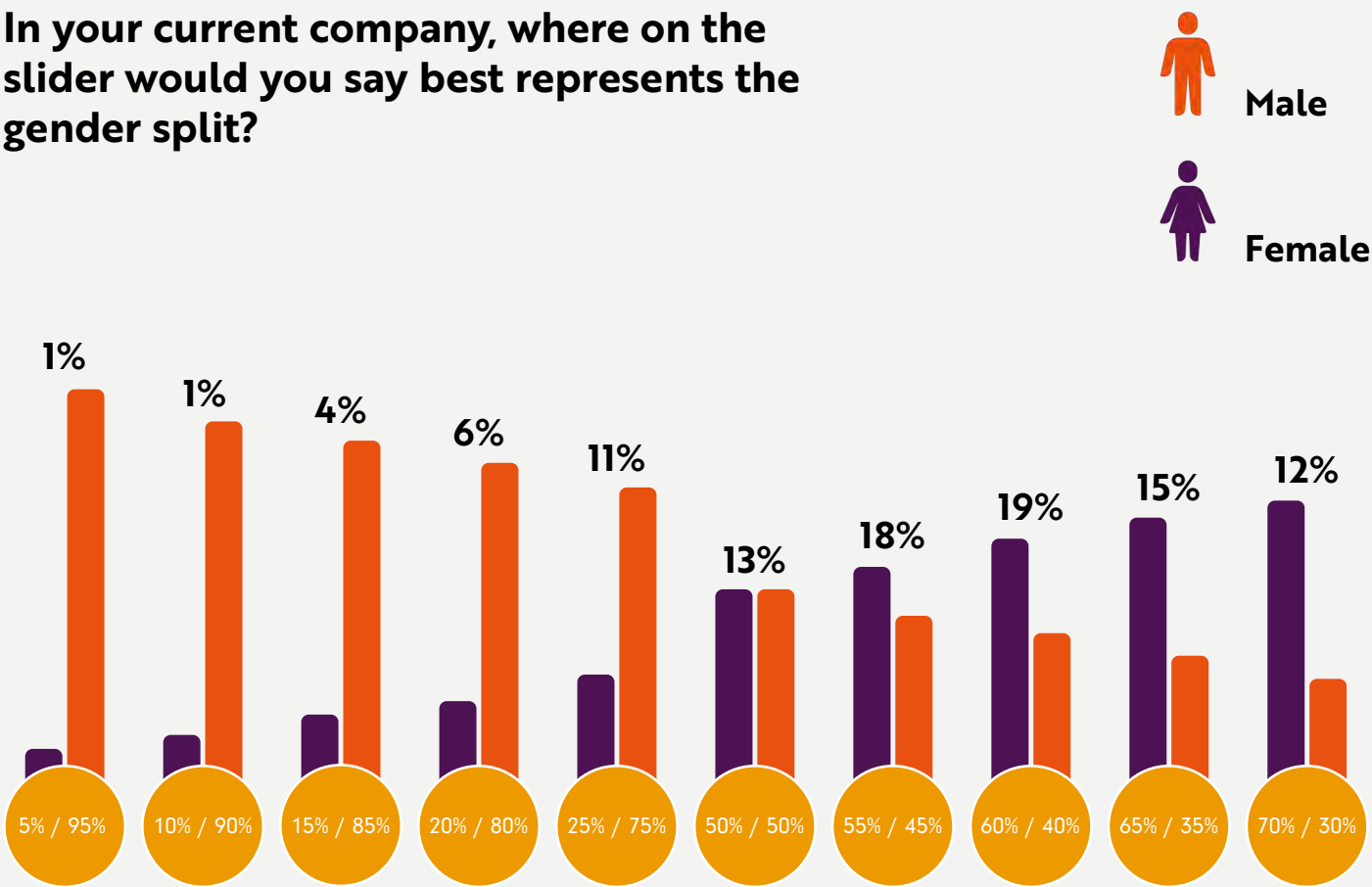
5%

International

Do you feel there are equal opportunities for both men and women in the companies you have worked for?



In your current company, where on the slider would you say best represents the gender split?



Key insight

2022 has seen a significant shift in the creative industries attempt to address inequality and lack of diversity in the workplace. Since June 2021, Premier Resourcing has actively promoted diversity through recruitment practices including proactively advertising roles across diversity-focused job boards, and informally educating both clients and employees on supportive hiring practices to encourage diversity and inclusion in the workplace. Our respondent demographic statistics support our efforts across the creative industries.

Salary ranges

01

PR agency

02

PR in-house

03

Marketing in-house and agency

04

Creative agency

05

Creative in-house

PR agency - Consumer

Job title	Salary range	Freelance day rate
Account assistant	£20,000 - £25,000	
Account executive	£25,000 - £28,000	£150 - £180
Senior account executive	£28,000 - £35,000	£165 - £190
Account manager	£35,000 - £40,000	£170 - £200
Senior account manager	£40,000 - £47,000	£200 - £250
Account director	£48,000 - £55,000	£260 - £300
Senior account director	£55,000 - £65,000	£300 - £350
Associate director / CSD	£65,000 - £80,000	£350 - £450
Director	£80,000 - £100,000	£400 - £500
Divisional director / Partner	£100,000 - £125,000	£450 - £600
Managing director	£130,000 - £160,000	£550+

PR agency - Corporate

Job title	Salary range	Freelance day rate
Account assistant	£22,000 - £26,000	£140 - £180
Account executive	£26,000 - £30,000	£160 - £185
Senior account executive	£30,000 - £36,000	£170 - £195
Account manager	£36,000 - £42,000	£190 - £250
Senior account manager	£42,000 - £50,000	£250 - £300
Account director	£50,000 - £60,000	£280 - £370
Senior account director	£60,000 - £70,000	£350 - £470
Associate director / CSD	£70,000 - £90,000	£420 - £500
Director	£90,000 - £120,000	£480 - £600
Divisional director / Partner	£110,000 - £130,000	£550+
Managing director	£130,000+	£600+

PR agency - Financial comms

Job title	Salary range	Freelance day rate
Account assistant	£24,000 - £29,000	£140 - £180
Account executive	£29,000 - £35,000	£160 - £185
Senior account executive	£35,000 - £40,000	£170 - £195
Account manager	£40,000 - £47,000	£190 - £250
Senior account manager	£47,000 - £55,000	£250 - £300
Account director	£55,000 - £65,000	£280 - £370
Senior account director	£65,000 - £75,000	£350 - £470
Associate director / CSD	£75,000 - £95,000	£420 - £500
Director	£95,000 - £130,000	£500 - £650
Divisional director / Partner	£130,000 - £150,000	£650+
Managing director	£150,000+	£650+

PR agency - Public affairs

Job title	Salary range	Freelance day rate
Account assistant	£21,000 - £24,000	£150 - £180
Account executive	£25,000 - £30,000	£165 - £190
Senior account executive	£30,000 - £35,000	£170 - £200
Account manager	£36,000 - £42,000	£200 - £250
Senior account manager	£40,000 - £48,000	£260 - £300
Account director	£48,000 - £58,000	£300 - £350
Senior account director	£58,000 - £65,000	£350 - £450
Associate director / CSD	£65,000 - £85,000	£400 - £500
Director	£85,000 - £105,000	£450 - £600
Divisional director / Partner	£105,000 - £125,000	£550+
Managing director	£130,000+	

PR agency - Healthcare

Job title	Salary range	Freelance day rate
Account assistant	£25,000 - £30,000	£140 - £180
Account executive	£30,000 - £35,000	£160 - £185
Senior account executive	£35,000 - £43,000	£170 - £195
Account manager	£43,000 - £50,000	£190 - £250
Senior account manager	£50,000 - £60,000	£250 - £300
Account director	£60,000 - £67,000	£280 - £370
Senior account director	£67,000 - £75,000	£350 - £470
Associate director / CSD	£75,000 - £95,000	£420 - £500
Director	£95,000 - £120,000	£500 - £650
Divisional director / Partner	£120,000 - £145,000	£600+
Managing director	£150,000+	£650+

PR agency - Technology

Job title	Salary range	Freelance day rate
Account assistant	£22,000 - £25,000	£140 - £180
Account executive	£25,000 - £28,000	£160 - £180
Senior account executive	£28,000 - £35,000	£170 - £190
Account manager	£35,000 - £42,000	£190 - £250
Senior account manager	£42,000 - £48,000	£250 - £300
Account director	£48,000 - £58,000	£280 - £350
Senior account director	£58,000 - £68,000	£350 - £450
Associate director	£68,000 - £80,000	£420 - £500
Client services director	£80,000 - £90,000	£500 - £600
Director	£80,000 - £105,000	£575+
Divisional director / Partner	£105,000 - £135,000	£600+
Managing director	£145,000+	£650+

PR in-house - PR and Comms

Job title	Salary range
Assistant	£25,000 - £28,000
Executive officer	£30,000 - £33,000
Senior executive	£33,000 - £35,000
Manager	£40,000 - £45,000
Senior manager	£45,000 - £60,000
Director	£65,000 - £80,000
Senior director	£85,000 - £100,000
Head of PR / Comms	£100,000+

Social media and Influencer

Job title	Salary range
Social media executive	£28,000 - £35,000
Social media manager / Community manager	£35,000 - £50,000
Social media strategist / Senior strategist	£45,000 - £60,000
Head of social	£50,000 - £75,000
Paid social manager	£40,000 - £55,000
Paid social strategist	£55,000 - £60,000
Influencer manager	£40,000 - £55,000
Influencer marketing director	£60,000 - £85,000

PR in-house - Internal comms / Change management

Job title	Salary range
Internal comms executive	£28,000 - £35,000
Internal comms manager	£35,000 - £50,000
Internal comms director	£55,000 - £90,000
Head of internal comms / change	£100,000 - £160,000+

PR in-house - Public affairs / Stakeholder engagement

Job title	Salary range
Officer / Executive	£24,000 - £34,000
Manager	£38,000 - £60,000
Senior manager	£60,000 - £70,000
Director	£75,000 - £100,000
Head of public affairs	£120,000 - £200,000

PR in-house - Financial comms / Investor relations

Job title	Salary range
Executive	£25,000 - £35,000
Manager	£40,000 - £60,000
Senior manager	£60,000 - £80,000
Director	£80,000 - £130,000
Head of financial comms	£120,000 - £190,000

PR in-house - Corporate comms

Job title	Salary range
Executive	£25,000 - £35,000
Senior executive	£35,000 - £40,000
Manager	£40,000 - £55,000
Senior manager	£55,000 - £65,000
Director	£70,000 - £100,000
Head of corporate comms	£110,000 - £200,000

Marketing in-house and agency - Marketing

Job title	Salary range
Marketing / Marcomms assistant	£25,000 - £33,000
Marketing / Marcomms executive	£32,000 - £38,000
Senior marketing / Marcomms executive	£38,000 - £45,000
Marketing / Marcomms manager	£45,000 - £60,000
Campaigns manager	£50,000 - £65,000
Senior marketing / Marcomms manager	£55,000 - £70,000
Head of marketing / Marketing comms	£75,000 - £120,000
Chief marketing officer CMO	£100,000 - £160,000
Brand marketing executive	£32,000 - £42,000
Brand marketing manager	£45,000 - £65,000
Head of brand marketing	£70,000 - £115,000

Marketing in-house and agency - CRM, Data, and Analytics

Job title	Salary range
CRM executive	£32,000 - £45,000
CRM manager	£45,000 - £65,000
CRM director	£65,000 - £85,000
Head of CRM	£70,000 - £120,000
Data scientist / Analyst	£35,000 - £55,000
Head of analytics / Digital delivery	£70,000 - £120,000

Marketing in-house and agency - Digital, E-commerce, and Performance Marketing

Job title	Salary range
Digital marketing executive	£25,000 - £38,000
Digital marketing manager	£50,000 - £75,000
Head of digital / Online	£75,000 - £95,000
SEO executive	£28,000 - £35,000
SEO manager	£40,000 - £55,000
Head of SEO	£65,000 - £95,000
PPC / Paid social media manager	£35,000 - £50,000
Paid media director	£55,000 - £65,000
Head of PPC search	£75,000 - £95,000
Performance marketing manager	£45,000 - £60,000
Head of performance marketing	£75,000 - £95,000

Marketing in-house and agency - Experiential / Events / Partnerships

Job title	Salary range
Events executive	£28,000 - £37,000
Events manager	£35,000 - £50,000
Senior events manager	£42,000 - £55,000
Head of production / events	£65,000 - £95,000
Partnerships manager	£55,000 - £70,000
Partnerships director / lead	£70,000 - £90,000

Marketing in-house and agency - Business development

Job title	Salary range
Business development executive	£25,000 - £35,000
Business development manager	£35,000 - £45,000
Senior business development manager	£45,000 - £53,000
Business development director	£48,000 - £65,000
Head of business development	£65,000 - £95,000+

Marketing in-house and agency - Product marketing and Project management

Job title	Salary range
Product marketing manager	£45,000 - £65,000
Senior product marketing manager	£60,000 - £85,000
Product marketing director	£80,000 - £100,000
Product co-ordinator	£30,000 - £40,000
Project manager	£40,000 - £60,000
Senior project manager	£60,000 - £80,000
Project director	£80,000 - £100,000
Head of project management	£95,000 - £115,000
Mid-weight digital project manager	£35,000 - £50,000
Senior digital project manager	£50,000 - £60,000

Marketing in-house and agency - Content writer

Job title	Salary range
Content marketing executive / Writer	£28,000 - £37,000
Content manager	£35,000 - £47,000
Content strategist	£45,000 - £60,000
Senior content strategist	£55,000 - £70,000
Head of content	£70,000 - £85,000

Marketing agency

Job title	Salary range	Freelance day rate
Account executive	£25,000 - £32,000	£150 - £180
Senior account executive	£28,000 - £35,000	£180 - £210
Account manager	£34,000 - £40,000	£200 - £250
Senior account manager	£40,000 - £50,000	£230 - £300
Account director	£50,000 - £60,000	£300 - £375
Senior account director	£55,000 - £70,000	£350 - £450
Associate director	£70,000 - £90,000	£400 - £525
Director	£80,000 - £130,000	£475 - £550
Managing director	£150,000	£600+

Creative agency

Job title	Salary range	Freelance day rate
Junior designer	£28,000 - £36,000	£180 - £220
Mid-weight designer	£35,000 - £49,000	£215 - £250
Senior designer	£48,000 - £68,000	£250 - £320
Design director	£55,000 - £80,000	£265 - £400
Creative director / Head of creative	£85,000 - £130,000	£425 - £550
Junior copywriter	£28,000 - £35,000	£180 - £225
Mid-weight copywriter	£35,000 - £50,000	£225 - £265
Senior copywriter	£50,000 - £68,000	£260 - £375
Head of copy	£68,000 - £85,000	£375 - £425
Junior planner / Creative strategist	£25,000 - £35,000	
Mid planner / Creative strategist	£35,000 - £55,000	£225 - £265
Senior planner / Creative strategist	£55,000 - £70,000	£265 - £380
Creative strategy director	£75,000 - £120,000	£400 - £600
Head of strategy	£125,000 - £175,000	£600+

Creative in-house

Job title	Salary range	Freelance day rate
Junior designer	£33,000 - £42,000	£225 - £270
Mid-weight designer	£36,000 - £50,000	£270 - £300
Senior designer	£55,000 - £65,000	£265 - £350
Design director	£60,000 - £85,000	£305 - £425
Creative director / Head of creative	£85,000 - £110,000	£425 - £550
Mid-weight artworker	£38,000 - £50,000	£225 - £265
Senior artworker	£48,000 - £60,000	£250 - £375
Presentation designer	£50,000 - £85,000	£350 - £425

Summary

I hope you've enjoyed reading through our Salary Survey and found some useful takeaways for your recruitment strategy. Our aim was to provide some really critical and relevant insights for our industry. From my perspective, there are three stand out areas:

1. The dramatic increase in the cost of living will counteract most increase in salaries in 2023

45% of respondents are neutral, dissatisfied or extremely dissatisfied with their current salary. However, 75% highlighted that they have had a salary review in the last 12 months. Throughout 2022, I have seen an extensive shift in candidate salary expectations, and it is definitely one of the key driving factors when moving roles.

I believe employers need to be looking at not only offering a competitive salary from the offset, but also benchmarking that salary in line with the cost of living crisis. We know this is a huge concern for candidates in the industry and something that needs to be addressed. The statistics show that pay increases haven't risen in line with inflated household costs. Providing fair and accurate salary benchmarking will be key to attracting and retaining talent in 2023.

2. Flexibility and wellbeing are at the forefront of candidates' minds

Post COVID-19, flexible and hybrid working has been one of the most, if not THE most talked about topic across the industry. From our daily interactions with candidates, we know how significant it is. **87% of respondents highlighted that a flexible working policy is an important factor** when they are considering joining a business, **but only 78% have the opportunity to take this benefit, which demonstrates that businesses do need to be showcasing their flexible working policies when actively attracting new talent.** We also found that **87% of our audience said that being offered mental health support was important in their role but less than half said they have access to it.** This is a huge figure, and poignant when looking at the pressures that individuals are experiencing both here and abroad.

We can clearly see from the statistics in this report that talent attraction is about more than just money. Candidates are looking for environments that will truly support their



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career aspirations and their personal wellbeing. It's becoming clear that employers who have real flexibility and wellbeing at the heart of their proposition will both attract and retain the best talent.

3. Diversity remains a top priority

In 2022, we saw the creative industries really step it up when it came to increasing diversity across their teams. I am really proud to continue partnering with clients who are prioritising diversity and inclusion throughout their hiring processes and helping them create a fully inclusive workplace. To find out more about what we are doing around diversity, take a look at our brand new website!

I would love to hear your thoughts on what you see as valuable insights from our report. Do you agree? What more could be done? I would love to discuss and if you have any questions feel free to email me on emily@premierresourcing.co.uk.

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