

# PLUS ONE

RECRUITMENT SPECIALISTS

## 2022 Salary Guide for Oxfordshire & Warwickshire



SALES



PROCUREMENT &  
SUPPLY CHAIN



MARKETING &  
CREATIVE



ACCOUNTANCY  
& FINANCE



BUSINESS  
SUPPORT

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# INTRODUCTION

Welcome to the Plus One 2022 Salary Guide. I think that it would be fair to say that the country has faced unprecedented challenges over the past two years. During that time we have all witnessed some seismic changes in the employment market and as a direct result, we have received many questions from our clients, asking for guidance on what salaries they should be budgeting for, when they are looking to recruit.

In over twenty years of working in the recruitment sector, I have never witnessed such a pendulum swing of market activity. We have lurched from an almost absolute halt in recruitment last spring following the announcement of the first national lockdown, to an incredible upward surge in post-lockdown hiring activity just twelve months later. It is therefore understandable that many businesses have found it extremely difficult to hire this year. As we emerge into this new, post-pandemic landscape, employers may find themselves unaware of what could now motivate a prospective employee to apply for their job vacancies.

Over the course of this guide, you will gain valuable insight into what has been happening in the UK employment market over the last 18 months. More importantly perhaps, we hope to provide you with some useful information about what you can do as an employer to put yourself in the best possible position to attract new talent.

We hope that you find our guide to be a useful companion in the months to come.



Best wishes,

*Stuart Moore*

Stuart Moore  
Managing Director.



## THE ROAD TO RECOVERY

The UK economy is now in the midst of a rapid but somewhat delicate recovery. Rather subdued economic forecasts given by the Institute of Fiscal Studies (IFS) at the start of 2021, have given way to much faster growth than predicted. However, growth has slowed during the autumn months, and with inflation predicted to increase sharply during the winter and into 2022, the current outlook is looking less optimistic and more cautious.

The IFS are now predicting that a profound period of economic adjustment is on the horizon. Patterns of household consumption altered throughout the pandemic, many of which have persisted throughout the recovery. Working from home has not proven to be as disruptive for businesses as would perhaps have been suggested prior to lockdown. Technology has enabled people to spend less time and expense commuting, more time with their families, and more importantly, has altered expectations for both employees and employers on what the future of working arrangements could look like.

Naturally, with most of the major headlines last year focusing upon the global pandemic, it was difficult to measure the initial effects of Brexit on the employment market. Moving into recovery and throughout 2021, we are seeing the effect of the loss of free movement of EU citizens to the UK, and this has undoubtedly been another contributing factor to the now very tight labour market. Many firms are now expecting and preparing for a different economy in the years ahead.

## IFS Key Findings

- **A better public health outlook** - Helped by the Covid vaccine rollout, the easing of restrictions and the extension of government financial support, have underpinned a faster economic recovery than predicted earlier in 2021..
- **It is expected that accumulated household savings will provide only a limited boost to growth** - It is anticipated that a combination of lingering health concerns, income losses and restrictions in the supply chain will contribute to a slowing of growth momentum over the winter of 2021 and into the start of 2022.
- **A profound economic adjustment looms** - The effect of changes in public spending has had a widespread impact. Household consumption remains 10% down in social categories, whereas firms in logistics and storage expect sales to be 5% higher, and hospitality businesses expect a 4% reduction in sales. A reconfiguration of sectors is taking place due to the adaptations we have all made to our lives since the start of the pandemic.
- **Brexit will compound the challenge** - New trade frictions have further added to supply disruption in recent months. Moving forward, it's expected that the UK will start to move away from EU suppliers to alleviate the issues. Export of professional services are predicted to continue their downward trend, falling from 44% of total sales in 2016, to 30% in 2021, and this is likely to continue as the net drop in UK service exports continues.

## IFS Key Findings, continued

- **The labour market is the lynchpin of recovery** – Demand for staff has increased sharply since the start of 2021. Job vacancy numbers have peaked to almost 1.2 million this year (an all-time record), but this should start to relax as post-recovery recruitment activity is completed. With the end of the furlough scheme, it is expected that unemployment should peak at around 5.5% in Q1 of 2022 before starting to fall slowly.
- **Recent Wage Growth has mainly reflected sector specific shortages** - Record demands for staff in logistics and food processing have driven sectoral wage increases above double-digits, however overall pay remains broadly in line with pre-pandemic ranges. More details of actual salary ranges are shown in the latter pages of this publication.
- **Inflation is set to rise sharply in the autumn/winter of 2021** - with the annual CPI (Consumer Price Index) forecast to peak at 4.6% in April 2022. Rising energy, food and essentials costs are likely to push up inflation, as are the ongoing trade disruptions.



With the economy likely to reconfigure over the coming 18 months, it is somewhat difficult to predict the longer-term effects of the pandemic and Brexit. A faster recovery could see Covid-related scarring limited, however a slower recovery could mean a more lingering and muted effect on the economy and labour market.

For now it seems, we must continue to adapt to the post-pandemic world and adopt changes that will enable our businesses to thrive, whilst managing inflation. The overall cost to hire may increase further in 2022 as ongoing skills shortages and forthcoming increases in the National Living Wage and National Insurance come into effect from April.

**“As always, ensuring that your business adapts to changes in the ever-dynamic employment market will be a key driver to success.”**



# THE FURLOUGH EFFECT

The outset of the government-mandated lockdowns had an extreme effect on the UK economy, and in particular, on the employment market. Millions of people were required to work from home, or even to close their businesses completely. During its peak in May 2020, the Job Retention Scheme (otherwise known as the furlough scheme), was supporting nearly 9 million people - over one in 4 workers in the UK.

As the recovery has progressed throughout 2021, the proportion of UK companies' workforce reported to be on either full or partial furlough had dropped to just 1.6 million people by the end of July. Of those reported to still be on furlough leave prior to the scheme ending at the end of September, most were only partially furloughed, with less than 2% of the workforce reported to be on full furlough.

In terms of the overall effect of the Covid-19 virus on the UK workforce, by late September 2021, businesses stated that less than 1% of their workforce were on sick leave or otherwise absent because of coronavirus, self-isolation or quarantine. This proportion has remained stable since similar estimates were first released in June 2020.

## Number of jobs furloughed per day



Source: HM Revenue and Customs. Data from 1 March 2020 to 31 July 2021 **BBC**



## UK EMPLOYMENT HEADLINES

As the UK economy moved into a recovery phase in early 2021, recruitment activity began to increase rapidly, as pent-up demand and the need to hire started to positively affect the employment market.

Many of us at Plus One were surprised at just how quickly this activity accelerated throughout the spring and into summer. As we write this now in October, we are seeing a further rise in activity, with both permanent and temporary hiring across the UK increasing for the 9th consecutive month, albeit at a slightly softer rate than previous months, mainly due to increased candidate shortages.

## CANDIDATE SHORTAGES REMAIN A CHALLENGE

The UK unemployment rate between July and September 2021 was 4.3%, compared to 4.8% in March to May last year, representing 1.5 million people. This represents an 8% decrease during Q3 of 2021. Overall staff availability continues to decline as we enter Q4, and whilst demand across most sectors remains high, the challenge for employers is just how to successfully attract the employees that they need to fill their vacancies. Across the country, job vacancy numbers continue to climb, with a record 1,172,000 vacancies recorded in October, representing an increase of 388,000 from pre-pandemic levels. (\*source ONS.gov.uk).

Recruiters have extensively more roles to fill than before the pandemic, with 58% of recruitment agencies having 30% more vacancies than in 2019. 97% of the agencies surveyed have also reported that it is taking longer to fill the roles, exacerbating the problem. 50% have reported that it now takes over a month to find suitable candidates for roles. Across all categories, only job application numbers in 'energy, oil and gas' and 'legal' roles are below their February 2020 average level.

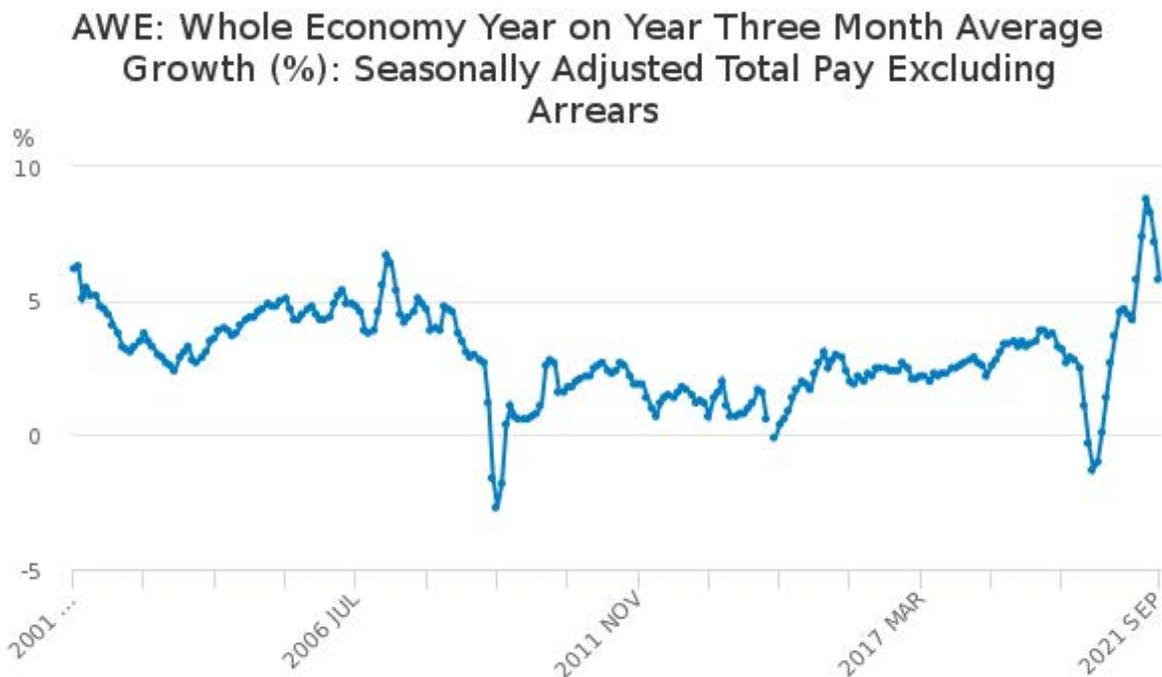
With widespread headlines about expected increases in inflation effecting the cost of living and potential job stability, employees are also becoming more hesitant to switch roles and sectors, further impacting the supply of available candidates for roles.

***“We have noticed that candidates seem to be completing more due diligence on prospective employers than ever before, by researching data on Companies House and review sites such as Glassdoor, as well as company websites and social channels. If they pick up on negative news stories or poor review scores from ex-employees, that could tarnish an employers' brand, then this could naturally make them think twice about engaging in the recruitment process.”***

– Joanna Middleton, Head of Recruitment Services, Plus One.

# STARTING PAY INFLATION ACCELERATES AGAIN IN OCTOBER 2021

A combination of candidate scarcity and continued demand for staff has contributed to further wage inflation, with starting pay for both permanent and temporary roles rising to the highest rates seen in over 24 years, as companies offer increased remuneration packages to attract and secure staff. Salary inflation increased during Q2 of 2021, with increases averaging at 7.2% (including bonuses) and 6.0% (excluding bonuses) from pre-pandemic levels.



Credit: [www.ons.gov.uk](http://www.ons.gov.uk)



# REGIONAL INTELLIGENCE

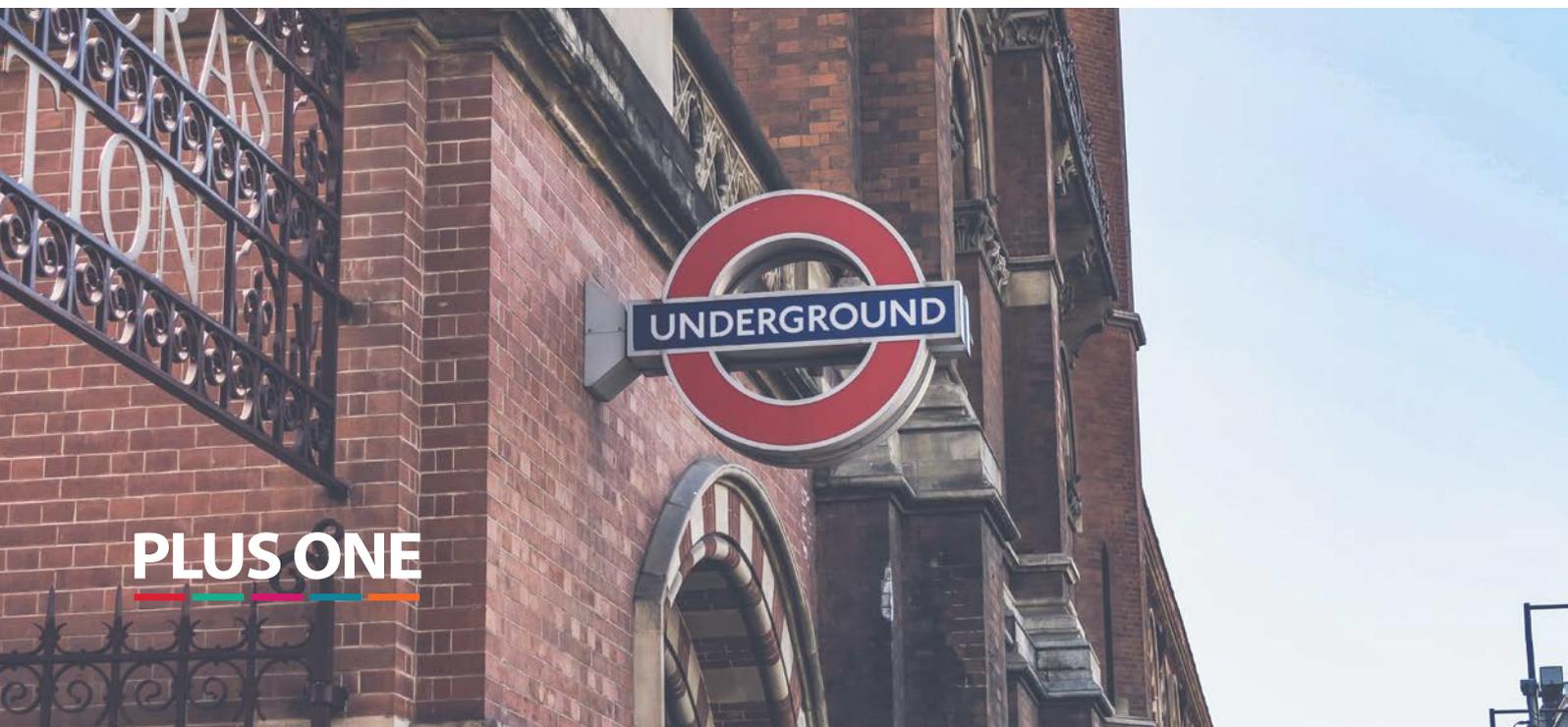
Since March 2020, all regions' growth rates for payrolled employees followed a similar pattern; rapidly declining, and becoming negative in April 2020, and then continuing a slower downward trend as the country entered recovery.

## South East

The South East of England had a lower than average take up rate of the furlough scheme. In October 2020, 217,000 workers, equivalent to 6.7% of all workers across the region were furloughed. The average take up rate across the country was 8.1%.

The average growth rate for cities in the South East in 2021 is estimated to be 4.5%, which is slightly lower than the estimated average yearly economic growth rate of 4.8%.

Throughout 2020, businesses naturally restricted employment and job numbers scarcely changed from the previous year. However, as demand from consumers increases, companies plan to increase their headcounts by 3.2%. This would represent the quickest increase in hiring activity in this region since the Good Growth Survey began. Average total salaries are also predicted to continue to rise, with a growth of 2.2% predicted over the next 12 months.





## Oxfordshire

Oxford is expected to be a leading location in the country's post-Covid recovery, and it had the strongest end to 2020 with a 3% increase in employment. The city is one that has shown the most resilience to the economic impact of the pandemic, along with Edinburgh, Aberdeen, Norwich, Swindon and Southampton. The UK Powerhouse report from Irwin Mitchell and the Centre of Economic and Business research predicted that the city would create 2,200 new jobs in 2021.

Oxfordshire has one of the strongest economies in the UK and is rapidly growing, with an average growth of 3.9% year on year since 2006. Oxford also has the lowest percentage of Universal Credit claimants at just 3.8%. Prior to the pandemic, only 1.5% of the areas' population aged 16 – 64 were claiming jobseeking benefits.

As mentioned above, salaries are expected to rise incrementally throughout the region, reflecting ongoing constriction of the local labour market. These recruitment challenges have meant that some businesses in the region have reported to be unable to open to their full capacity, despite a high level of demand from their customers. As well as staffing difficulties, businesses are finding regulatory requirements a growing challenge, with this being one of the most widely cited problems in the region. This is likely to be a combination of issues relating to having to adapt to Covid-related restrictions, and new post-Brexit trading rules.



## West Midlands

In contrast to Oxfordshire, during October 2020, local authorities surrounding Birmingham had some of the highest rates of workers on the UK furlough scheme, with 8.9% or more of the workforce in Birmingham, Solihull and Stratford-upon-Avon enrolled. Staffing levels in the region have reduced at a sharper rate than elsewhere in the country, but over the course of 2021/22, companies intend to expand their staffing levels by 2.8%. If this is accomplished, it would represent the quickest regional increase in job creation since mid-2018.

As the employment market grows, there is an expected rise of 2.3% in average total salaries, indicating a return to pre-pandemic rates of growth. The expectation of higher wages is in line with the employment market challenges that most businesses are now facing. In this region, both staff turnover and a lack of availability of skills are more widespread than during the pandemic, adding to the difficulty to fill job vacancies.

Credit – PWC Good Growth Guide for Cities

# CONCLUSION

The UK's recovery is well underway but in a delicate position, with mounting challenges coming from restrictions in supply chains and a reduction in available staffing and skills.

## Skills shortages

Regionally, the South East, Oxfordshire and Warwickshire in particular, are at the forefront of the economic recovery, but pre-2020 employment levels that were always traditionally high, have been further impacted by both Brexit and the pandemic, which have in turn made recruitment more challenging.

The UK was facing a skills shortage before the pandemic hit, but coronavirus has certainly exacerbated the problem and brought it into sharper focus. The aforementioned PWC Good Growth Report indicates that the lack of skilled candidates is the most urgent issue that the job market faces, and could potentially slow down recovery.

Unfortunately, the lack of candidate availability is a crisis that is not going away anytime soon, with over half of UK employers now experiencing staffing shortages. This autumn we have all seen how these shortages have impacted our day to day lives, whether from a lack of HGV drivers leading to empty petrol stations and less goods on supermarket shelves, or the reportedly high vacancy numbers in front line healthcare and public sector roles leading to significant challenges within the NHS and other public services.

Many businesses have successfully adapted to survive the pandemic, and staff returning from furlough may need reskilling to rejoin the workforce in the same or another job sector. 55% of companies experiencing staffing problems believe the issue could be tackled by offering higher starting salaries, and a further 37% believe that offering in-work benefits, such as flexible working, could help to alleviate some of the problems. Another option that employers felt would help solve staffing problems, is widening the recruitment talent pool by hiring apprentices or offering more work-based training.



*"It is essential that government works in partnership with business to deliver sustainable growth and rising wages, rather than a crisis-driven sugar rush. That includes working on policies that encourage business investment, an international outlook and skills development, especially at Levels 1 and 2 where shortages are most acute – this will also help unemployed young people get into work."*

- Neil Carberry, Chief Executive, REC

## Reassessing the hiring process

The recruitment industry trade association, known as the Recruitment & Employment Confederation (REC), call for a combined effort from both employers and the government to overcome the UK's staffing problem.

With all of this quantitative data and anecdotal evidence in mind, we would recommend that all businesses reassess their recruitment processes and review the practical steps taken to attract the employees they need.

Reviewing wages and benefits is one key area, and we have noted the high-bounce effect on salaries in certain sectors in 2021, but the time taken to recruit is now more important than ever. Employers should do what they can to reduce the time that it takes from initial advertisement of a job vacancy, to the first touchpoint with a prospective candidate, and then how long it takes to navigate the entire hiring process.

***“Unfortunately, we are still seeing employers working to pre-pandemic recruitment timescales, and are therefore missing out on the best candidates, simply by virtue of being too slow. With the market as it is, candidates are in a much stronger position and often have multiple offers, so delays of additional days or even weeks, is going to result in disappointment for the potential employer”*** – Stuart Moore, Managing Director, Plus One.

In the second half of this publication, we will highlight what many employers are doing to provide an attractive compensation and benefits package, as well as provide further details and recommendations on salary levels for this region.

THE NEXT 12 MONTHS



# OUTLOOK FOR 2022

Coming into the final quarter of 2021, employers' confidence in their requirement to hire new staff and make positive decisions about investments remained robust.

In turn this confidence has boosted the number of companies looking to recruit permanent members of staff, and demand for temporary staff is equally high. This level of demand seems set to continue well into the new year and beyond.

Given this information, we would recommend planning your workforce requirements for 2022 sooner rather than later, whilst ensuring your offerings are competitive and highly visible, to attract the right people to your business.

**Over the next few pages, we would like to present you with some helpful suggestions as to how you can get the best results from your recruitment campaigns.**



# IS THE TRADITIONAL RECRUITMENT PROCESS NO LONGER FIT FOR PURPOSE?

If we think about the usual recruitment process that most employers adopt when hiring, it would usually follow this typical structure;

1. Advertise the vacancy
2. Shortlist potential candidates from a pool of CV's
3. Set up initial telephone calls with shortlisted candidates
4. Arrange first-stage interviews, usually within a week to 2 weeks
5. Follow up with feedback and arrange 2nd interviews if applicable, usually within a week to 2 weeks.
6. Include any testing or assessments.
7. Offer, acceptance and then issue formal offer letter and contract.

Nothing wrong with this at all as it's a tried and tested process that has been used since the beginning of time. But with the current, unprecedented demand for talent, many businesses are finding that candidates are dropping out of their recruitment process at an alarming rate. Or, by the time an offer is given, the candidate has accepted an alternative, or is at high risk of a counter-offer from their existing employer.

# STREAMLINING YOUR RECRUITMENT PROCESS

To try to avoid the disappointment of missing out on your preferred candidates, why not look to streamline your recruitment process?

Here at Plus One, we've been helping businesses do exactly that over the past 12 months, so they don't lose out to their competitors in the race for talent.

Here are some things that you could try in your business.

## Tips for streamlining your recruitment process:

1. **Don't wait until you have a full shortlist of CV's before you start to engage with prospective candidates** – Your advert may catch the attention of an excellent applicant in the early stages and we would advise making contact with that individual straight away, rather than waiting until you have several to interview. It's always good practice to benchmark, but not at the expense of missing out on the ideal candidate.
2. **Hold first interviews with suitable candidates within 1 week of their application** – You already know that good candidates are in high demand and that you should engage with them early. There is also a momentum to recruitment, so setting up a first-stage interview, ideally taking place within a week of their application, lets the candidate know that you are keen to meet them and that their application is of interest to you. It also helps to build their enthusiasm for your job vacancy whilst other opportunities are being presented to them.

3. **Use technology to speed up the interview process** – If it's not possible for all of the relevant stakeholders to attend a face to face meeting on the same day, think about adopting video to hold the interview instead. Over the past 18 months, we've all gotten used to using Zoom, Microsoft Teams and other software for meetings, so if you've not done so far, think about using them in your recruitment process to speed things up.
4. **Try not to have too many stages to the interview process** – Ideally, for most roles you should keep the recruitment process to no more than two interviews. An initial meet and greet to discuss their CV and application, and then a more structured, detailed interview involving the key stakeholders. Unless the candidate doesn't have other interviews with other companies (rare at the moment), then you risk losing them by putting too many hurdles in front of them. If another prospect employer is hiring for a similar role, but work to make the process easier/smoothen, then they may become a more attractive proposition.
5. **Try to move to offer stage within 48 hours of the final interview** – whilst we appreciate some decisions may require further authorisation, it's good practice to make a verbal offer within a day or two of the final interview taking place. This maintains the aforementioned momentum and means that you strike whilst the candidate is fully engaged and therefore more likely to accept your offer. Unnecessary delays at this stage could cool the candidate's enthusiasm or worse, allow another party to tempt them away.
6. **Finally (and we would advise this as general good practice), try not to make a job offer during the actual interview meeting** – It may seem a logical idea in this market to be more spontaneous, with the expectation that the candidate will commit then and there, but this can backfire and put undue pressure on the candidate. This could then in turn make them feel uncomfortable about the whole proposition. Whilst the recruitment process should be as streamlined as much as possible to avoid disappointment, there should always be a 2nd meeting for roles at most levels. This serves several purposes; it allows all parties to reflect following the initial meeting, and also tests the interest and commitment of the candidate by asking them to come back a second time. If the candidate is genuinely interested in the job and doesn't have to wait too long to return for a second interview, then they are more likely to come back, and be more invested in your company and your job opportunity.

**“We hope that these tips will help you to get the best results from your recruitment campaigns. If you would like any further assistance, then please feel free to contact one of our team.”**



# IS WORKING FROM HOME THE FUTURE?

As we have outlined previously, there are a number of key factors that mean the UK employment market will remain difficult, certainly for the foreseeable future. Businesses should be looking at how they are going to continue to build and maintain their workforce, beyond recruitment alone.

Attracting and retaining employees involves assessing the motivations of why people want to work for the company, and this does not only mean annually reviewing salaries. Beyond monetary compensation, there is a proven correlation between employee job satisfaction and a company's overall profitability.

## HOME WORKING

When restrictions began to ease in early 2021, home-working vacancies remained high in many job sectors. Both businesses and employees seem to favour a 'hybrid' working model, with employees' time split between working from home and in the office. Online job adverts with keywords related to 'home-working' increased at a quicker rate than total adverts, with home-working adverts in May 2021 alone 307% above their February 2020 average.



A recent study by the ONS revealed that understandably, the proportion of working adults who worked from home in any capacity in 2020 increased to 37% on average from 27% in 2019, and 24% of businesses still trading stated that they intend to enable an increased level of home-working moving forward. The Information and Communication industry recorded the highest proportion of this at 49%. The reasons reported by businesses who planned to enable a home-working or hybrid model were; improved staff morale and wellbeing, reduced overheads and increased productivity.

Working adults commented that an improved work/life balance was the greatest positive when asked about home-working. Trends were leaning towards a more flexible working model prior to the pandemic, but the last 18 months has certainly accelerated this process, proving to many employers that just because employees are not physically based in the office, this does not necessarily lead to a reduction in productivity.

Over the past year, we have seen an expectation from candidates for employers to have a more flexible working model. “What is the companies' work from home policy” is now one of the first questions that many candidates ask, and therefore this is something that all businesses should seriously consider, to keep in step with expectations from the candidate market, and with their competition.

A greater use of home-working and enabling technology also allows employers to hire from a much wider geographical talent pool, which would certainly be an advantage when hiring in a candidate-scarce landscape. When asked to return to the workplace, social distancing and improved hygiene measures were high priorities for both employees and businesses.

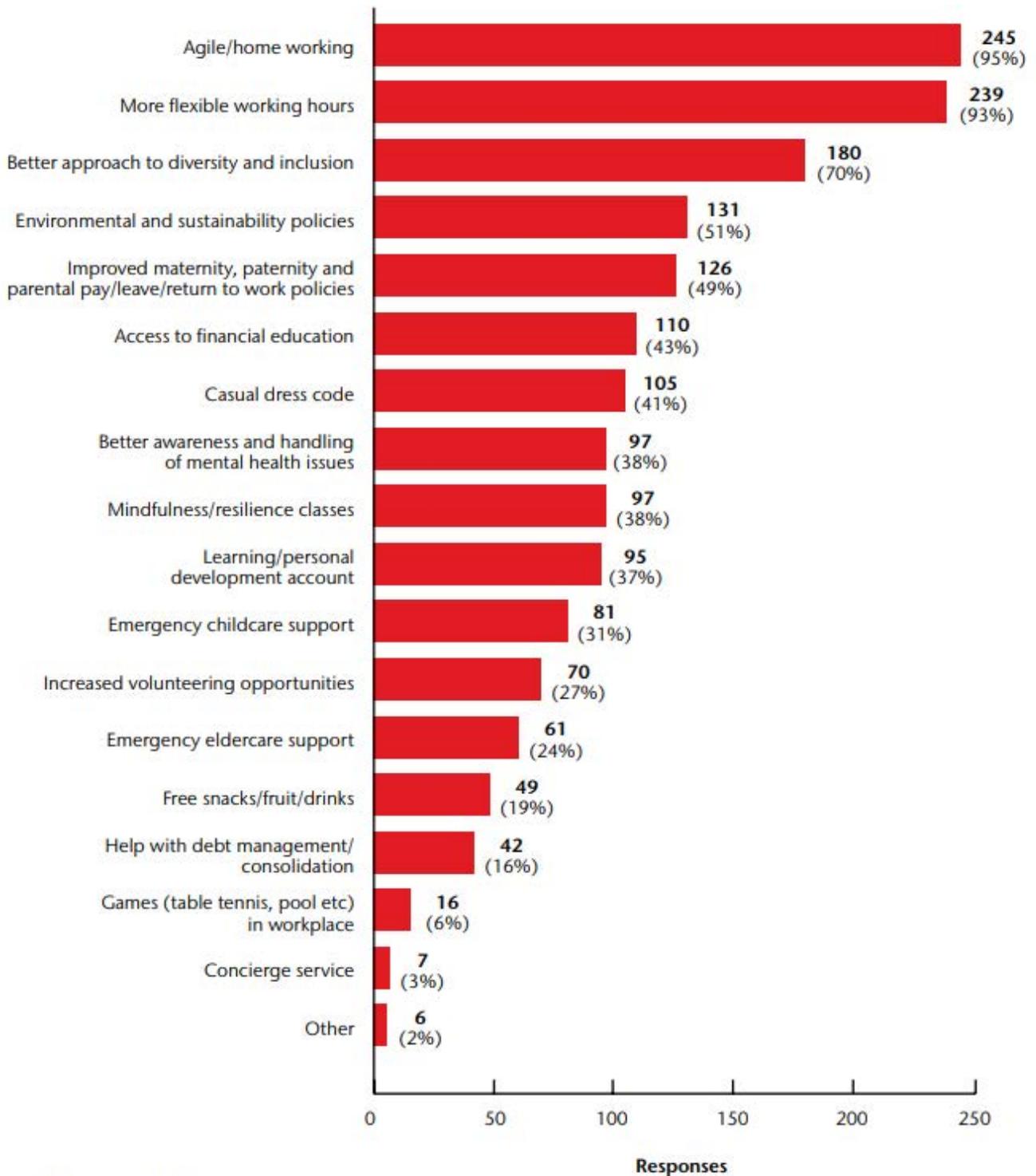
In a recent employee survey conducted by AON, of policies that they would like their employers to consider, of the 258 respondees, 245 cited agile/home working as their number one request.

Increasing requests for improved attitudes towards diversity and inclusion also feature high on the list, as well as a growing desire for better environmental and sustainability policies.

**Full results >**

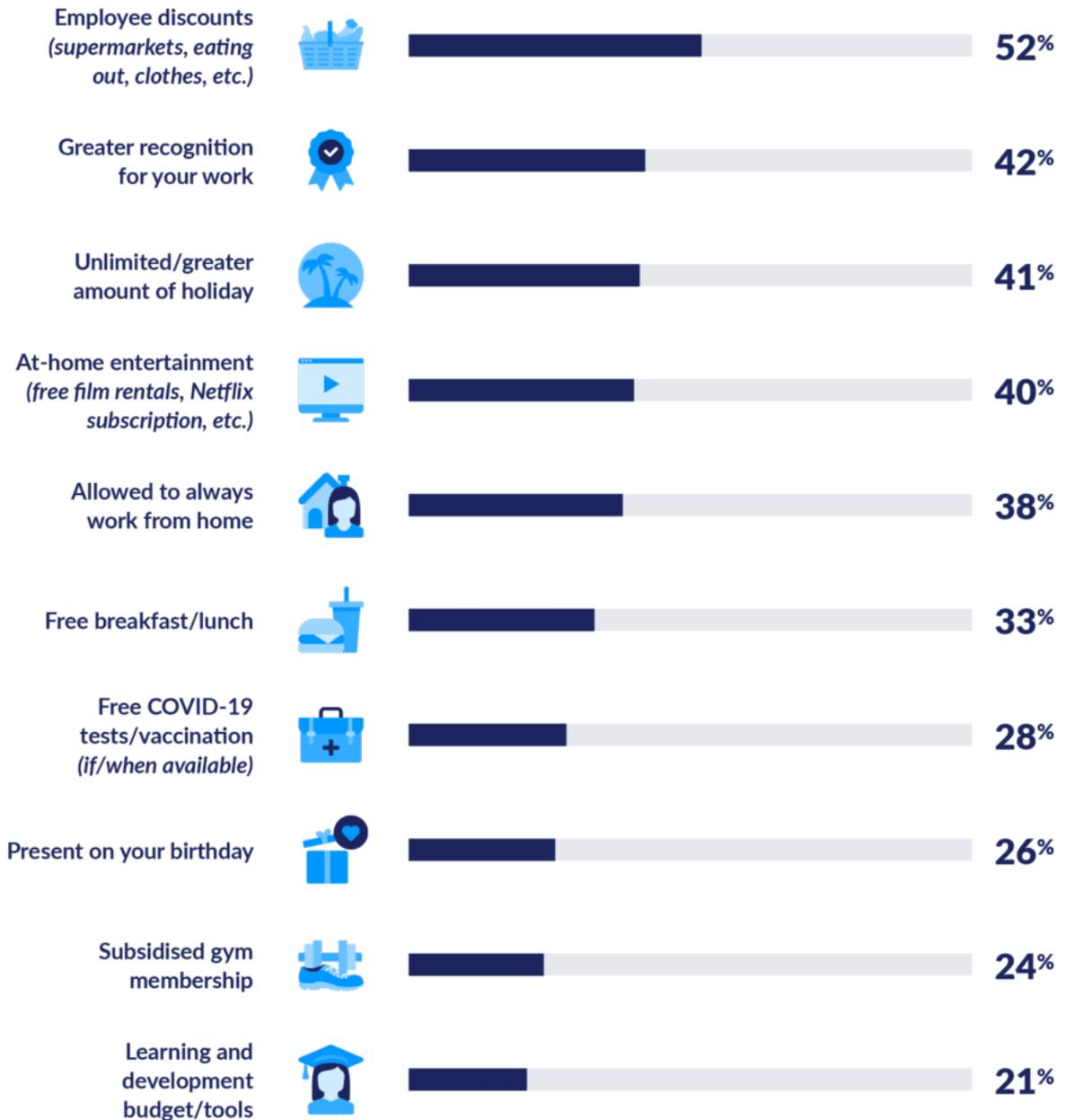


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Based on 258 respondents

## Which of the following perks could your company offer you in 2021 which would make you happier in your job?



# COMPENSATION & BENEFITS

In addition to the remuneration offered to a prospective employee, and the ability to work in a flexible home/office environment, a thoroughly considered company benefits package can also have a significant draw if it meets the needs of the modern employee and is broadly keeping pace with your competition.

In line with a greater expectation of flexible working, many employees place a high value on benefits that have a tangible impact on their personal lives. For example, offering the statutory minimum requirement of annual holiday allowance may tick a box, but it's not going to excite anyone or entice them away from their current employer, and may (at worst) indicate a less than progressive company culture. A more generous holiday entitlement, with an option for the employee to sell back unused allowance, may make a positive difference to a candidates' decision on whether to work for that business.

A recent survey conducted by Perkbox of over 1500 employees, revealed that people are placing more value on lifestyle-linked perks such as high street discount vouchers, or unlimited holiday allowances, rather than more traditional company benefits such as pensions. That is not to say that a good pension scheme is not a viable draw nowadays, but there is some thought that the recent pandemic and rising cost of living has made the more 'immediate impact' benefits more desirable.

**< Survey results**

# EMPLOYEE WELLBEING

With many workforces now spread over different, sometimes global locations, employers have identified the need to improve communication to support employee wellbeing.

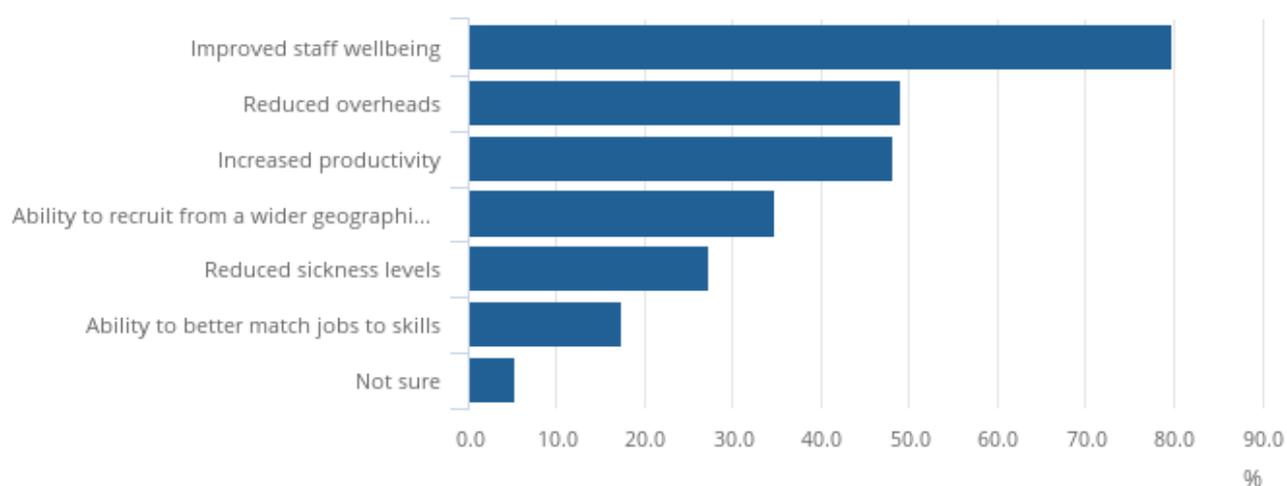
Most staff members are unaware of what wellbeing support is available to them; more consistent and focused communication is required to guarantee that employees remain fit, healthy and productive. More employee listening is being conducted, up from 62% of employers to 71% - this data is being gathered through a mix of research, such as pulse surveys and focus groups.

Attitude and feelings are of vital importance when employees are out of sight, and employee data will become extremely valuable in learning about the future of the workplace, and how companies can adapt to ensure they are attracting the top talent.

In the same study as referenced above by the ONS, employee wellbeing was cited as the number one reason why many businesses were considering a longer-term or permanent home-working policy.

Figure 11: Improved staff wellbeing was the main reason for businesses intending to use increased homeworking as a permanent business model

Reasons why businesses plan to use increased homeworking as a permanent business model going forward, UK, 19 April to 2 May 2021





# FORTHCOMING CHANGES IN EMPLOYMENT LEGISLATION

## RIGHT TO WORK CHECKS

At the outset of the pandemic, the UK government introduced temporary guidelines for remotely verifying candidates right to work in the UK. Following positive feedback about the ability to conduct such checks remotely, they have deferred the end date of this facility to 5th April 2022. This ensures that the Right to Work Scheme continues to function in a way that supports employers.

### Temporary changes in place until 5th April 2022

- Right to work checks can be carried out over video calls
- Job applicants and existing employees can send scanned documents / a photo of the documents for checks using an email or a mobile app, as opposed to sending the originals
- Employers should use the Home Office Employer Checking service if a prospective or existing employee cannot provide any of the accepted documents

Employers will not need to carry out retrospective checks on those who were verified under this system between 30th March 2020 and 5th April 2022. New guidance on how to conduct Right to Work checks will be issued ahead of 6th April 2022.

# THE NATIONAL LIVING WAGE

Many industry sectors have seen increases in wages in 2021 due to shortages of skills and personnel. Data gathered from the ONS shows that average weekly earnings across the UK increased by 4.1% (to an avg of £675 per week) in the second quarter of the year.

Greater competition for staff and a drop in candidate availability has led to record increases in starting salaries for permanent staff, as well as a steeper rise in pay for temporary roles.

The rate of salary inflation is the sharpest seen in almost 24 years, with temporary and contract staff hourly pay rising at the second quickest rate. Despite this, the Conference Board's Consumer Confidence Index expectations for the next 12 months declined by 10 points in September - its second consecutive monthly fall after 6 months buoyancy. Whilst still 22 points higher than in September 2020, forecasts for respondents' personal finances over the coming year fell 6 points, just four points higher than a year earlier. This drop indicates that consumers are concerned about the rising cost of living, and this may impact their decision making when reviewing their salary.

Facing pressure to help low paid younger workers, the Chancellor recently announced an increase to the National Living Wage in his Autumn budget. This will result in a full-time worker receiving an additional £1,074 per annum before tax and is a 6.6% increase in the minimum pay rate for those aged over 23, more than twice the current 3.1% rise in the cost of living.

## National living wage rates from April 2022

	Age 25+	21 to 24	18 to 20	Under 18	Apprentice
Hourly Wage from April 2022	<b>£9.50</b>	<b>£9.18</b>	<b>£6.83</b>	<b>£4.81</b>	<b>£4.81</b>

# THE LIVING WAGE FOUNDATION

The Living Wage Foundation, a charity that looks to improve the pay of employees across the UK, has calculated their increase for workers outside of London to be £9.90 per hour, and employees in London to be £11.05 per hour from November 2021. Living Wage rates are the only rates independently calculated, based upon what people need to live on.

Nearly 9,000 employers are currently signed up to the LWF, impacting over 300,000 UK workers. Half of the current FTSE-100 businesses are members, as are many other household brands.

**For more information about the Living Wage Foundation, visit their website: <https://www.livingwage.org.uk/>**



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# THE OXFORD LIVING WAGE

The Oxford Living wage is an hourly minimum pay calculation that recognises the higher costs associated with living in the city of Oxford. It was created to promote livable earnings for employees and assists accredited employers to show that they appreciate the welfare of their staff. For 2021 – 2022 the rate has been set at £10.31 per hour, so if an employee works a 37 hour week, this would result in a minimum annual salary of £19,836.

**For more info about the Oxford Living Wage, please visit their website: <https://www.oxford.gov.uk>**

## INCREASE IN NATIONAL INSURANCE

On 7th September 2021, Prime Minister Boris Johnson announced that there is to be an increase in National Insurance Contributions by 1.25% from the start of the 2022 tax year in April 2022.

This increase not only applies to contributions made by Class 1 employees (those who earn more than £797 a month and are under state pension age) and the Class 4 self-employed (those earning annual profits of more than £9,569), but to employers as well.

And though National Insurance rates will return to their current levels in April 2023, the increase in NIC will be replaced by a UK-wide 'Health and Social Care Levy', also taxed at 1.25%. Unlike National Insurance this levy will also apply to state pensioners who are still working.



PLUS ONE



# SALARY GUIDES



# SALARY GUIDE TABLES

Plus One specialise in recruiting for roles in the following job sectors;



SALES



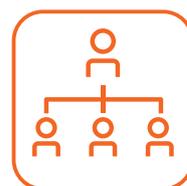
PROCUREMENT &  
SUPPLY CHAIN



MARKETING &  
CREATIVE



ACCOUNTANCY  
& FINANCE



BUSINESS  
SUPPORT

This guide covers the full range of seniority for the typical roles we recruit for across each job sector. The data is split to show any differences in pay scales between Oxfordshire and Warwickshire, but can be taken as a comprehensive view of salaries in this region of country.

The salary bandings displayed have been carefully researched utilising our extensive databases, as well as our Recruiters' own market sector knowledge. We have displayed the recommended minimum and maximum salaries required to attract candidates in the corresponding county.

## GENERAL SALARY INFORMATION

The average annual salary for the UK as of October 2021 is now £28,288 (regular pay) or £30,212 (total pay inc bonuses), which indicates an average wage growth of 4.1% in 2021. This upward trend is likely to slow as we come into 2022 but may continue in sectors where skills remain scarce.

## THE DEMAND FOR FRONTLINE SKILLS

A recent survey by Glassdoor, reveals the Top 10 most in-demand jobs in the UK as shown below. This list represents a shift back to recruiting for 'front-line', customer-facing roles as the UK moves out of lockdown and into recovery. Businesses have woken up in 2021 and sharp increases in demand for goods and services have brought a renewed requirement for these roles;

### Top 10 most in-demand jobs in 2021

Job Title	National Average Salary £
1. Delivery Driver	£20,055
2. Project Manager	£43,000
3. Retail Store Manager	£29,250
4. Customer Assistant	£16,007 inc part time
5. Retail Store Assistant	£17,967 inc part time
6. Software Engineer	£55,000
7. Retail Sales Assistant	£16,977
8. Customer Service Advisor	£18,801
9. Operations Manager	£42,500
10. Business Analyst	£42,000



## SALARIES IN SALES

Though it is evidenced throughout all the job sectors, the competition for experienced sales candidates is high. Skilled sales staff are not on the market for long and are in high demand.

When sales candidates are prepared to find a new role, we find that they move quickly and are participating in multiple interviews. Basic salary and a competitive On Target Earnings (OTE) or bonus/commission package is critical, as salespeople tend to be motivated by the ability to increase their earning potential. In practice, a good OTE/commission package should be a win-win for both the employer and employee, but basic salary is also more important nowadays. It is very difficult to recruit for any sales role if the basic salary is under £20,000, further evidenced by the UK average sales salary, which is now £25,000. With cost of living set to increase, the full salary package should be assessed to make the role as attractive as possible, but also to ensure targets are realistic and achievable. If you would like any assistance in developing your sales remuneration package, then we would be more than happy to help.

**“It is very difficult now to recruit for any sales role if the basic salary is under £20,000, further evidenced by the UK average sales salary, which is now £25,000.”**

Many sales professionals have been working in home-based roles since long before the pandemic, as Regional Sales Managers, or National Business Developers have tended to base themselves at home in between sales meetings, and perhaps come into the office for just one to two days per week. Naturally, this makes the transition to hybrid or home-working easier, but the one tangible change that we have noted, is that less employers are now offering leased company cars as part of the overall package. The car allowance is now much more popular, with amounts typically ranging from between £300 - £600 per month, depending upon the seniority of the role and the amount of travel anticipated.



Entry-level sales roles are proving more challenging to recruit for at the moment. Candidates in this bracket tend to lack previous direct sales experience, so at first glance their CV's may not appear to be a suitable match. If hiring managers are looking to recruit for this type of sales role then the Recruiter who has spoken with, and screened potential candidates, can give you a more rounded view of their potential, based upon their soft skills and persona.

Positions where cold calling or cold business development is a key requirement have long been more difficult to recruit for, as many people (especially at sales executive or non-management level) lack the confidence or sales training to really succeed. If recruiting for this type of role, especially at these levels, we would recommend a thorough training/mentoring programme, to ensure that your new hire sharpens their cold-calling skills and makes the expected impact on your business.

## Key Points

- Employers should act quickly if they want to secure the top talent – a telephone or video interview within 1 week of receiving a suitable CV will help to build engagement.
- Entry level sales roles can be more difficult to recruit for, so make salaries and bonuses competitive and achievable, as well as building in cost for training and development.



*Sarah.*

Sarah Cleaver  
Recruitment Consultant - Sales

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# SALARIES IN SALES

2021 / 2022

Job Title	Oxfordshire Salaries	Warwickshire Salaries
Telesales / Telemarketing	£20,000 - £28,000	£21,000 - £25,000
Telesales/Outbound Sales Manager	£32,000 - £40,000	£30,000 - £40,000
Sales/Account Executive	£25,000 - £32,000	£25,000 - £30,000
Business Development Executive	£25,000 - £32,000	£25,000 - £30,000
Area Sales Manager/BDM	£35,000 - £45,000	£35,000 - £42,000
Senior Business Development Manager	£45,000 - £60,000	£45,000 - £60,000
Sales Estimator	£28,000 - £45,000	£25,000 - £45,000
Bids & Tenders Manager	£40,000 - £60,000	£35,000 - £55,000
Technical Sales/Engineer	£40,000 - £55,000	£40,000 - £50,000
Customer Account Manager (non-Tech)	£28,000 - £40,000	£25,000 - £35,000
Senior Account Manager	£40,000 - £50,000	£35,000 - £45,000
National Account Manager	£45,000 - £65,000	£45,000 - £55,000
Sales Manager	£45,000 - £70,000	£45,000 - £70,000
Sales Director	£70,000 - £90,000	£60,000 - £85,000





# SALARIES IN PROCUREMENT & SUPPLY CHAIN

The current squeeze on global supply chains caused by the post-pandemic economic landscape, high demand for raw materials, and the added complexities of Brexit, have placed additional pressures on UK businesses.

We have therefore seen more movement this year from candidates in supply chain roles, as both external and subsequent internal pressures have impacted on their job roles.

The following bandings detail the current salary information for Procurement & Supply Chain roles that we recruit for on a regular basis. According to CIPS, the UK average salary for a Procurement Manager/professional is now £47,435 and for Supply Chain professionals, around £40,000 per annum. Please note that the bandings for the job roles displayed show basic starting salary levels only, outlining the minimum and maximum recommended salaries for these positions. We do not include any other remuneration, as this can vary hugely between companies.

Placement turnaround time can vary in this sector, but on average is 2 – 4 weeks if there is a degree of flexibility in what employers are looking for, and two interview stages are requested. If only one interview is required, the placement turnaround time could be reduced to a week. Candidate availability has decreased even further from earlier in the year, as seen across all job sectors.

Slight changes to the job description, or the qualifications needed for the role, can bring new candidates to the table and help to move the recruitment process along. Our specialist Recruiters are always here to have a consultative discussion as to whether small compromises could improve the outcome of your recruitment campaigns.

## Key Points

- If hiring managers are flexible with their requirements, placement turnaround time decreases significantly
- Employers must move quickly when requesting to interview candidates
- Offering permanent over temporary/contract positions opens employers up to a wider pool of talent

“the UK average salary for a Procurement Manager/professional is now £47,435 and for Supply Chain professionals, around £40,000 per annum”

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Matthew.

Matthew Hartwell  
Senior Recruitment Consultant  
- Procurement & Supply Chain

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# SALARIES IN PROCUREMENT & SUPPLY CHAIN

2021 / 2022

Job Title	Oxfordshire Salaries	Warwickshire Salaries
Warehouse Operative	£18,500 - £24,000	£18,500 - £23,500
Fork Lift Truck (FLT) Driver	£23,000 - £28,000	£22,500 - £28,000
Warehouse Supervisor	£25,000 - £30,000	£24,000 - £29,000
Warehouse Manager	£28,000 - £35,000	£26,000 - £32,000
Stock Controller	£23,000 - £28,000	£22,000 - £28,000
Senior Stock / Inventory Controller	£25,000 - £31,000	£25,000 - £30,000
Logistics Coordinator	£25,000 - £30,000	£23,000 - £28,000
Supply Chain Administrator	£23,000 - £30,000	£23,000 - £26,000
Materials Controller	£26,000 - £35,000	£26,000 - £35,000
Transport Planner	£25,000 - £30,000	£23,000 - £29,000
Transport/Logistics Manager	£45,000 - £55,000	£35,000 - £45,000
Buying/Purchasing Assistant	£25,000 - £30,000	£23,000 - £28,000
Buyer	£28,000 - £38,000	£25,000 - £35,000
Senior Buyer	£32,000 - £40,000	£32,000 - £40,000
Purchasing Manager	£42,000 - £60,000	£40,000 - £56,000
Procurement Manager	£45,000 - £60,000	£45,000 - £60,000
Supply Chain Analyst	£28,000 - £35,000	£26,000 - £34,000
Demand / Supply Planner	£35,000 - £45,000	£32,000 - £40,000
Category Manager	£42,000 - £55,000	£37,000 - £49,000
Supply Chain Manager	£45,000 - £65,000	£42,000 - £65,000
Supply Chain Director	£70,000 - £100,000	£70,000 - £100,000





# SALARIES IN MARKETING & CREATIVE

The global post-pandemic landscape has seen a renaissance of sorts in terms of the marketing profession. Many businesses re-assessed their digital promotion during the lockdowns, and demand for online marketing professionals remained strong, even during the economic slowdown of mid-2020.

The continuing growth of business marketing activity on social behemoths Facebook and Instagram, as well as newly emerging channels such as TikTok, saw a new level of respect and demand for creative and talented social media staff to drive new audiences to these channels. Marketing as a profession continues to evolve and is becoming vastly more technical as software platforms continue to evolve. As the demand for digital marketing talent continues to grow, we have also seen an increased need for people with video production and vlogging talent, which is unsurprising considering the increasing use of video in marketing.

**“To this end, salaries for marketing professionals have experienced inflation-busting increases of over 8% since the start of 2021!”**

The average salary for a marketer in the UK is now £35,431, which perhaps gives some indication as to how far the profession has progressed over the past few years, and the impact of digital. Our tables will provide a more detailed illustration of the marketing and creative roles that we recruit for on a regular basis, from entry to senior-management level. Our experienced Recruiters' market knowledge and our extensive databases have contributed to producing the bandings shown.

Outlined are the minimum and maximum salaries offered to candidates in the corresponding county, and can be taken as a representation of marketing salaries in the Midlands and South East, (excl London).

As already mentioned, a lack of skilled candidates is a problem all job sectors are facing, and the marketing and creative sector is no different. To this end, salaries for marketing professionals have experienced inflation-busting increases of over 8% since the start of 2021!

On average, we successfully interview and place marketing candidates within a two - three week timescale. This should be considered when planning your recruitment drive, as delays to interviews or offers could mean that your ideal employee accepts an offer from your competition.

## Key Points

- Marketing salaries are out-stripping inflation due to demand for digital skills
- Employers must ensure the package they are offering is competitive to secure and retain talent, and move quickly when making hiring decisions.
- As technology evolves, the need for ongoing training is key, especially to retain marketing talent and ensure that your business remains at the forefront.



*Daniel.*

Daniel Marlow

Recruitment Associate - Marketing & Creative

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# SALARIES IN MARKETING & CREATIVE

2021 / 2022

Job Title	Oxfordshire Salaries	Warwickshire Salaries
Marketing Assistant / Coordinator	£20,000 - £25,000	£19,000 - £23,000
Marketing Executive	£25,000 - £35,000	£25,000 - £32,000
Marketing Manager (Generalist)	£35,000 - £45,000	£30,000 - £45,000
Digital Marketing Executive	£25,000 - £35,000	£25,000 - £35,000
Digital Marketing Manager	£35,000 - £45,000	£35,000 - £45,000
SEO Executive	£25,000 - £30,000	£23,000 - £30,000
SEO Manager	£35,000 - £45,000	£35,000 - £45,000
Social Media Assistant	£25,000 - £30,000	£20,000 - £25,000
Social Media Manager	£30,000 - £40,000	£28,000 - £35,000
Copywriter	£28,000 - £35,000	£23,000 - £30,000
Communications Officer	£25,000 - £35,000	£25,000 - £32,000
Communications Manager	£40,000 - £50,000	£35,000 - £45,000

## 2021 / 2022

Job Title	Oxfordshire Salaries	Warwickshire Salaries
Events Coordinator	£20,000 - £25,000	£20,000 - £25,000
Events Manager	£30,000 - £40,000	£28,000 - £35,000
PR Account Executive	£22,000 - £26,000	£20,000 - £25,000
PR Account Manager	£30,000 - £35,000	£28,000 - £35,000
Senior Account Manager	£35,000 - £40,000	£32,000 - £40,000
PR Account Director	£45,000 - £65,000	£45,000 - £60,000
Artworker	£22,000 - £30,000	£22,000 - £28,000
Graphic Designer	£25,000 - £35,000	£25,000 - £30,000
Senior Graphic Designer	£35,000 - £45,000	£35,000 - £40,000
Product Manager	£45,000 - £60,000	£45,000 - £65,000
Marketing Director	£65,000 - £85,000	£65,000 - £85,000



# SALARIES IN ACCOUNTANCY & FINANCE

Salaries in Accountancy & Finance roles have broadly kept pace with overall salary growth this year. However, we have seen larger gains for qualified accounting personnel, with increases in excess of 2.5% between 2020 and 2021 as companies have rebuilt their finance teams.

The average salary in the UK for an Accountant is now £31,882, however this takes into account all levels, from entry to Finance Director/CFO. Our salary tables will provide you with more granular information for roles in this region of the country.

In addition to good technical skills, employers are seeking very good soft skills from their finance teams, so strong communication and inter-personal skills top the wish list, followed closely by problem solving and adaptability. As in all other job sectors featured, good accounting staff are in high demand, and we would recommend moving quickly to secure the services of the best available candidates.

## Key Points

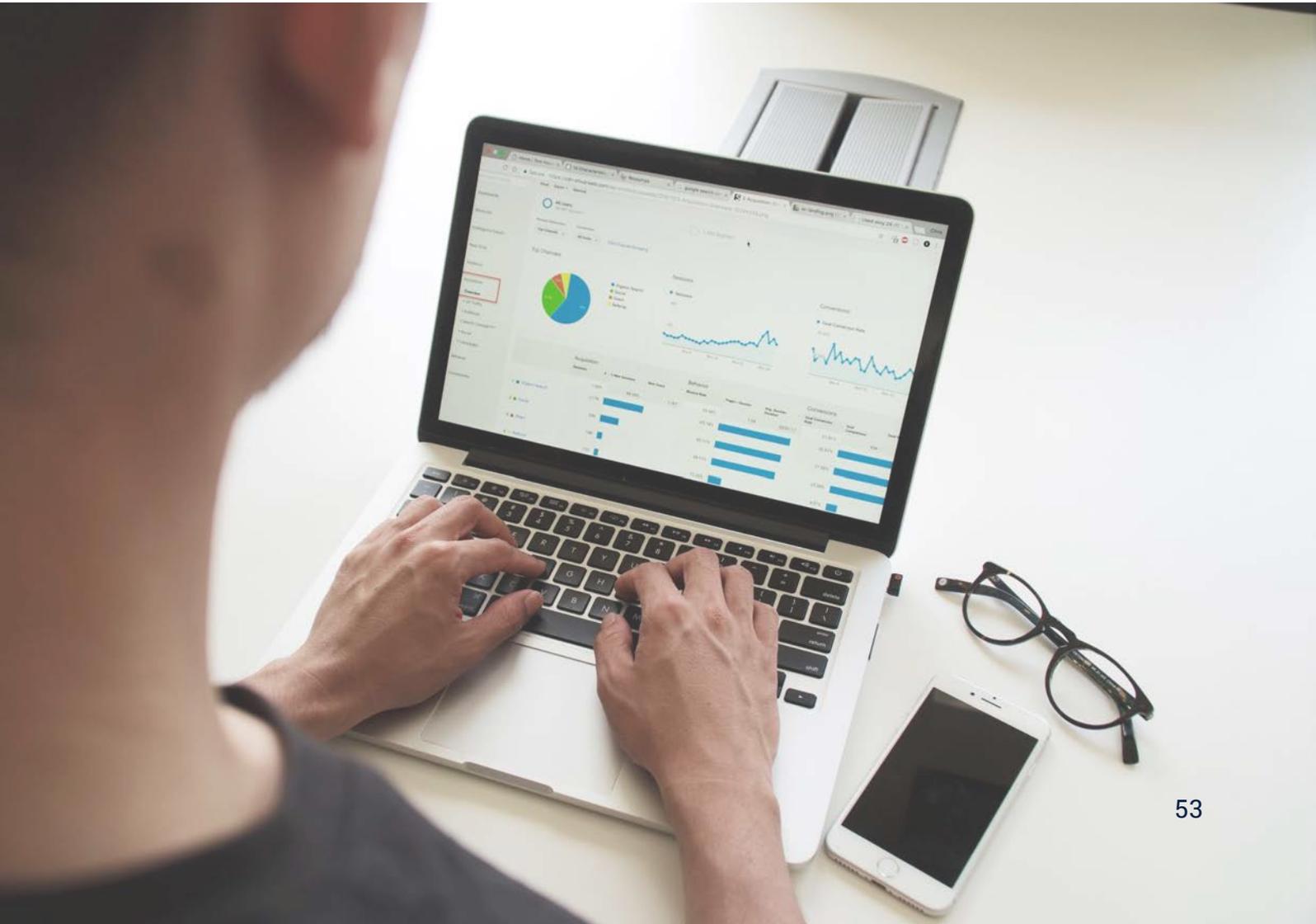
- Salaries for qualified Accounting professionals are increasing faster than non-qualified.
- Employers must ensure the package they are offering is competitive to secure and retain talent, and move quickly when making hiring decisions.
- Accounting is still seen as an attractive career choice to under-graduates, with demand for accounting staff set to remain high. Recent research shows that the UK will need around 80,000 more accountants by 2050, to satisfy industry requirements.



*Rhiannon.*

Rhiannon Khabiri

Recruitment Associate - Accountancy & Finance





# SALARIES IN ACCOUNTANCY & FINANCE

2021 / 2022

Job Title	Oxfordshire Salaries	Warwickshire Salaries
Accounts Payable / Receivable	£20,000 - £26,000	£20,000 - £25,000
Credit Controller	£22,000 - £28,000	£22,000 - £26,000
Credit Control Manager	£38,000 - £45,000	£35,000 - £45,000
Accounts Assistant	£22,000 - £30,000	£21,000 - £26,000
Bookkeeper/AAT Qualified	£30,000 - £35,000	£28,000 - £32,000
Legal Cashier	£22,000 - £28,000	£20,000 - £25,000
Payroll Assistant	£25,000 - £28,000	£22,000 - £26,000
Payroll Manager	£35,000 - £45,000	£35,000 - £42,000
Assistant Accountant	£27,000 - £35,000	£27,000 - £32,000
Trainee Accountant	£18,000 - £23,000	£18,000 - £22,000
Part-Qualified Accountant (C&I)	£30,000 - £40,000	£30,000 - £40,000
Qualified Accountant (C&I)	£40,000 - £50,000	£38,000 - £45,000
Semi Senior Accountant (Practice)	£22,000 - £32,000	£22,000 - £28,000
Senior Accountant (Practice)	£30,000 - £45,000	£28,000 - £40,000
Audit Senior (Practice)	£35,000 - £45,000	£32,000 - £40,000
Tax Accountant (Practice)	£32,000 - £45,000	£30,000 - £40,000
Finance Manager	£35,000 - £50,000	£35,000 - £45,000
Financial Controller	£50,000 - £70,000	£50,000 - £65,000
Finance Director	£60,000 - £100,000	£55,000 - £80,000





# SALARIES FOR BUSINESS SUPPORT ROLES

Business Support staff are essential to the smooth running of a companies' day to day operation. This job sector encompasses all areas of Business Administration, Human Resources, Health and Safety and Facilities roles, as well as frontline Customer Service positions.

The salary levels shown here, are the minimum and maximum starting salaries offered to candidates in the corresponding county. These salaries have been thoroughly researched using our extensive databases and also cross-referenced by our experienced Recruiters, so are an accurate representation of salaries in the Midlands/South East (excl London).

Over the past year we have seen the demand for Human Resources and Health and Safety Executives remain relatively consistent, and the demand for roles under 'legal support' increase, especially within conveyancing positions; no doubt due to the booming residential housing market throughout 2020/21. An overall requirement for senior administration staff, such as Executive PA's and Office Managers seems to have decreased, which we can attribute to an increase in home-working, and improvements in workplace technology and software.

In this particular job sector, we have recently noted a growing demand for temporary administration and front of house/customer facing roles, along with a noticeable increase in clients looking to recruit on a fixed term contract basis, rather than permanent. This may be due to businesses being reluctant to commit to hire on a permanent basis as they are still nervous about the economic outlook for next year. Either way, demand for candidates in Human Resources and general Administrative roles remains comparatively high.

## Key Points

- Reduced availability of candidates has resulted in a longer placement time.
- Offering contract or temporary positions may reduce the hiring time, but in turn, will decrease the talent pool of relevant candidates significantly, as candidates in permanent roles will not abandon job security. We would recommend converting contracts to permanent role as soon as possible to demonstrate commitment, avoid losing strong talent and provide job security.



*Joanna.*

**Joanna Middleton**  
Head of Recruitment Services  
- Senior Business Support

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# SALARIES FOR BUSINESS SUPPORT ROLES

2021 / 2022

Job Title	Oxfordshire Salaries	Warwickshire Salaries
Reception / Front of House	£19,000 - £25,000	£19,000 - £24,000
Customer Service Assistant (Office)	£20,000 - £25,000	£20,000 - £23,000
Customer Service Manager	£25,000 - £35,000	£24,000 - £32,000
Call/Contact Centre Manager	£35,000 - £45,000	£30,000 - £40,000
Office Administrator	£20,000 - £28,000	£19,000 - £25,000
Secretary	£22,000 - £29,000	£22,000 - £26,000
Personal Assistant/EA	£25,000 - £40,000	£25,000 - £35,000
Office Manager	£28,000 - £35,000	£25,000 - £32,000
Facilities Assistant	£22,000 - £26,000	£20,000 - £24,000
Facilities Manager	£34,000 - £58,000	£32,000 - £45,000
Health and Safety Manager	£40,000 - £50,000	£35,000 - £45,000
Legal Assistant	£20,000 - £25,000	£18,000 - £22,000

## 2021 / 2022

Job Title	Oxfordshire Salaries	Warwickshire Salaries
Legal Secretary	£20,000 - £28,000	£20,000 - £25,000
Paralegal	£22,000 - £32,000	£21,000 - £30,000
HR Administrator	£21,000 - £28,000	£20,000 - £25,000
HR Advisor	£28,000 - £35,000	£25,000 - £30,000
HR Manager	£35,000 - £50,000	£30,000 - £40,000
HR Business Partner	£45,000 - £60,000	£45,000 - £55,000
HR Director	£70,000 - £85,000	£60,000 - £75,000
Internal Recruiter	£28,000 - £35,000	£25,000 - £32,000
Recruitment Manager	£35,000 - £45,000	£35,000 - £42,000
L & D Coordinator	£25,000 - £35,000	£22,000 - £35,000
L & D Manager	£40,000 - £50,000	£35,000 - £45,000

# CONTACT US

We hope that you have found our Salary Guide a useful companion and a support to your salary benchmarking and recruitment activities.

If you would like any further help or advice when reviewing salaries in your business, please feel free to contact us.

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## Office Opening Hours

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