



# 2018 2019

annual report

# Table of contents

<b>A MESSAGE FROM THE CEO</b>	<b>3</b>
<b>ABOUT US</b>	<b>4</b>
<b>OUR PURPOSE</b>	<b>5</b>
<b>KEY FIGURES</b>	<b>6</b>
<b>CHALLENGES TO THE INDUSTRY</b>	<b>8</b>
<b>2020 APPROACH</b>	<b>10</b>
<b>JOBSEEKERS AND THEIR JOB SEARCH</b>	<b>15</b>
<b>JOB HOTPOINTS</b>	<b>26</b>
<b>TOP GROWTH AREAS</b>	<b>32</b>
<b>SALARIES</b>	<b>38</b>
<b>GENDER INSIGHT</b>	<b>58</b>
<b>CATEGORY PROFILES PER INDUSTRY</b>	<b>66</b>
<b>SPONSOR THANKS</b>	<b>80</b>

## A message from the CEO

I'm really pleased to bring you our second annual report for 2020. Last year's report proved to be a great success, and this year the team has done a fantastic job in delivering another valuable asset for jobseekers and recruiters alike.

2019 has been a year of two halves for the job board industry, with the first half of the year being 'steady', but the second half becoming a real challenge as economic uncertainty surrounding Brexit started to impact recruiters' decision making on taking on new staff or spending money unnecessarily. We have to battle these issues and 'control the controllables', which means that we have continued with our commitment of making our sites jobseeker centric and increasing the amount of jobs available to them.

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2020 will continue to be a challenge, but it's a year that we are relishing and one that we will meet with better products, bigger reach in our current market places, moving into a more programmatic offering in some of our niches and launching into new niche markets, as well as continuing our drive in the US and the Middle East.

In October, Aviation Job Search held its first aviation jobs fair, which proved to be a huge success for the site, bringing both candidates and airlines and MRO companies

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2020 will bring yet another exciting venture in the form of virtual fairs, where we will connect jobseekers again with aviation companies, this time from the comfort of their own home. Our sales and marketing virtual fair will also be held in January.

together for a day to discuss career opportunities. 2020 will bring yet another exciting venture in the form of virtual fairs, where we will connect jobseekers again with aviation companies, this time from the comfort of their own home. Our sales and marketing virtual fair will also be held in January.

We also secured effective partnerships which have already proved beneficial to the way we work, including Bayt.com, the Middle East's largest jobs site, Northern Powerhouse, Lawyer Monthly, AM Online and Prodiags - naming just a few.

Our commitment to our customers remains unchanged - and we have pushed the development of account managers to increase our efforts and ensure we're utilising the feedback we receive. We have invested in continued training to improve the quality of service delivered and overall operations, and as a result have seen huge positives in retention.

I would like to thank our customers for their continued loyalty and support of each job board we operate. Without you, we could not function as effectively as we have over the last few years. I would also like to thank our sponsors who feature in the report this year, our relationship with you remains strong and only cements our credibility in the industries we operate.

Finally I would like to thank my staff for their continued efforts in 2019. For your passion, drive and commitment, I am continually grateful, and I look forward to the new year with the strongest, most collaborative team Simply has.

*Ian Partington*

Ian Partington - CEO Simply Jobs Boards

# About us

Founded in 2003, Simply Jobs Boards is the largest operator of sector-specific jobs boards. It was founded in Preston.

As we specialise in niche sectors that often require staff with specialist skills, our ethos is to provide quality over quantity. We're extremely proud to boast that many of our job boards are market leaders, serving direct employers, recruitment agencies and advertising agencies right around the globe. Combined, we have over 2.8 million registered jobseekers. We advertise niche jobs in over 119 countries across the globe.

'Home to Aviation Job Search, InAutomotive and Simply Law Jobs, amongst others, we've been uniting recruiters with candidates looking for their dream job for up to two decades. Since we launched Simply Sales Jobs and

Simply Marketing Jobs back in 2003, we've experienced rapid growth and development, leading us to where we are today. This report will be based around data collected in November 2018 - October 2019, from our top 5 brands (named above).

We attract more highly skilled professionals to each of our niche job boards because we work tirelessly to understand them and their needs. We deliver relevant jobs tailored to what they are looking for, and share high quality career advice from experts in each industry. We help aspiring professionals find their dream job, and we allow businesses to source talented individuals for specialist roles, who are typically tougher to recruit for.

# Our purpose

At Simply Jobs Boards, we put the jobseeker at the centre of everything we do.

Our sole purpose is to connect recruiters and skilled professionals in specialist roles. By doing this, we provide jobseekers with the opportunity to pursue a fulfilling career, climbing the ladder towards their dream job, and we allow businesses the chance to thrive in the capable hands of talented individuals, carefully sourced from our database.

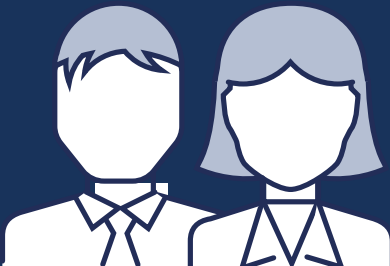
Recruitment is a candidate driven market today, and it is at the heart of everything we do. We place quality over quantity, and because we work to each niche, we appeal to those with specialist skills in each industry. Equally, our site reflects the ability to search for specialist jobs, so we categorise across the board, because the user experience is paramount in dealing with each niche area individually. We aspire for the user journey to be simple, friendly and effective to allow jobseekers a delightful and effective experience on our sites.

“  
We place quality over quantity



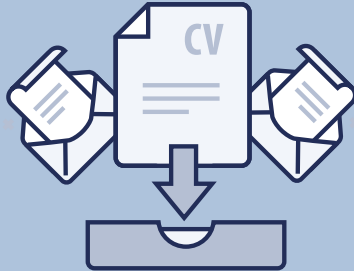
14

niche  
job boards



2.8

million registered  
candidates



51,000

applications  
every month



9,400

CVs uploaded  
every month



## Key figures

119

In the last year, we've advertised jobs in **119 countries**

1500

We also found out even more about our jobseekers. We surveyed **over 1500 professionals** about their job search

8.8%

Our candidate database has grown by 8.8% in the past year

£11.6 billion

And crunched over £11.6 billion worth of salary data

1 million

For this report, we looked at **1 million jobs** advertised over the last two years



# Challenges to the industry

While the global staffing and recruiting industry is optimistic about 2020, this year has brought some challenges related to hiring and operations, as well as macroeconomics and politics, that will likely create some challenges for organisations recruiting in the following year.

The talent shortage continues to afflict the global staffing and recruiting industry. Brexit, when it happens, will have a profound impact on the global economy, as plans move ahead for the UK to withdraw from the European Union. Another general election raised eyebrows in the UK, and after the Conservatives won an 80-seat majority, MPs have backed Prime Minister Boris Johnson's plan for the UK to leave the EU on 31st January - however the destination to a conclusion is still some way off, and the risk of a no-deal Brexit is again on the table.\*

Reskilling workers will prove to be a challenge, particularly for the likes of the motor industry, which is moving into an increasingly more electric era, and a shortage of individuals with the specialist skills to support the industry. Airlines are challenged with the task of bringing through fresh talent to combat the high rate of pilots currently retiring from the profession.

Recruiters have also raised concerns that employers are less willing to part with their money when it comes to hiring, for example, accelerating pay increases to match average benchmarks within the industry to compete in a candidate driven market - this ultimately makes it harder to do this.

Targeting passive candidates remains a challenge - according to The Undercover Recruiter, passive talent are 120% more likely to make an impact on your business, whilst 33% are more likely to be seeking challenging work. Posting a job advert online and expecting hundreds of applications to roll in is no longer an option.

A lack of time and resources on a recruiter's part continues to hinder the industry - finding time to conduct CV searches is a hurdle for hiring professionals, as well as freeing up the day to screen candidates in detail. The industry is under great pressure to find top talent, and we believe the following trends must be taken into consideration for organisations preparing their recruitment strategy in 2020.

*\*Subject to change written January 2020*

## TALENT SHORTAGE AND EMPLOYEE LOYALTY

A shortage of skilled and experienced candidates is an ongoing challenge for recruiters. Employees are leaving their current place of work quickly (our studies say the average period of time for millennials to spend at one job is two years or less), and if workers haven't quit yet, they're already considering their next move. Strategies must be put in place to reskill or update employee skills. We believe this is necessary for retention as well as attraction - career development is important to aspiring individuals. Talent shortage is a problem, but reskilling and developing your workforce is a huge opportunity.

## TARGETING PASSIVE CANDIDATES

We highlighted targeting passive candidates in our 2017-2018 annual report, and this remains a challenge for hiring professionals. CV databases, Search Engine Optimisation, social media and Pay-Per-Click are just some of the areas organisations are investing more money in, to draw the interest of workers who aren't actively searching for a new role, but would consider an attractive one, should it land at their feet.

## SALARY & BENEFITS

We as recruiters are operating in a candidate driven market, where employees are quitting their jobs in search of a more challenging role, which also offers a better salary and other benefits. Yet, a constant concern for anyone hiring is the frustration of being nudged out for top talent due to competitors offering a better salary for a similar role. Generous remuneration packages and benefits attract skilled workers, so by increasing compensation ranges to open roles, it is possible to attract the best, before losing out in the later stages of the recruitment process where time, money and effort is wasted. Budget does of course limit a number of organisations - this simply isn't an option for many.

## LACK OF TIME AND RESOURCE

Again highlighted in our previous report, the increase in admin processes has placed a strain on delivering recruitment needs. Finding the time to conduct a search for candidates, sifting through mounds of unsuitable applications and screening them can consume a large part of the day. Recruiters are repeatedly concerned about the lack of time and resource they have to find the right person for the job. New technologies, however, like applicant tracking systems (ATS) are becoming increasingly attractive to those who have little time for the hiring process - these systems also allow the capability to receive more quality applications.

## HIGH TURNOVER

We discussed earlier the trend of employees leaving their jobs sooner today than in previous years. The challenge for recruiters is the need to avoid high churn rates entirely, so therefore the pressure to hire quality individuals, and keep them happy is heightened. Organisations who don't invest in developing careers and strong relationships with employees could suffer a high churn rate.

## EMBRACING DIGITAL TRANSFORMATION

While it provides opportunity, digitisation was suggested as one of the biggest operational challenges by recruiters. Despite evidence to suggest that it can advance the human workforce by eliminating lower level tasks like cutting and pasting etc. many are still unwilling to embrace automation.

## BREXIT

Brexit has hurled the EU into a time of great uncertainty, which in turn has had a devastating effect on a number of industries already, some of them of which we operate in. Since the EU Referendum vote in June 2016, the CIPD's Labour Market Outlook and Resource and Talent Planning surveys have closely monitored the impact of Brexit on employment and workforce trends.

Despite early concerns about Brexit's implications on employment — as emphasised by a sharp drop in the net employment score immediately after the referendum vote — the proportion of employers looking to increase staff versus those looking to reduce staff has recovered strongly. This indicator of continued, robust labour demand is consistent with official employment data evidencing high employment

In the period of June 2016, the combination of strong labour demand, low unemployment and a dramatic 95% fall in EU nationals joining the UK workforce between Q1 2018 and Q1 2016, has put significant pressure on recruitment.

The Autumn 2018 Labour Market Outlook also found that 44% of employers experienced greater difficulty in recruitment in 2018, while 34% faced a similar challenge in retaining staff.

As of Summer 2019, employers were still experiencing a high proportion of hard-to-fill vacancies. Of organisations advertising vacancies, 67% reported they were having difficulty in filling some of them. This is compared to 51% during Spring 2017. Apart from increasing salaries to attract staff, employers can introduce more inclusive recruitment practices, build on their employee offer through non-financial benefits and enhance their brand in order to address the difficulties placed on recruitment by Brexit. Incentives like flexible working and career development are highly valued by jobseekers today, and could be the starting point in helping organisations to both recruit and retain the people who have the skills they require. Of course, we still do not know the full outcome of Brexit. Following the general election in December 2019, the Prime Minister Boris Johnson has assured that we will leave the EU on the 31st January. Whether this is with or without a deal still remains to be seen.

*\*Subject to change, written January 2020*



# 2020 approach

We have identified key areas for improvement in 2020 to enhance our services to customers and jobseekers. In a market where candidates dominate, we recognise the need to improve their experience on our sites, tailoring their job search and ensuring their experience is simple to use.

We have invested in a number of innovative and unique developments for 2020, to offer candidates more than just jobs on our site. We recognise that most people have aspirations to secure a particular role, but to have the career they want, jobseekers long for other elements that surround it, including more networking opportunities, artificial intelligence, career advice, career development and more, to better equip them for their dream job. Our on and off site developments for 2020 will be key to our success.

## CANDIDATE ATTRACTION

Improvements to our current processes and candidate experiences will be made, and we will be introducing new opportunities for jobseekers on and off site.

Our teams have worked with a number of focus groups, all jobseekers in a number of professions (with and without job experience), to find out more about what they desire from a job site, and what makes their search easier. This research has been exciting and insightful for Simply, and provided us with awareness of a number of areas where we can excel, which we could only have developed from speaking to those who use our sites each day.

## CLIENT RETENTION AND ATTRACTION

We will also be placing a special focus on how we can empower and educate our clients on hiring top talent, and the recruitment process as a whole. This year, we have collected extensive feedback, to improve our service to clients searching for quality candidates. Website developments and technology planned for our sites will attract more skilled workers, making it easier for us to fill the roles you're struggling with.

We have lined up more events for clients to recruit at, providing you direct opportunities to network with jobseekers, and our ongoing niche partnerships with top names in each industry means visibility to your jobs will increase. We target passive candidates aggressively, across a multitude of areas, like search engines, social media and Pay-Per-Click, for those who may not be looking for a new job, but certainly wouldn't pass up the opportunity for a better one. Together, we can work with you to enhance your recruitment process, pushing your jobs out to as many skilled individuals as possible. We give you your valuable time back that can be easily spent on recruitment, all at a cost-effective price, tailored to your needs. We promise that with Simply, you get quality over quantity, and a friendly, simple service - and that's exactly what you deserve.

## DEVELOPMENTS & TECHNOLOGY

We have implemented new aggregator strategies, artificial intelligence and new and improved designs on site, invested in more industry trade events, with plans to bring more candidates to events from the comfort of their own home, through the use of virtual fairs.

Aviation Job Search hosted its first aviation jobs fair in October, which was a huge success - with a virtual fair now lined up in 2020.

We introduced courses onto our job boards to provide candidates with opportunities to develop their career - all of this and more, with the goal to deliver the experience candidates want when considering a new challenge.

Innovative technology will play a key part in driving our user journey forward, as we commit to providing jobseekers with a simple, friendly and effective platform to search for jobs, in the form of a brand new CV database search, candidate search and a job results page.

## PARTNERSHIPS

Simply works with a number of fantastic partners, collaborating our jobs with their websites, and sharing relevant content surrounding career advice and industry news. We would like to thank our partners for their contributions and support this year, and we look forward to working with you again in 2020, as we continue our approach of engaging passive jobseekers on this front.



### [www.bayt.com](http://www.bayt.com)

Bayt.com is the leading job site in the Middle East and North Africa, connecting jobseekers with employers looking to hire. Every day, thousands of new job vacancies are listed on the award-winning platform from the region's top employers.



### [www.balpa.org](http://www.balpa.org)

The British Airline Pilots' Association (BALPA) is the professional association and registered trade union established to represent the interests of all UK pilots. We represent over 10,000 pilots and are recognised in 23 different companies; that's over 85% of all commercial pilots flying in the UK. The association holds the largest collective resource of commercial pilot qualification and experience in the UK.



### [www.propilotworld.com](http://www.propilotworld.com)

ProPilotWorld.com is a place exclusively for Aviation Professionals to exchange a wealth of information and network with peers throughout the industry and the world. While we have thousands of jobs that have been posted by our members, we are not a "job site". ProPilotWorld is a "professional aviation network" in which you can be in contact with thousands of your industry peers worldwide, any time.



### [www.northernpowerhouse.gov.uk](http://www.northernpowerhouse.gov.uk)

The Northern Powerhouse is the government's vision for a super-connected, globally-competitive northern economy with a flourishing private sector, a highly-skilled population, and world-renowned civic and business leadership.



#### [www.jobsandcareersmag.com](http://www.jobsandcareersmag.com)

Built on the heritage of publishing indispensable job seeking and career building advice for over 13 years, Jobs & Careers is the ultimate recruitment and training guide boasting to active jobseekers with expert advice on how to succeed in getting that job and taking the next step on the career ladder.

Jobs & Careers advise the most self-motivated, career-minded and proactive jobseekers across the country through in-depth coverage and advice for: school leavers, students, graduates, the unemployed, those leaving the army, those going back to work, single parents, people facing redundancy, temps, contractors, part time workers, those looking to leave their job and change careers.



#### [www.cabincrewwings.com](http://www.cabincrewwings.com)

Our vibrant team of cabin crew work as trainers, writers and customer service to help you achieve your career in the sky. They are supported by a recruitment professional and our go-to IT guy, who combine to give you all the expertise you need to succeed.

The whole Cabin Crew Wings team are dedicated to making sure all the latest news, knowledge, stories, vacancies and expert guidance are right at your fingertips.



#### [www.abpclub.co.uk](http://www.abpclub.co.uk)

The ABP Club is at the heart of the UK Body Repair Industry. Over the last 14 years we have grown to become a trusted, and respected source of information for our members.

The ABP Club continues to grow and is increasingly recognised as the most credible trade organisation within the UK Body Repair Industry. The Club was formed in September 2004 and now has over 2,500 individual members.



#### [www.am-online.com](http://www.am-online.com)

Automotive Management was launched in 1990 as a mould-breaking publication to cover the franchised dealer market.

It quickly became the definitive business magazine for the automotive industry by drawing together and distilling a unique collection of information resources.



#### [www.bbga.aero](http://www.bbga.aero)

We have a strong relationship with EBAA and share resources to tackle many of the important issues that affect our industry.

BBGA supports and promotes the growth and well-being of a profitable Business and General Aviation industry.

BBGA ensures that Business and General Aviation's importance is fully understood and appreciated by the public, local and central government.



#### [www.iaaf.co.uk](http://www.iaaf.co.uk)

Formed in 1930, the main function of the Independent Automotive Aftermarket Federation (IAAF) is to promote and secure the future of the independent automotive aftermarket to the benefit of its members and the sector.

The federation's aim is to promote all aspects of the aftermarket and support every part of a member's business and provide beneficial services. With a fast-growing network of aftermarket members, it is the only trade association that lobbies on behalf of the independent automotive sector specifically on parts.



#### [www.prodiags.com](http://www.prodiags.com)

We are a passionate and highly dedicated group of talented people striving to give you better e-learning solutions to grow your business. Prodiags is a fast-growing, going international business. Our team at HMV-Systems consists of 15 persons.

We are truly proud of our open and international company culture and are committed to grow. We are passionate about what we do and work hard to become the greatest success story in the technical automotive e-Learning community... oh, and we also have a lot of fun.



#### [www.nationalparalegals.co.uk](http://www.nationalparalegals.co.uk)

Established in 1987, the National Association of Licensed Paralegals (NALP) is the only Paralegal membership body that is recognised by Ofqual, England's regulator for legal qualifications.

NALP strives to ensure that its members are recognised and valued as a key part of the legal profession.





#### [www.institutelegalsecretaries.com](http://www.institutelegalsecretaries.com)

As the professional body for Legal Secretaries and PAs, we help people to have rewarding careers in law across the UK and overseas.

Through our recognised Legal Secretary courses, people can gain the legal knowledge and skills they need to be competent Legal Secretaries. We also offer career advice, professional development encouragement, guidance to secure employment and Legal Secretary jobs, as we are dedicated to your career every step of the way.

To become a Member of ILSPA please visit our website.



#### [www.lawyer-monthly.com](http://www.lawyer-monthly.com)

Lawyer Monthly is a news website and monthly legal publication with content that is entirely defined by the significant legal news from around the world.

Our editorial focus tracks legal news from across key practices areas, jurisdictions and sectors. We are one of the very few publications that can boast editorial scope in both the established and emerging markets.

Our editorial team source, create and follow key legal news and events to produce sharp and insightful comment on today's legal landscape.



#### [www.yorkshirelawsociety.org.uk](http://www.yorkshirelawsociety.org.uk)

The Yorkshire Law Society is one of the oldest local law societies but is firmly committed to meeting the ever changing needs of all practitioners within the York and North Yorkshire region.

The site is also intended to provide others, in particular those who may need legal assistance, with a guide to the range of legal services available from member firms in the region.



#### [www.thestudentlawyer.com](http://www.thestudentlawyer.com)

The Student Lawyer is the one-stop shop for law students, with loads of free guides and articles to help navigate your studies and the graduate job market.

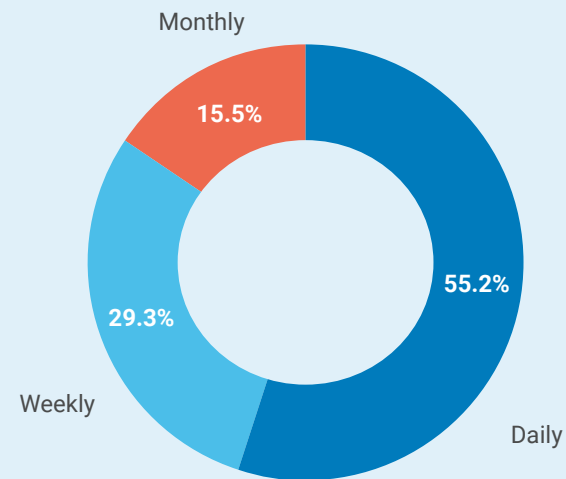
The Student Lawyer was created in 2011 by a group of LLB students. The aim was to create a free online resource which would make legal news and articles accessible to aspiring solicitors and barristers.

## Jobseekers and their job search

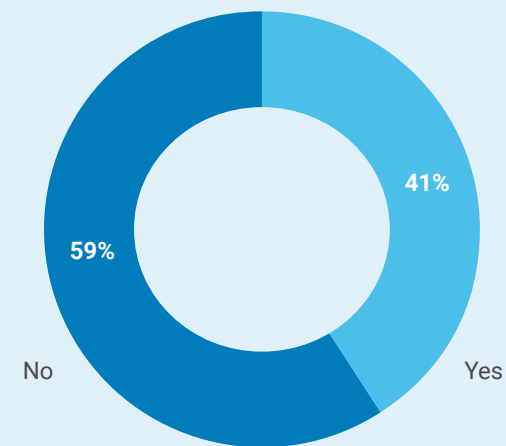
Over the last year, we've gotten to know our jobseekers and their needs in more detail. We ran a number of surveys to find out more about their job hunting experience and needs. We've highlighted some of the insights we've gained after speaking with over 1500 jobseekers.



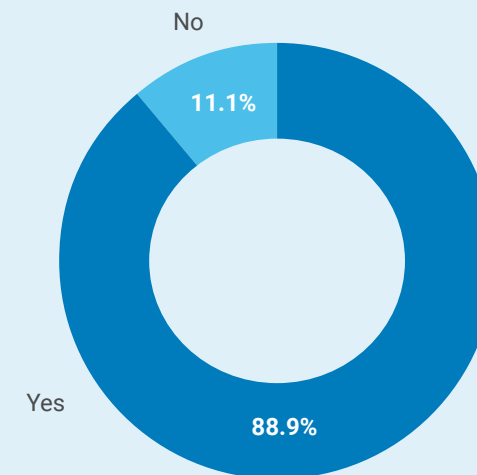
**HOW OFTEN DO YOU SEARCH FOR JOBS?**



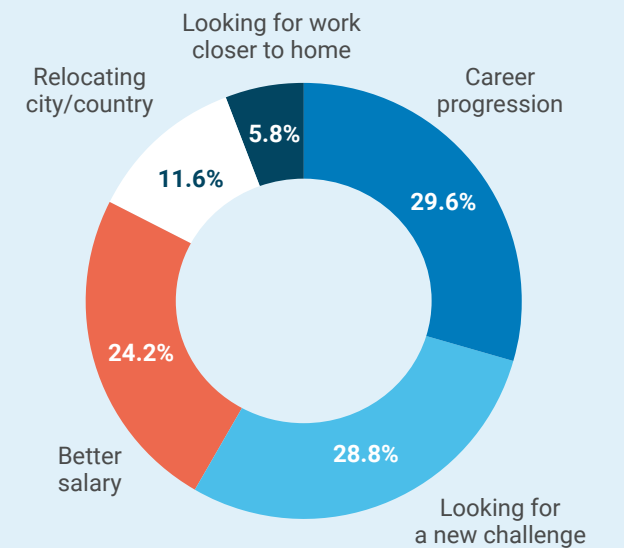
**WOULD YOU STILL APPLY FOR A JOB IF IT DIDN'T DISPLAY SALARY INFORMATION?**



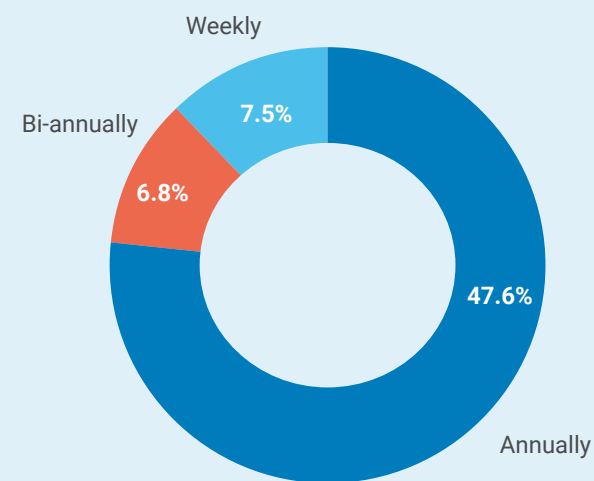
**WOULD YOU BE WILLING TO RELOCATE FOR AN ATTRACTIVE JOB?**



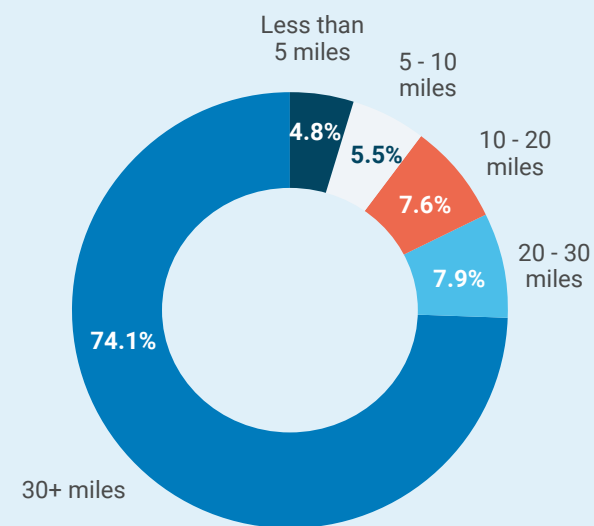
**WHY ARE YOU SEARCHING FOR A NEW JOB?**



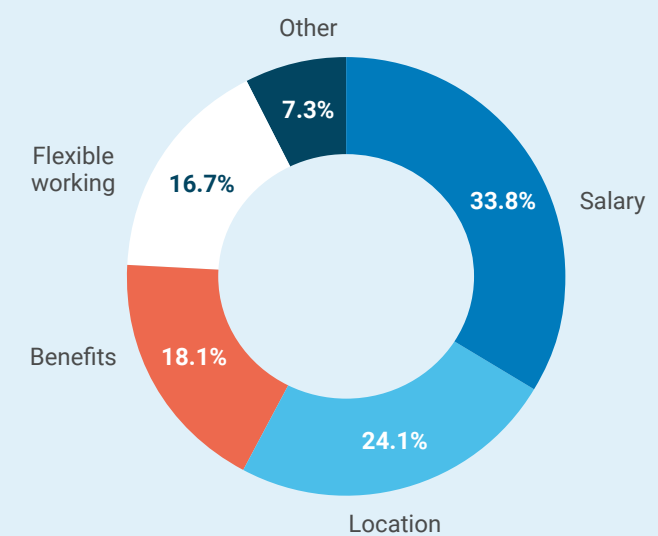
**HOW OFTEN DO YOU RECEIVE A PAY RISE?**



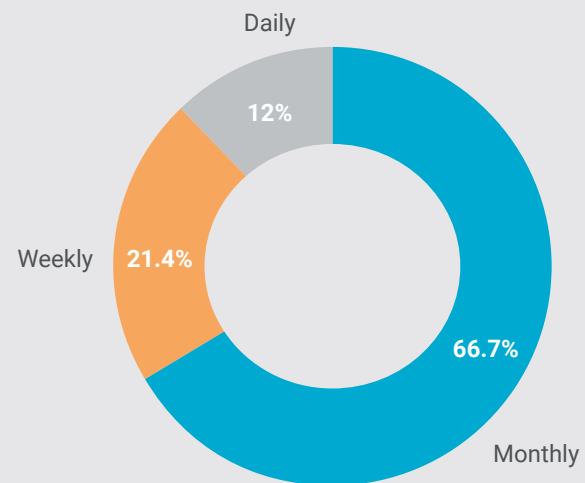
**HOW FAR WOULD YOU BE PREPARED TO TRAVEL FOR A NEW JOB?**



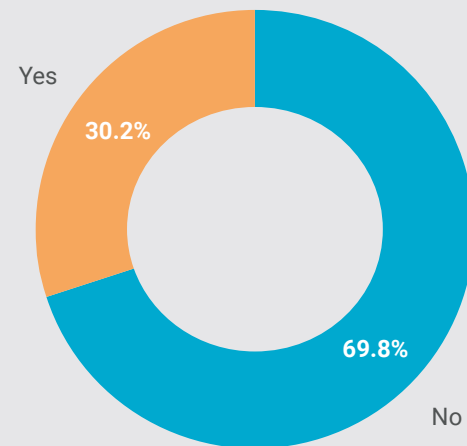
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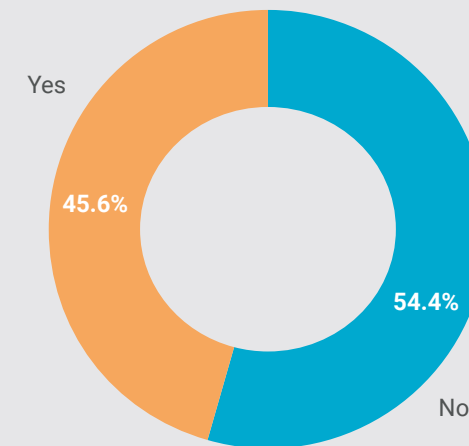
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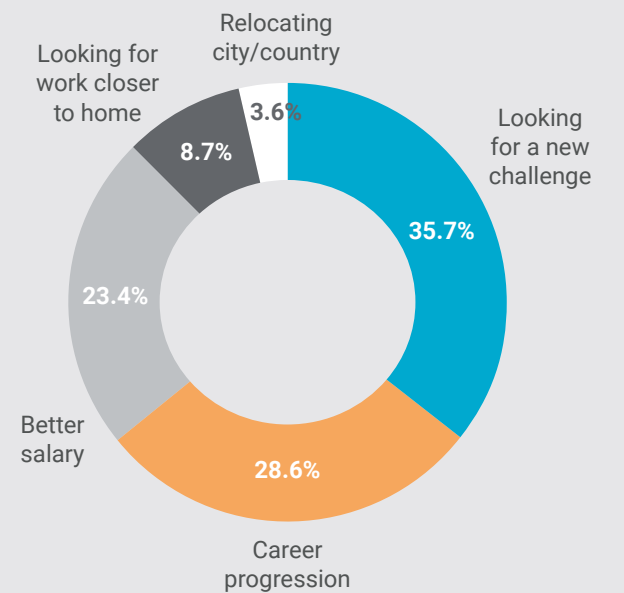
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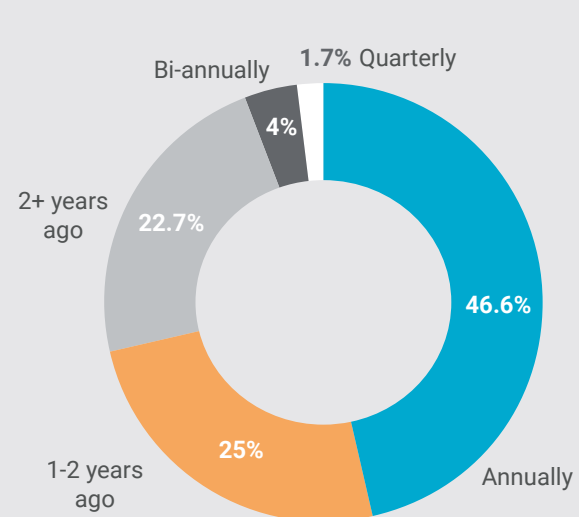
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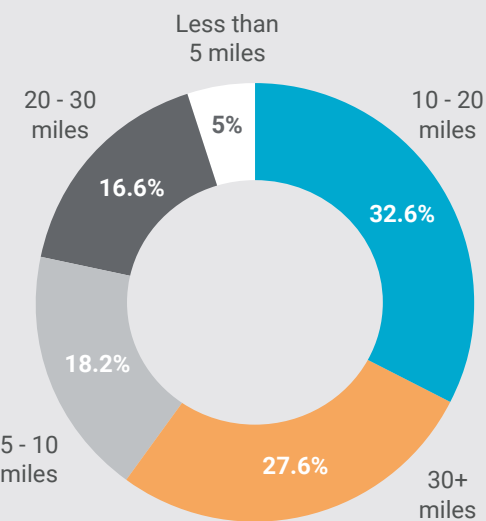
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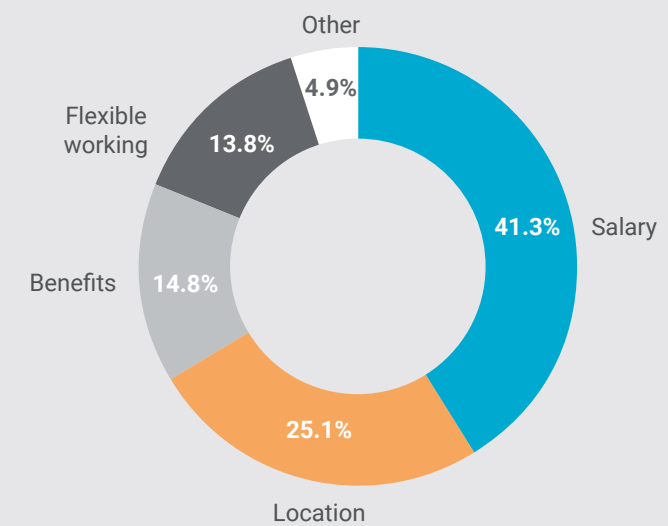
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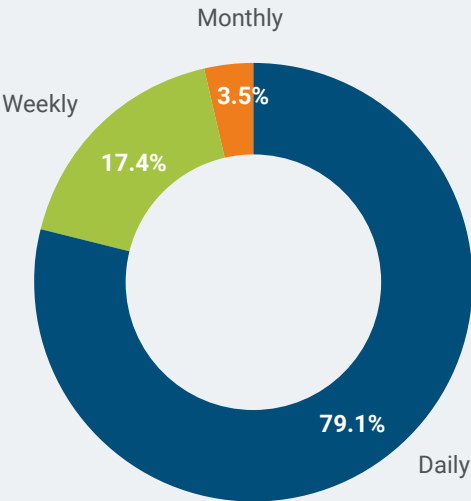


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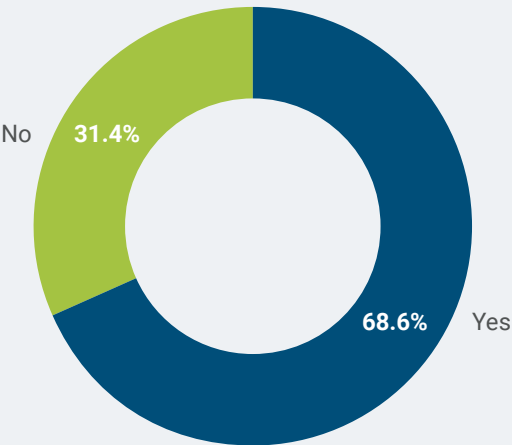




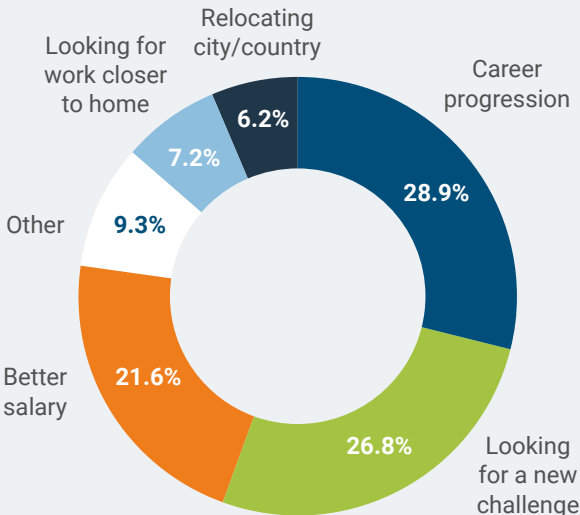
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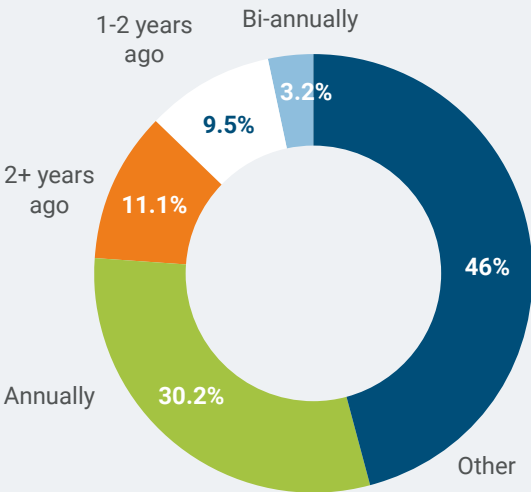
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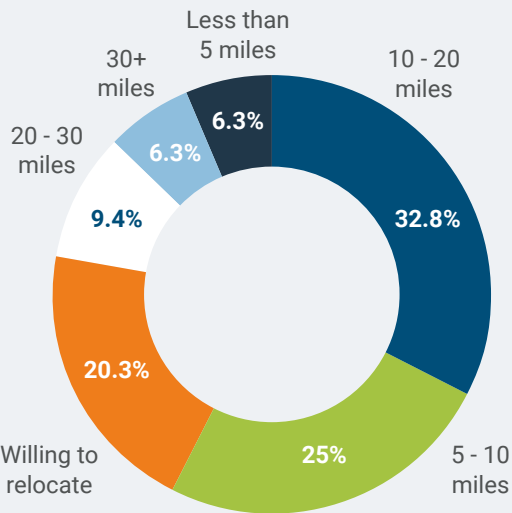
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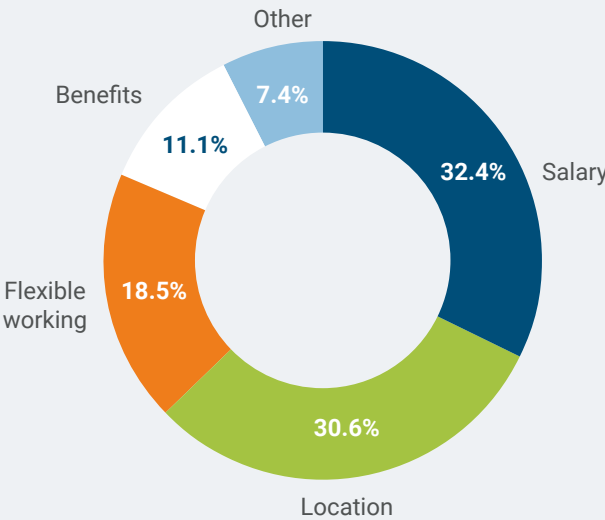
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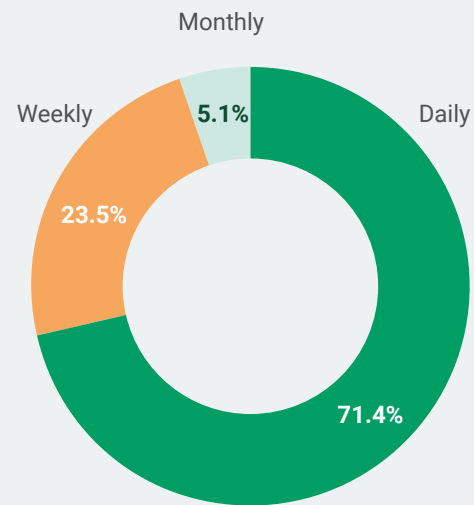
HOW FAR WOULD YOU BE PREPARED TO TRAVEL FOR A NEW JOB?



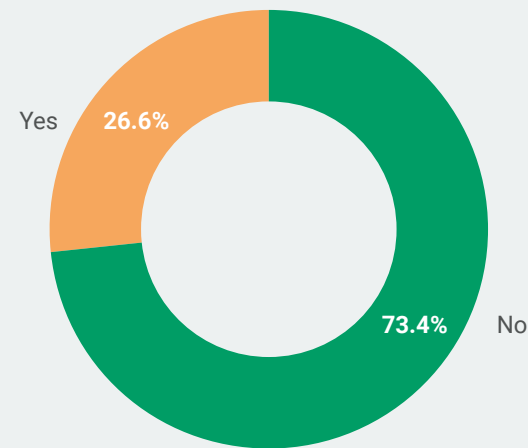
WHICH OF THE BELOW ARE MOST IMPORTANT TO YOU WHEN SEARCHING FOR A NEW JOB?



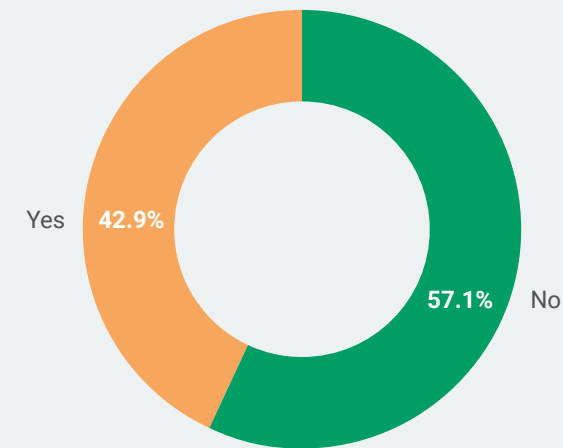
### HOW OFTEN DO YOU SEARCH FOR JOBS?



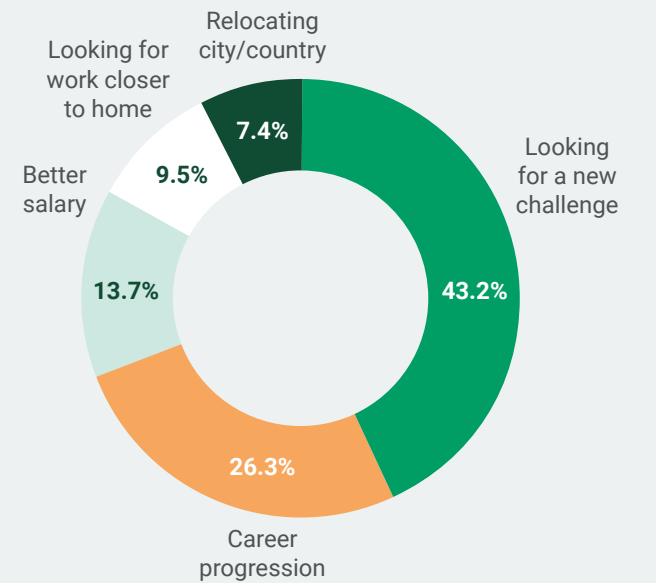
### WOULD YOU STILL APPLY FOR A JOB IF IT DIDN'T DISPLAY SALARY INFORMATION?



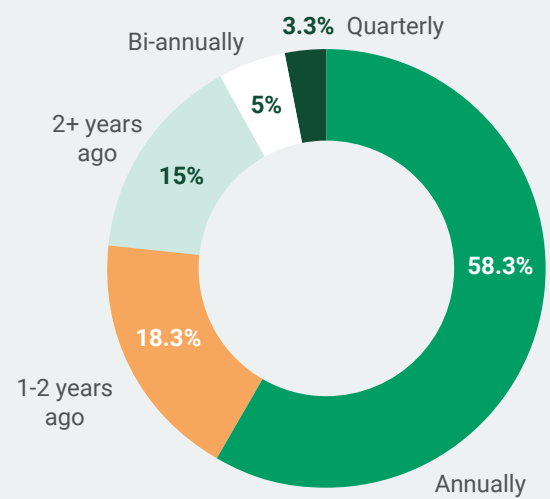
### WOULD YOU BE WILLING TO RELOCATE FOR AN ATTRACTIVE JOB?



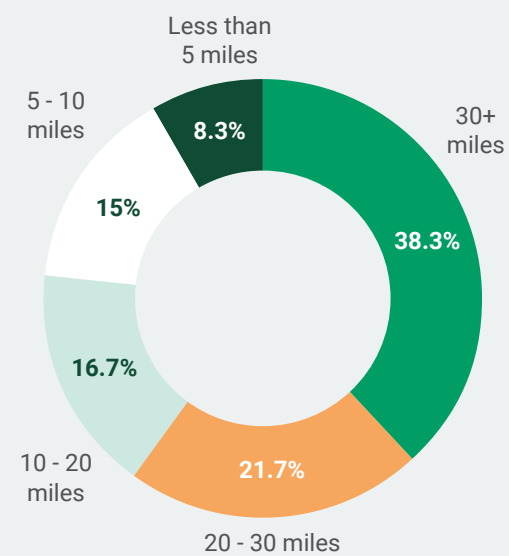
### WHY ARE YOU SEARCHING FOR A NEW JOB?



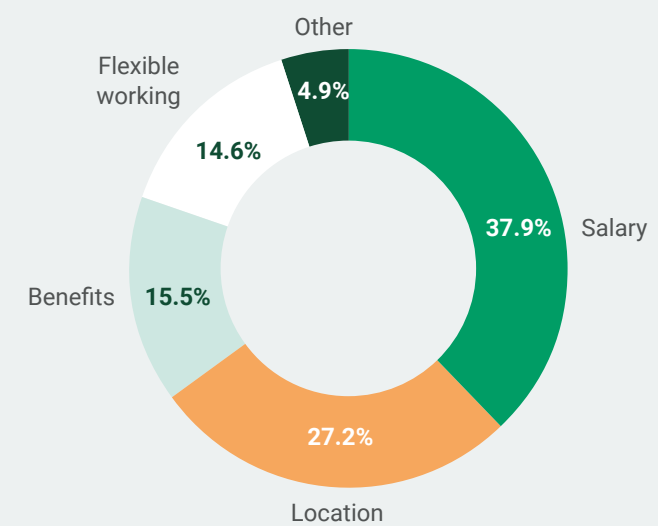
### HOW OFTEN DO YOU RECEIVE A PAY RISE?



### HOW FAR WOULD YOU BE PREPARED TO TRAVEL FOR A NEW JOB?

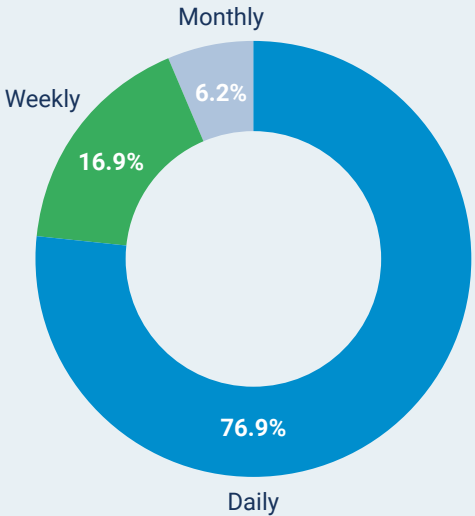


### WHICH OF THE BELOW ARE MOST IMPORTANT TO YOU WHEN SEARCHING FOR A NEW JOB?

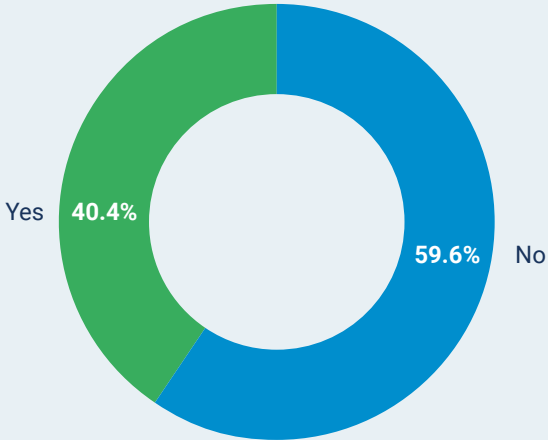




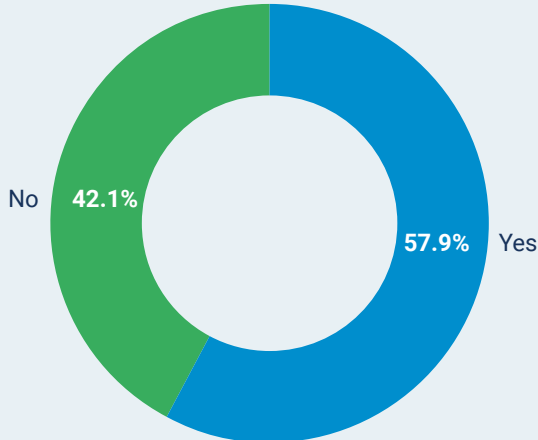
HOW OFTEN DO YOU SEARCH FOR JOBS?



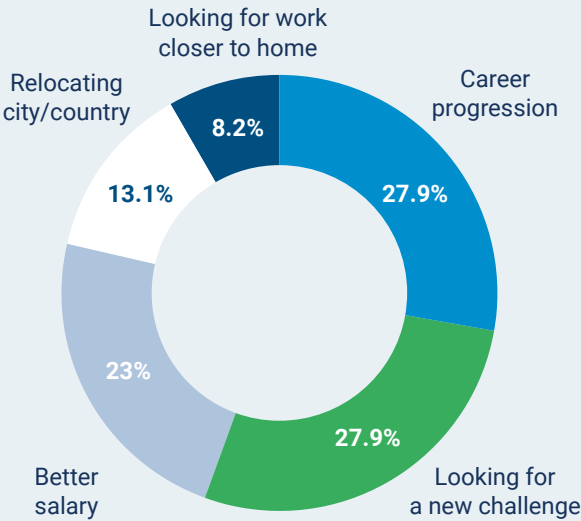
WOULD YOU STILL APPLY FOR A JOB IF IT DIDN'T DISPLAY SALARY INFORMATION?



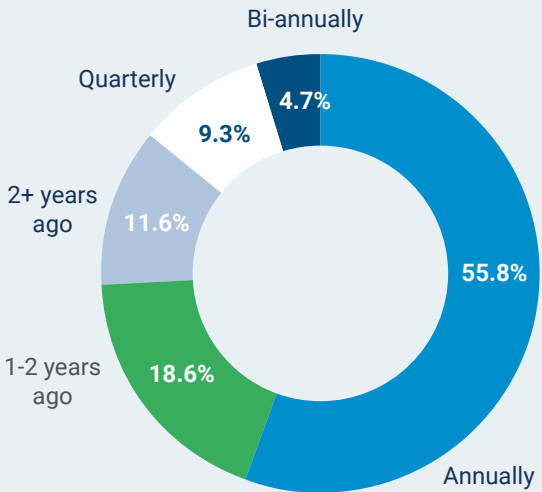
WOULD YOU BE WILLING TO RELOCATE FOR AN ATTRACTIVE JOB?



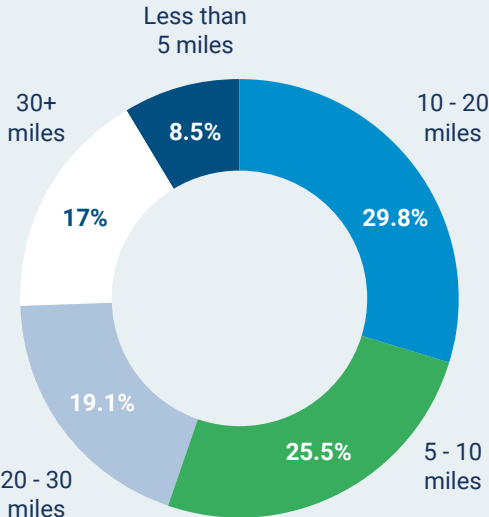
WHY ARE YOU SEARCHING FOR A NEW JOB?



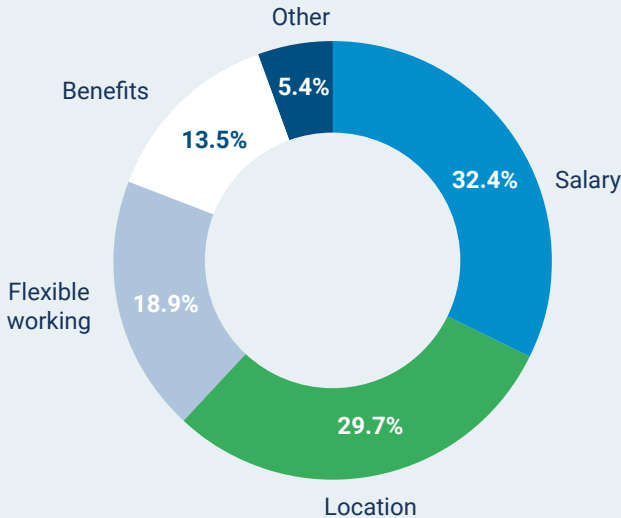
HOW OFTEN DO YOU RECEIVE A PAY RISE?



HOW FAR WOULD YOU BE PREPARED TO TRAVEL FOR A NEW JOB?



WHICH OF THE BELOW ARE MOST IMPORTANT TO YOU WHEN SEARCHING FOR A NEW JOB?



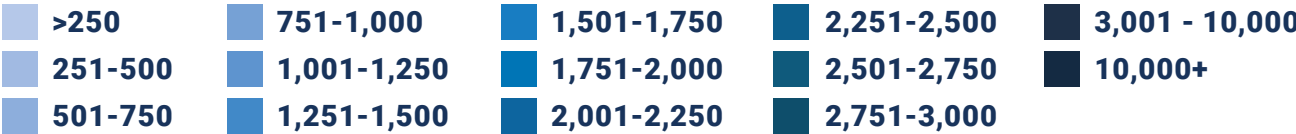
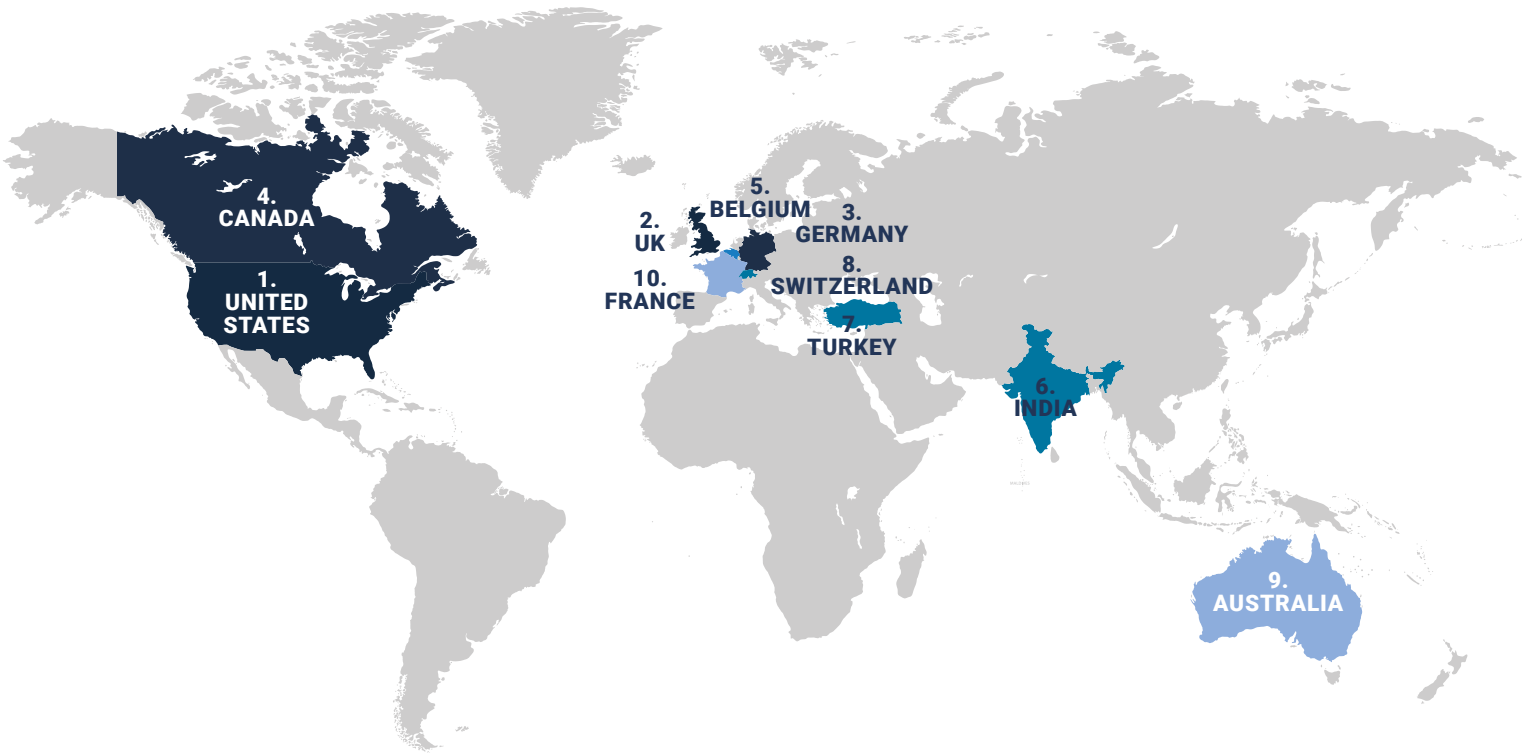
# Job hotspots

We took a look at where jobs have been posted over the last year. The following maps show where job seekers are most in demand for each of our focus brands. We also looked at which areas demand increased from 2018 to 2019, which can be found in the tables above the maps.



In the last year, we have seen jobs in the aviation industry grow in the following areas.

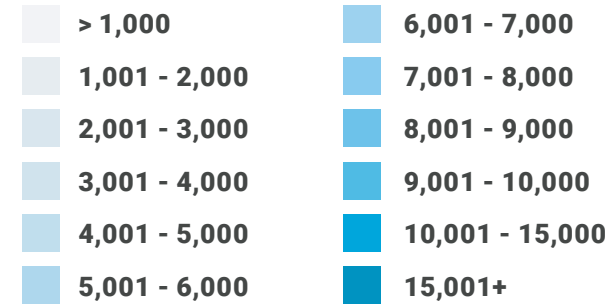
JOB GROWTH IN 2019				
BELGIUM 175500%	AUSTRALIA 785.19%	USA 99.66%	TURKEY 89.82%	CANADA 46.69%





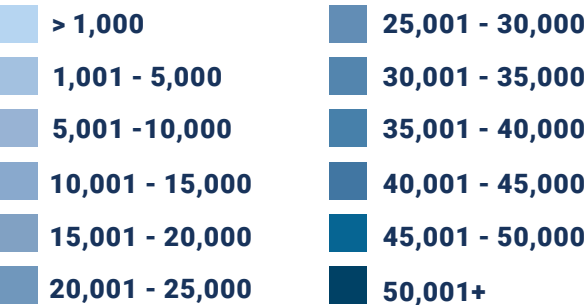
We saw the following job growth in these areas of the UK for the automotive industry:

JOB GROWTH IN 2019	
EAST ANGLIA	58.65%
NORTH EAST	57.81%
LONDON	51.31%
SOUTH WEST	19.53%
SCOTLAND	17.55%
WALES	16.58%
NORTH WEST	14.36%



We also saw growth in legal jobs from the following areas in the UK.

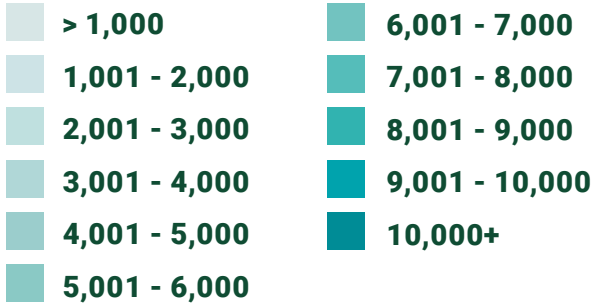
JOB GROWTH IN 2019	
EAST ANGLIA	83.24%
SCOTLAND	17.34%
NORTH EAST	56.34%
YORKSHIRE	5.78%
NORTH WEST	5.99%



# simply sales jobs

We saw growth in sales jobs in the following areas of the UK.

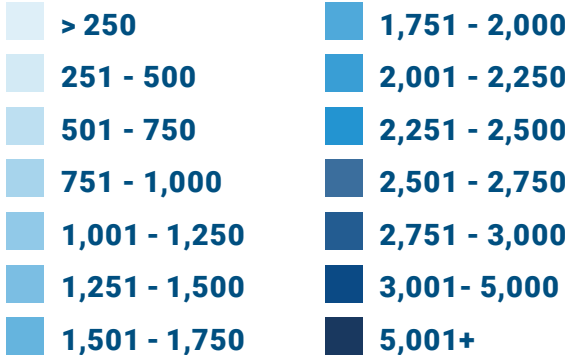
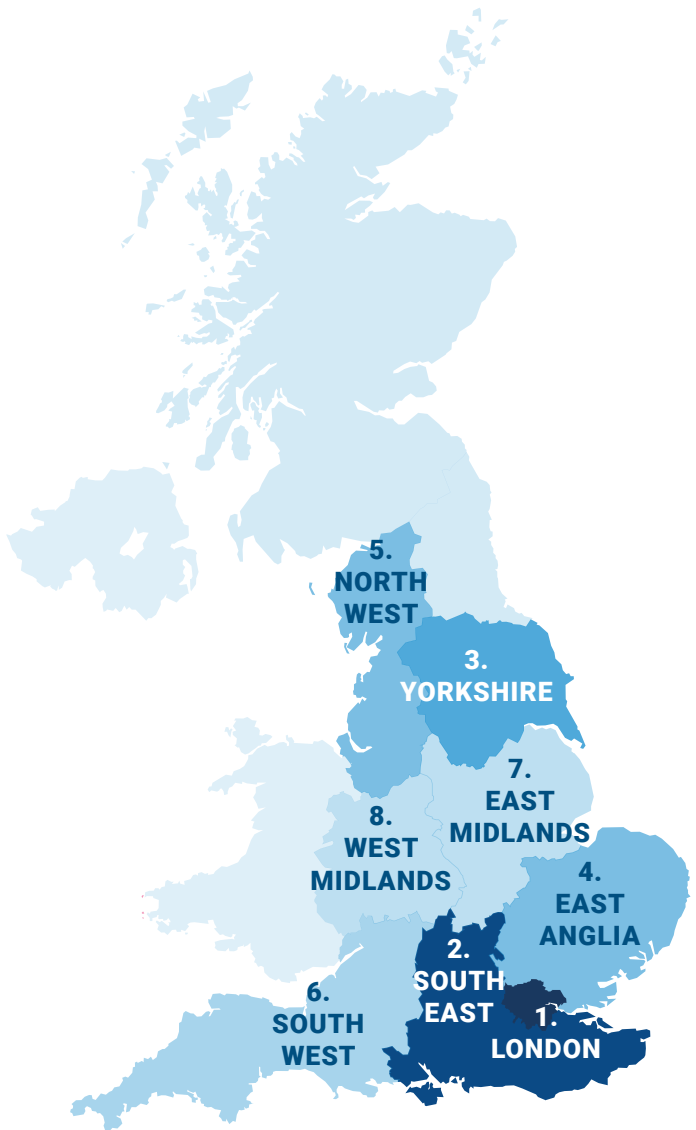
JOB GROWTH IN 2019
CHANNEL ISLANDS 165.63%
EAST ANGLIA 51.91%
LONDON 9.27%
NORTHERN IRELAND 1.48%



# simply marketing jobs

We saw growth in marketing jobs in the following areas of the UK.

JOB GROWTH IN 2019
NORTHERN IRELAND 416.67%
CHANNEL ISLANDS 300%
NORTH EAST 82.95%
EAST ANGLIA 45.55%
SCOTLAND 6.45%
SOUTH WEST 2.05%

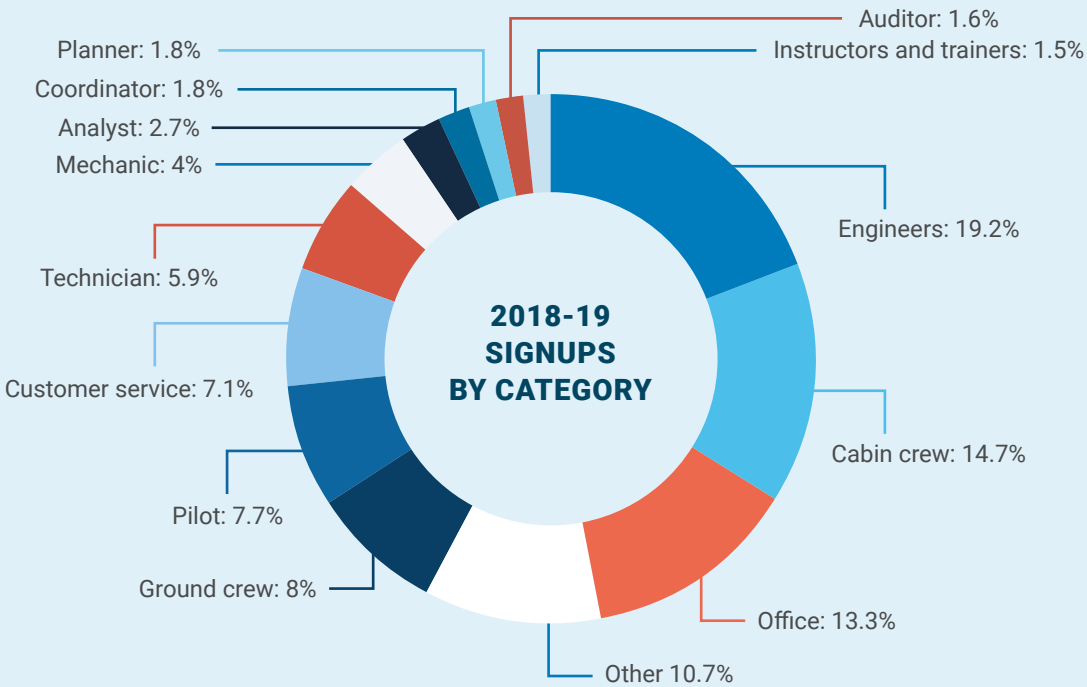
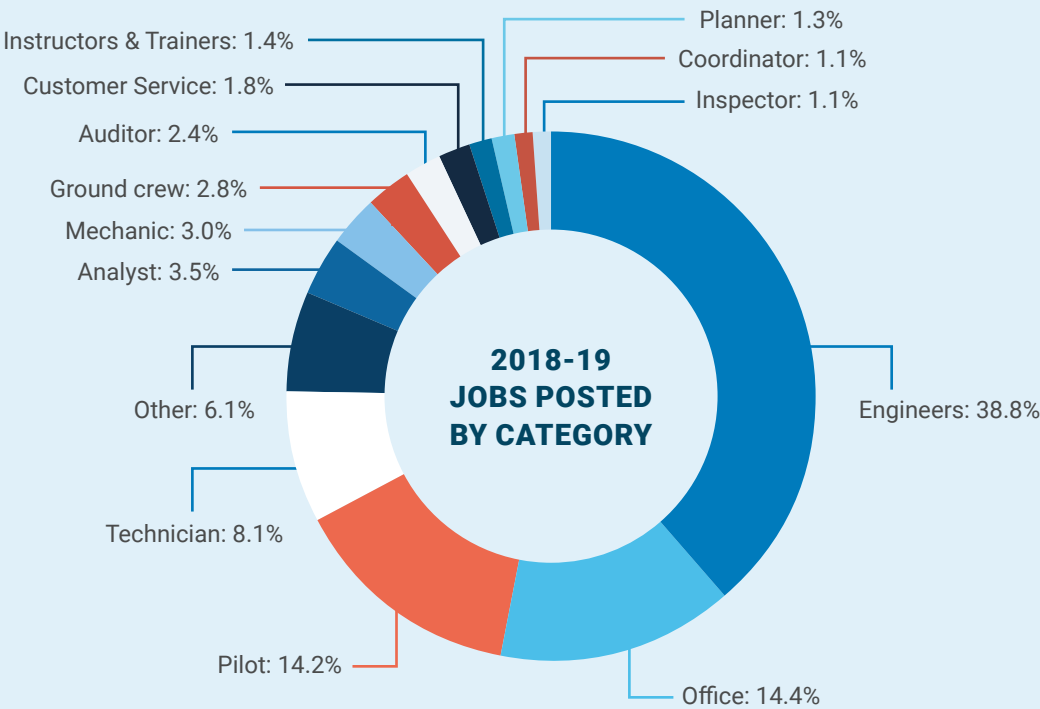




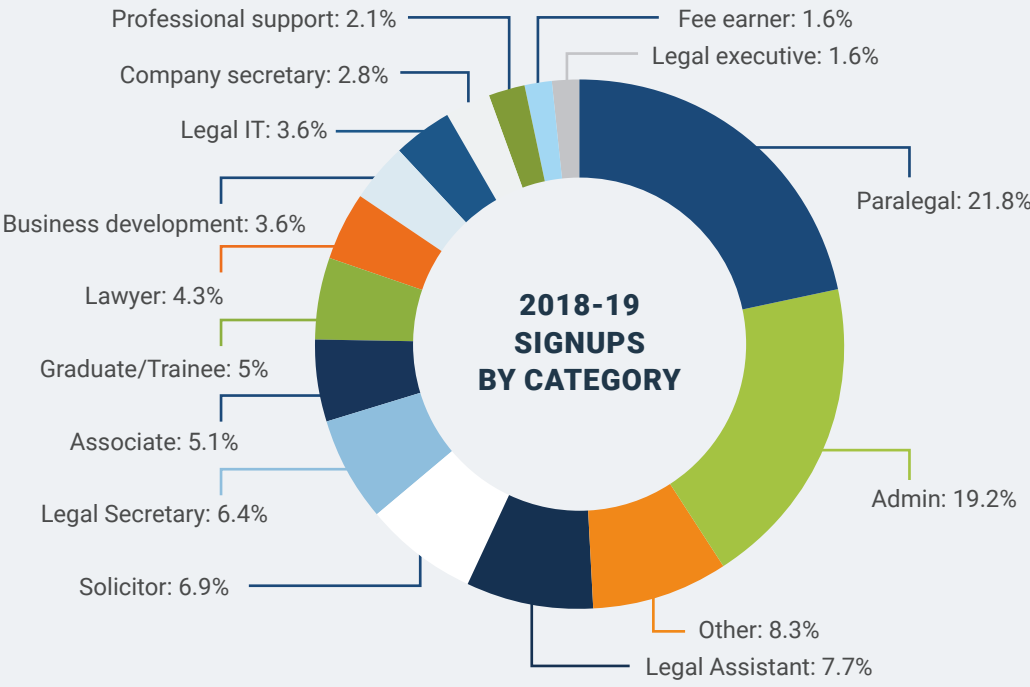
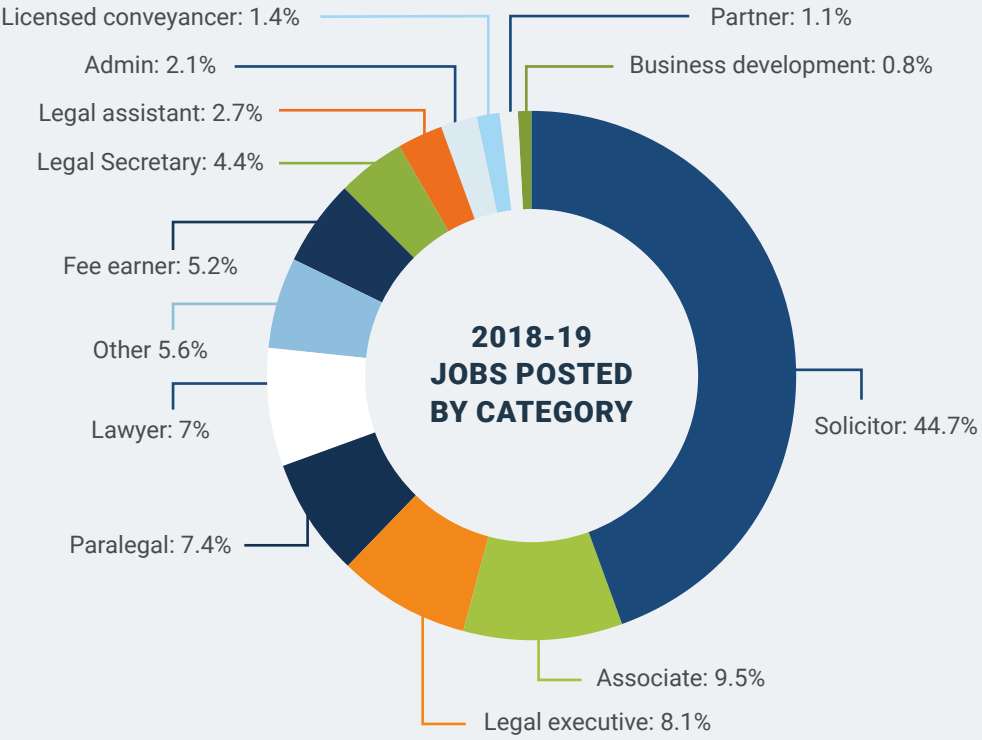
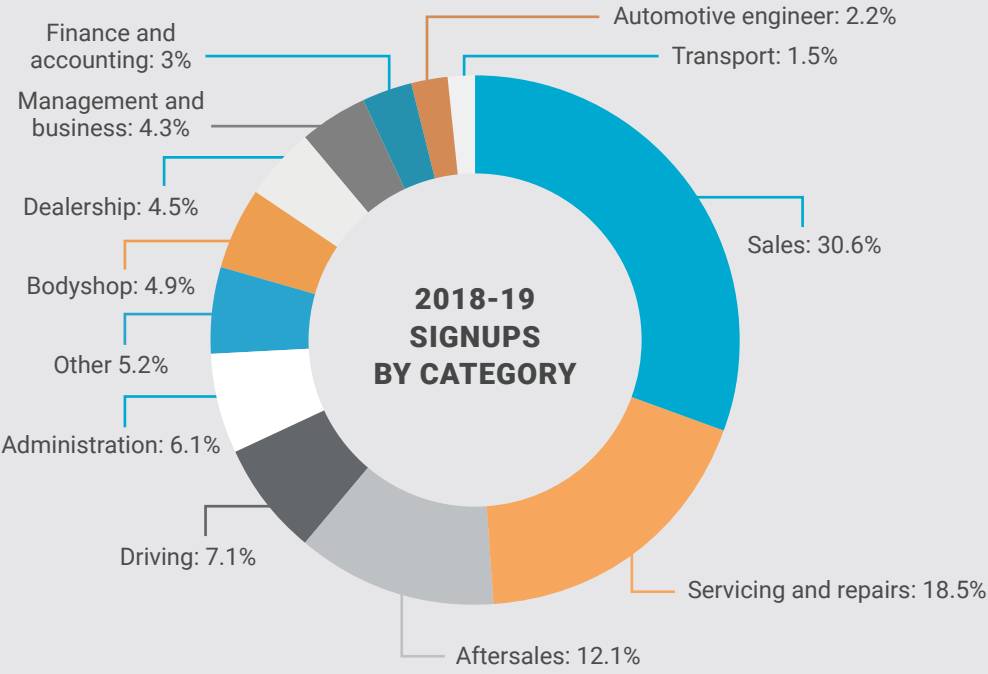
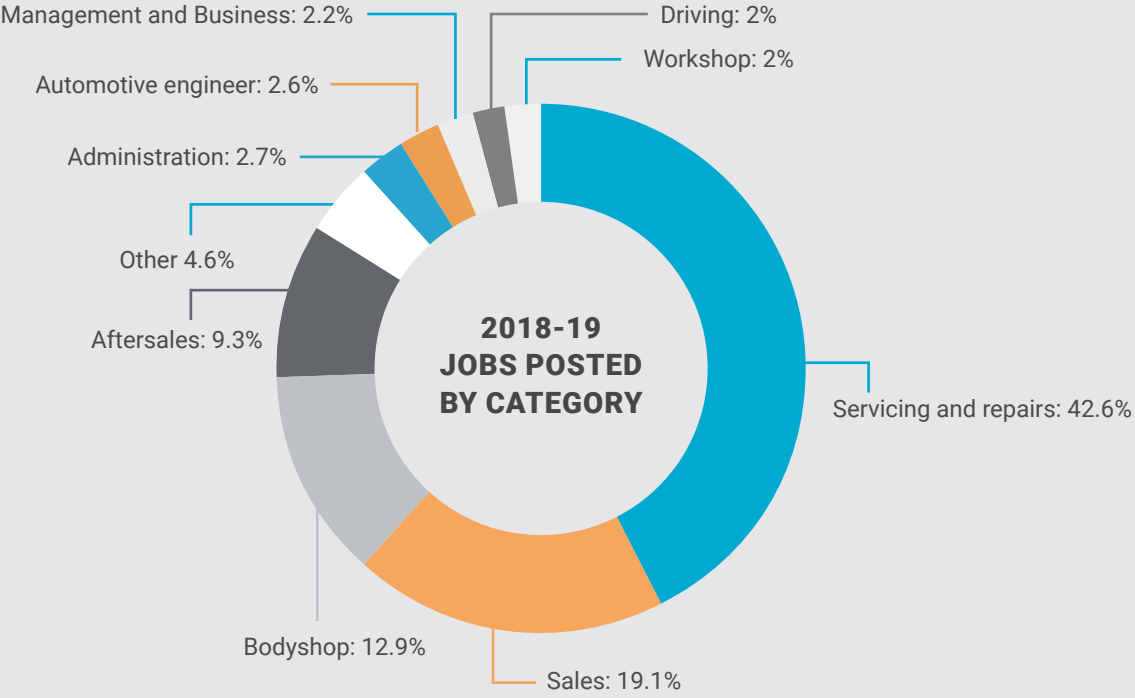
# Top growth areas

We've looked at both the number of jobs advertised in each category, per industry, and the number of candidates who indicated their interest in a category.

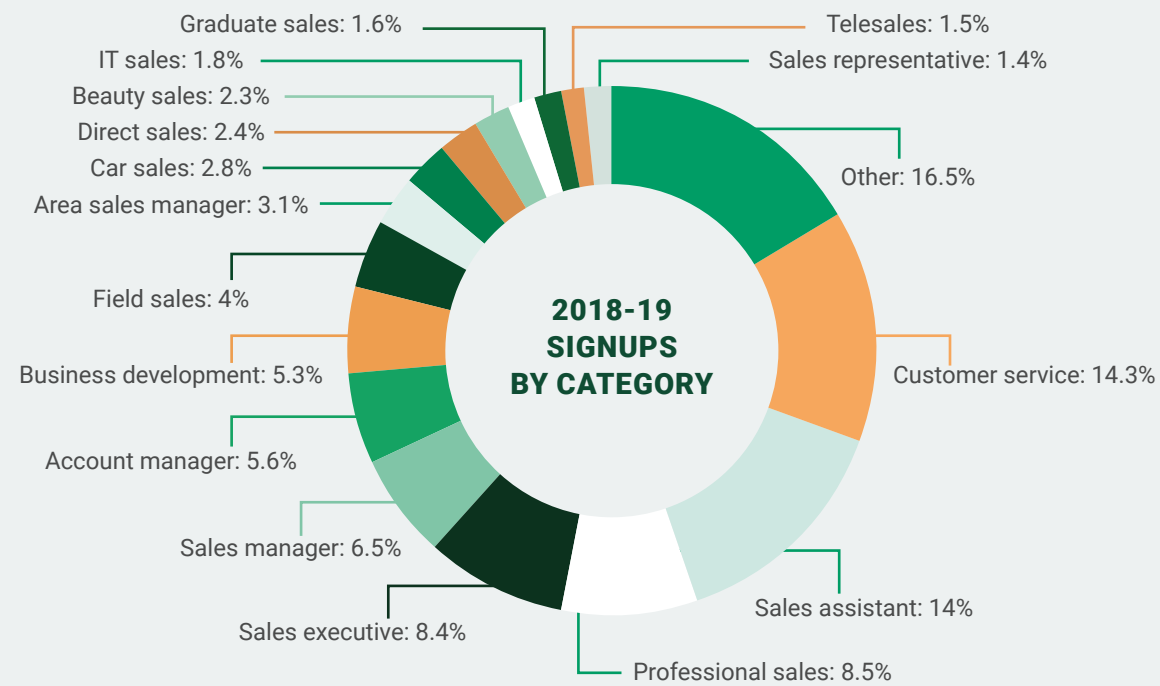
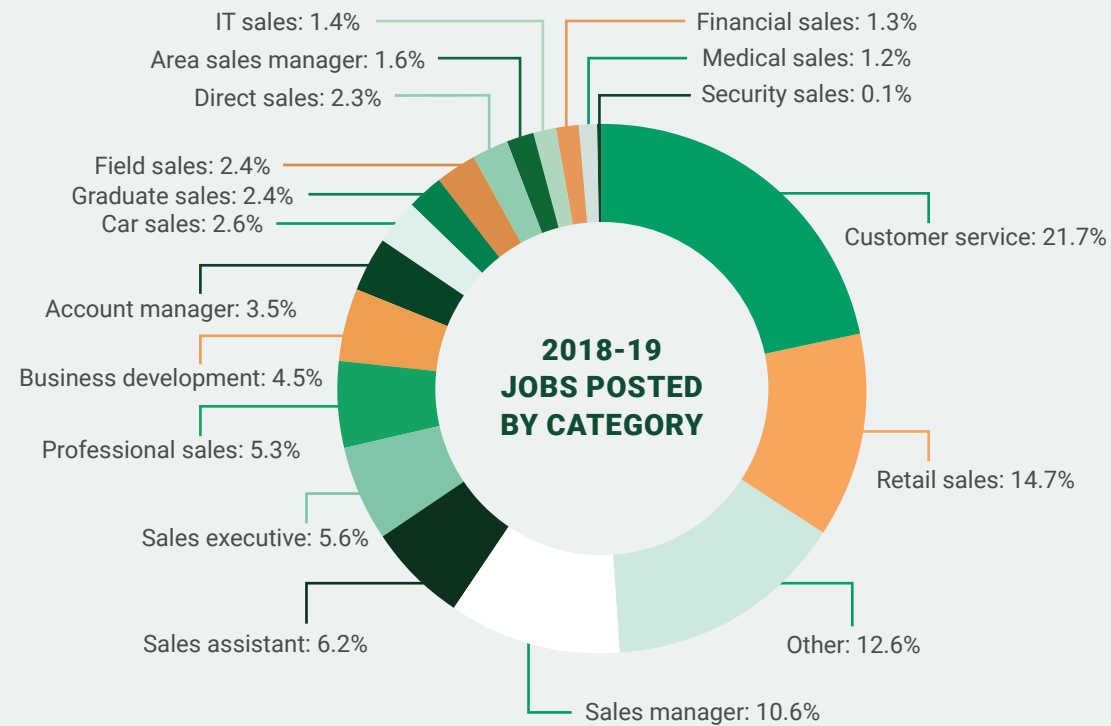
## aviation job search



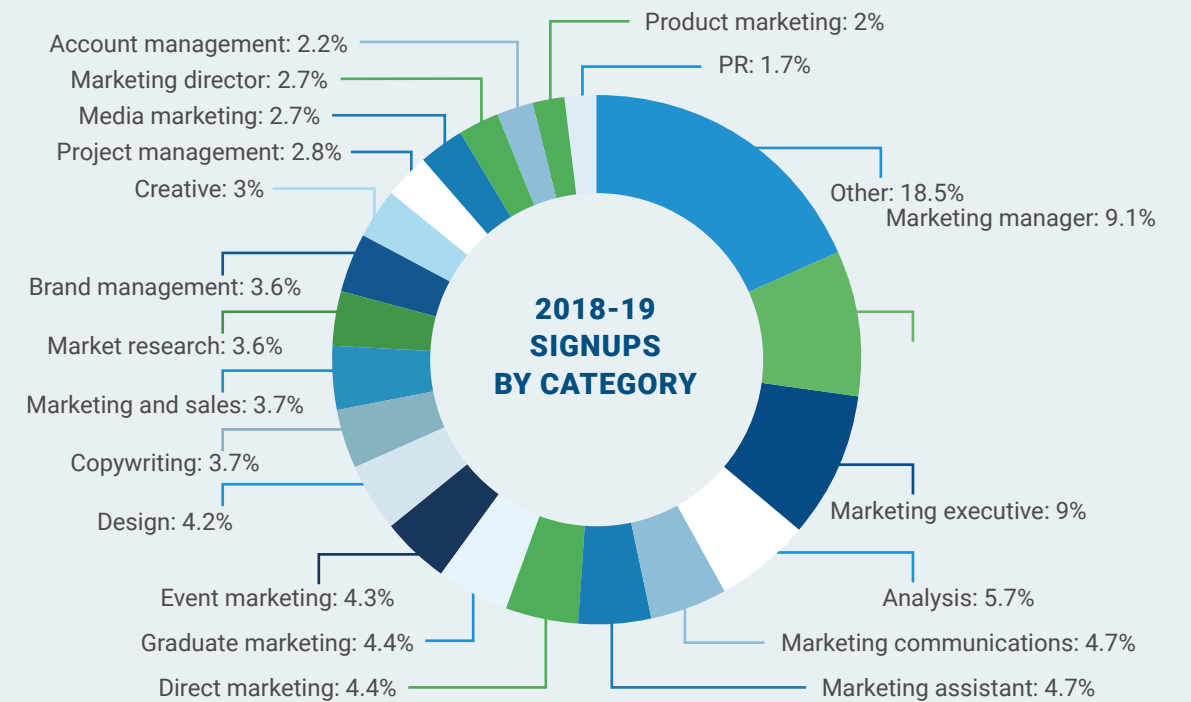
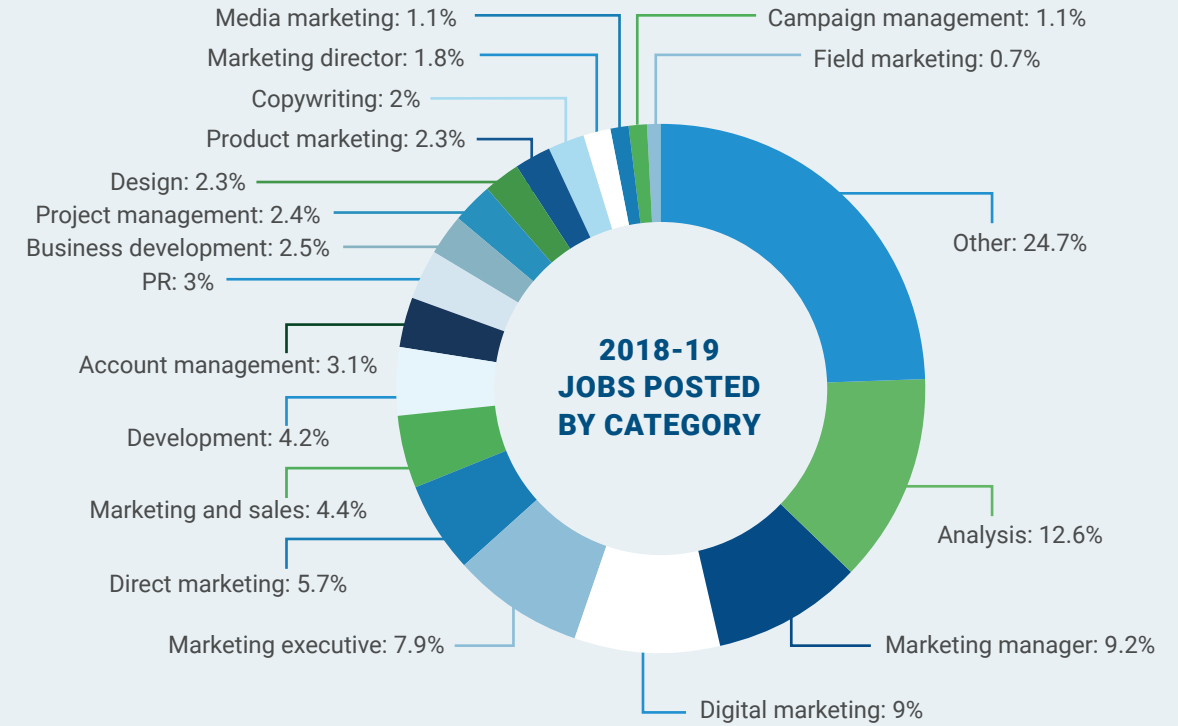




## simply sales jobs



## simply marketing jobs

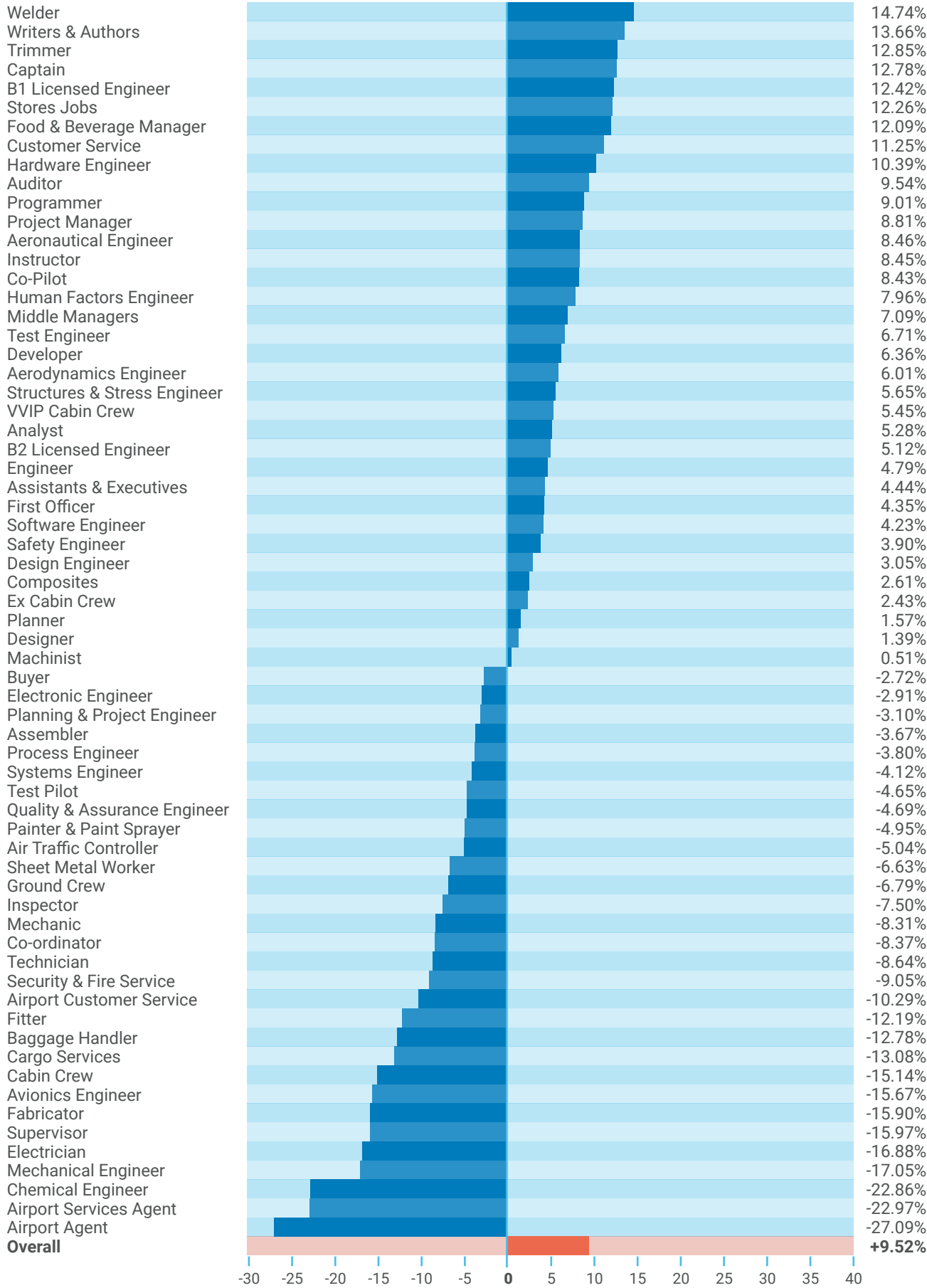
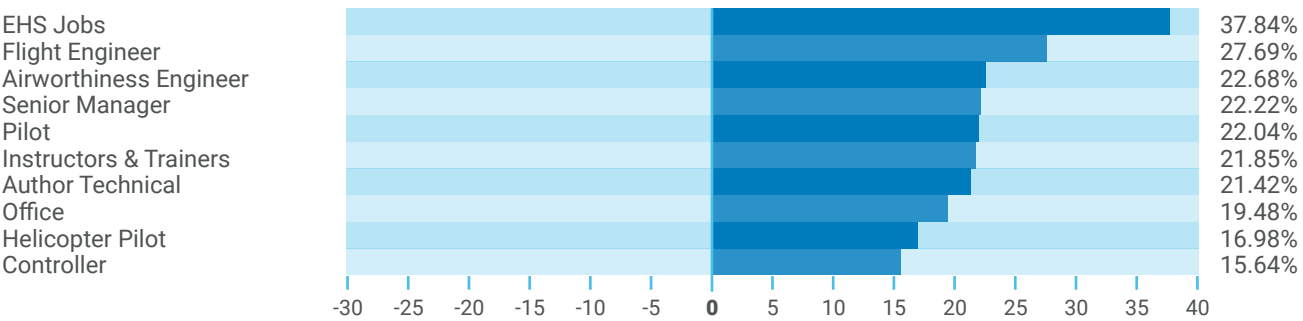


# Salaries

Below we have collected figures for the average salary of jobs posted to each of the categories on our job boards in 2018/19. We hope this will deliver a valuable insight to recruiters and jobseekers in the aviation, automotive, law, marketing and sales industries, to provide a benchmark for different roles.



SALARY PERCENTAGE  
DIFFERENCE YOY





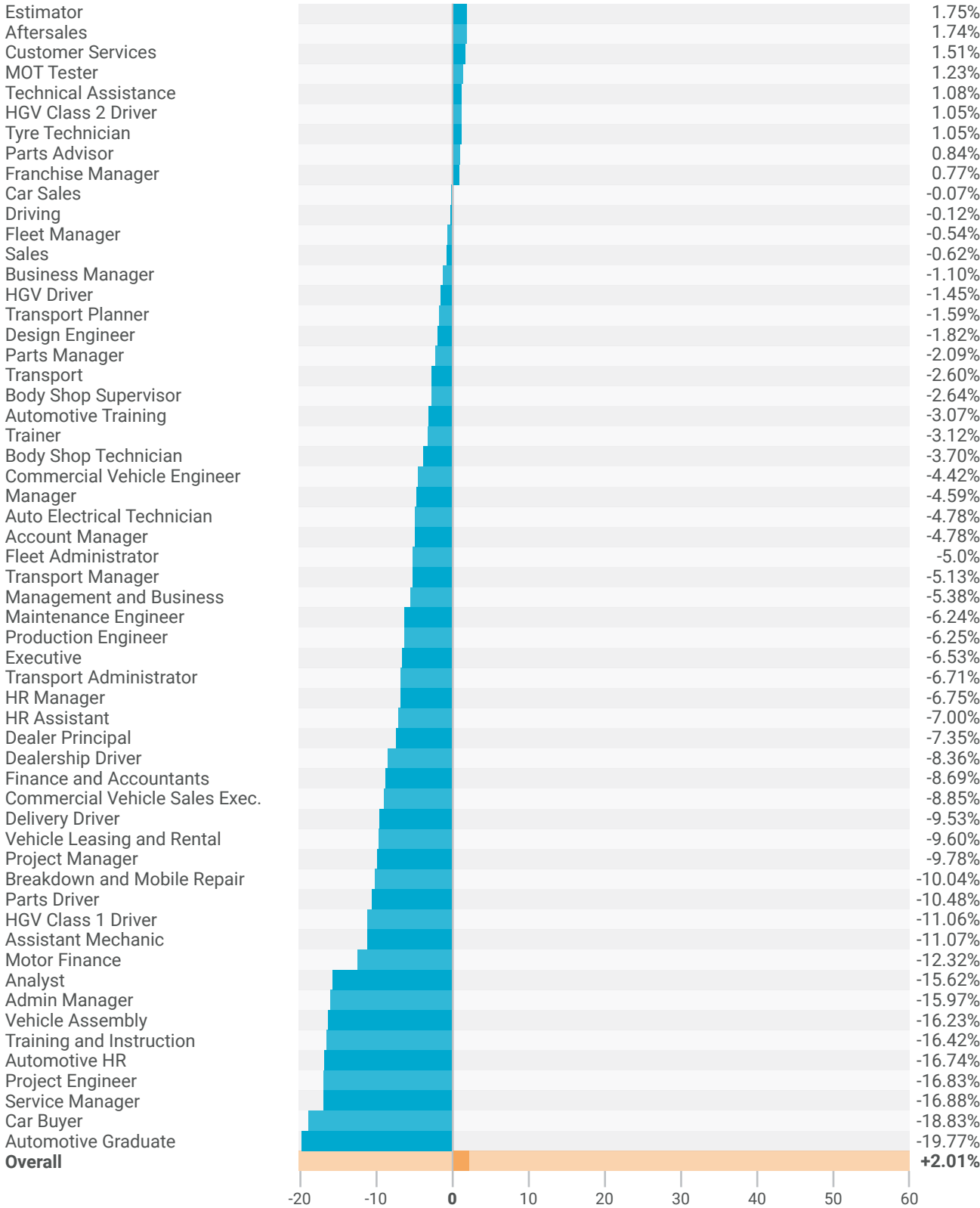
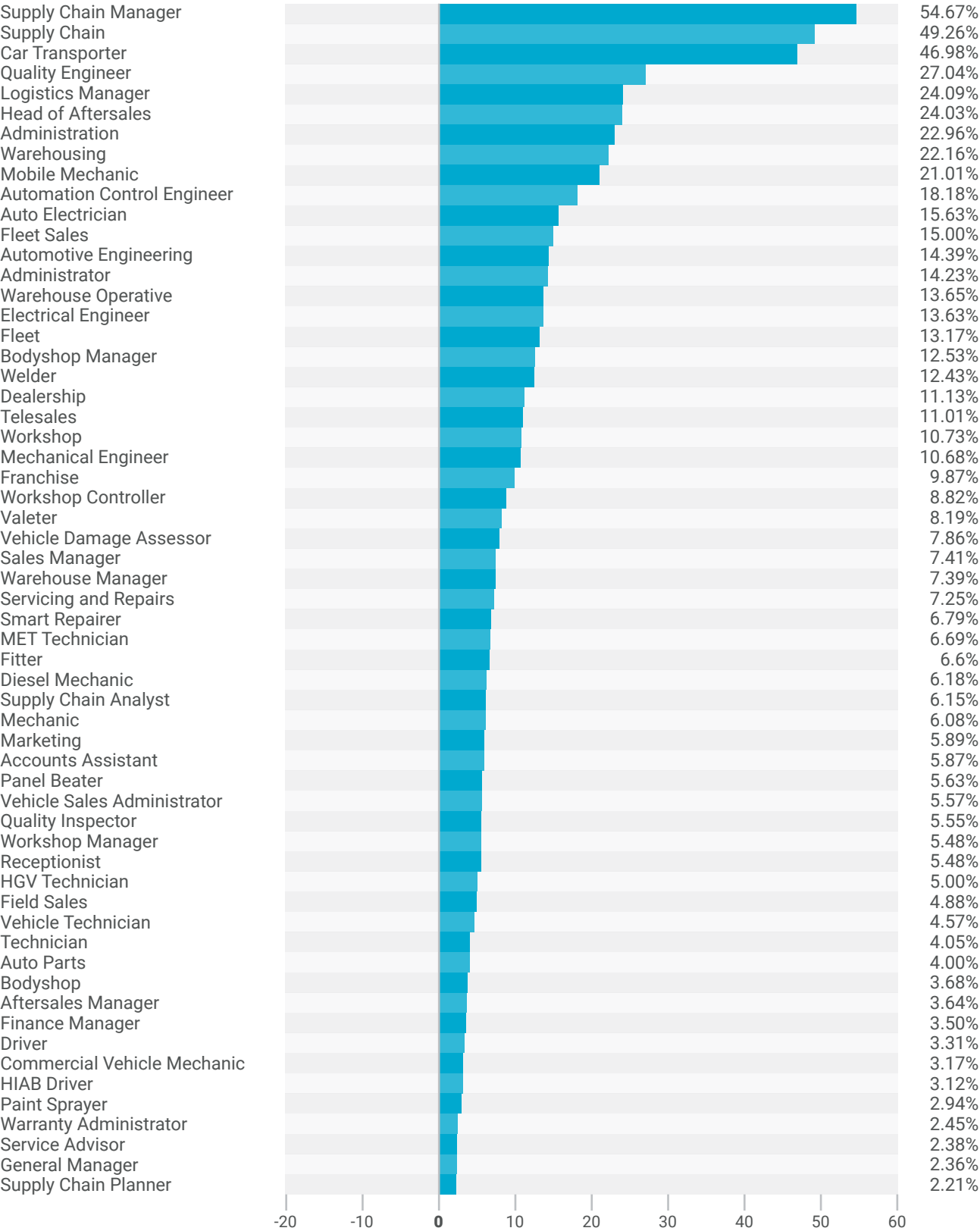
SALARY DIFFERENCE YOY

Hardware Engineer	<div><div></div><div></div></div>	£92,071.43 £83,409.09
Test Pilot	<div><div></div><div></div></div>	£82,031.25 £86,029.41
Captain	<div><div></div><div></div></div>	£81,493.54 £72,260.31
Software Engineer	<div><div></div><div></div></div>	£77,990.65 £74,824.84
Systems Engineer	<div><div></div><div></div></div>	£77,809.63 £81,155.66
Pilot	<div><div></div><div></div></div>	£71,962.86 £58,964.69
Human Factors Engineer	<div><div></div><div></div></div>	£69,500.00 £64,375.00
Senior Manager	<div><div></div><div></div></div>	£67,708.33 £55,398.09
Instructor	<div><div></div><div></div></div>	£66,720.78 £61,522.11
Helicopter Pilot	<div><div></div><div></div></div>	£65,312.50 £55,833.33
Co-Pilot	<div><div></div><div></div></div>	£63,125.00 £58,219.94
Test Engineer	<div><div></div><div></div></div>	£60,673.08 £56,858.97
Flight Engineer	<div><div></div><div></div></div>	£60,277.78 £47,205.88
B1 Licensed Engineer	<div><div></div><div></div></div>	£60,012.61 £53,380.75
Instructors & Trainers	<div><div></div><div></div></div>	£59,547.87 £48,868.72
First Officer	<div><div></div><div></div></div>	£58,409.96 £55,973.84
Electronic Engineer	<div><div></div><div></div></div>	£57,873.83 £59,606.64
B2 Licensed Engineer	<div><div></div><div></div></div>	£57,241.94 £54,452.01
Structures & Stress Engineer	<div><div></div><div></div></div>	£55,975.61 £52,980.77
Airworthiness Engineer	<div><div></div><div></div></div>	£54,542.68 £44,458.66
Project Manager	<div><div></div><div></div></div>	£53,976.38 £49,606.74
Engineer	<div><div></div><div></div></div>	£53,855.55 £51,392.99
Design Engineer	<div><div></div><div></div></div>	£53,694.69 £52,103.00
Designer	<div><div></div><div></div></div>	£53,513.51 £52,781.69
Middle Managers	<div><div></div><div></div></div>	£53,242.86 £49,719.39
Safety Engineer	<div><div></div><div></div></div>	£52,548.08 £50,574.32
Air Traffic Controller	<div><div></div><div></div></div>	£51,724.00 £54,466.67
Aeronautical Engineer	<div><div></div><div></div></div>	£49,331.55 £45,482.55
Aerodynamics Engineer	<div><div></div><div></div></div>	£47,232.49 £44,555.56
Author Technical	<div><div></div><div></div></div>	£46,029.41 £37,909.09
Developer	<div><div></div><div></div></div>	£45,937.50 £43,189.66
Office	<div><div></div><div></div></div>	£45,409.03 £38,006.59
Planning & Project Engineer	<div><div></div><div></div></div>	£45,261.19 £46,706.99
Chemical Engineer	<div><div></div><div></div></div>	£45,000.00 £58,333.33
Trimmer	<div><div></div><div></div></div>	£44,705.88 £39,615.38
Quality & Assurance Engineer	<div><div></div><div></div></div>	£44,217.56 £46,395.71
EHS	<div><div></div><div></div></div>	£44,110.00 £32,000.00
Programmer	<div><div></div><div></div></div>	£44,107.14 £40,462.96

Salary 2018-19

Salary 2017-18

Inspector	<div><div></div><div></div></div>	£43,651.32 £47,189.54
Process Engineer	<div><div></div><div></div></div>	£42,934.78 £44,629.63
Auditor	<div><div></div><div></div></div>	£42,430.56 £38,734.94
Avionics Engineer	<div><div></div><div></div></div>	£41,382.35 £49,070.58
Planner	<div><div></div><div></div></div>	£41,019.74 £40,387.32
Welder	<div><div></div><div></div></div>	£41,000.00 £35,731.71
Mechanical Engineer	<div><div></div><div></div></div>	£40,969.39 £49,391.45
Analyst	<div><div></div><div></div></div>	£40,928.57 £38,877.31
Composites	<div><div></div><div></div></div>	£40,387.93 £39,362.24
Controller	<div><div></div><div></div></div>	£40,190.48 £34,754.90
Fabricator	<div><div></div><div></div></div>	£39,444.44 £46,900.00
Buyer	<div><div></div><div></div></div>	£38,576.92 £39,655.17
Technician	<div><div></div><div></div></div>	£37,096.77 £40,606.41
Electrician	<div><div></div><div></div></div>	£37,047.10 £44,570.71
Sheet Metal Worker	<div><div></div><div></div></div>	£36,789.47 £39,401.41
Mechanic	<div><div></div><div></div></div>	£36,723.68 £40,052.33
Machinist	<div><div></div><div></div></div>	£36,494.85 £36,309.52
Fitter	<div><div></div><div></div></div>	£36,147.06 £41,164.60
Writers & Authors	<div><div></div><div></div></div>	£36,094.00 £31,755.32
Painter & Paint Sprayer	<div><div></div><div></div></div>	£34,728.26 £36,538.46
Supervisors	<div><div></div><div></div></div>	£33,611.11 £40,000.00
Assistants & Executives	<div><div></div><div></div></div>	£29,956.90 £28,683.04
Stores	<div><div></div><div></div></div>	£29,351.15 £26,144.58
VVIP Cabin Crew	<div><div></div><div></div></div>	£29,000.00 £27,500.00
Co-ordinator	<div><div></div><div></div></div>	£28,323.53 £30,910.00
Cargo Services	<div><div></div><div></div></div>	£28,292.68 £32,549.02
Ex Cabin Crew Jobs	<div><div></div><div></div></div>	£27,500.00 £26,847.83
Security & Fire Service	<div><div></div><div></div></div>	£24,000.00 £26,388.89
Assembler	<div><div></div><div></div></div>	£23,323.53 £24,211.41
Customer Service	<div><div></div><div></div></div>	£23,093.22 £20,757.84
Ground Crew	<div><div></div><div></div></div>	£21,572.51 £23,143.94
Cabin Crew	<div><div></div><div></div></div>	£21,001.68 £24,750.00
Airport Agents	<div><div></div><div></div></div>	£18,687.50 £25,631.58
Food & Beverage Manager	<div><div></div><div></div></div>	£18,214.29 £16,250.00
Airport Customer Service	<div><div></div><div></div></div>	£17,862.90 £19,912.28
Airport Services Agent	<div><div></div><div></div></div>	£14,481.13 £18,800.00
Baggage Handler	<div><div></div><div></div></div>	£12,500.00 £14,330.99
Overall	<div><div></div><div></div></div>	£3,615,288.35 £3,300,976.28



Dealer Principal	<div><div></div></div>	£68,437.50 £73,869.49
General Manager	<div><div></div></div>	£62,394.07 £60,954.55
Franchise	<div><div></div></div>	£57,039.47 £51,914.06
Sales Manager	<div><div></div></div>	£56,333.33 £52,445.49
Franchise Manager	<div><div></div></div>	£55,241.94 £54,818.18
Head of Aftersales	<div><div></div></div>	£53,571.43 £43,192.88
Manager	<div><div></div></div>	£49,457.93 £51,837.22
Fleet Sales	<div><div></div></div>	£47,386.83 £41,204.82
Supply Chain Manager	<div><div></div></div>	£47,046.33 £30,416.67
Business Manager	<div><div></div></div>	£46,720.61 £47,240.23
Aftersales Manager	<div><div></div></div>	£45,818.97 £44,208.54
Finance Manager	<div><div></div></div>	£44,921.88 £43,403.14
Management and Business	<div><div></div></div>	£43,262.17 £45,720.49
Fleet Manager	<div><div></div></div>	£43,088.24 £43,323.53
Bodyshop Manager	<div><div></div></div>	£42,170.42 £37,475.41
Field Sales	<div><div></div></div>	£40,904.26 £39,001.78
Fleet	<div><div></div></div>	£40,620.92 £35,893.88
Car Sales	<div><div></div></div>	£40,322.79 £40,349.18
Sales	<div><div></div></div>	£39,965.71 £40,215.08
Account Manager	<div><div></div></div>	£39,758.06 £41,755.32
Dealership	<div><div></div></div>	£39,406.39 £35,458.62
Executive	<div><div></div></div>	£38,408.51 £41,090.81
Commercial Vehicle Sales Exec.	<div><div></div></div>	£37,589.61 £41,241.21
Electrical Engineer	<div><div></div></div>	£35,882.35 £31,578.95
Mobile Mechanic	<div><div></div></div>	£35,386.90 £29,242.13
Vehicle Damage Assessor	<div><div></div></div>	£35,252.81 £32,683.82
Finance and Accountants	<div><div></div></div>	£35,016.72 £38,350.13
Diesel Mechanic	<div><div></div></div>	£35,000.00 £32,964.41
Production Engineer	<div><div></div></div>	£35,000.00 £37,333.33
Project Engineer	<div><div></div></div>	£35,000.00 £42,083.33
Fitter	<div><div></div></div>	£34,879.86 £32,716.71
MET Technician	<div><div></div></div>	£34,510.76 £32,346.74
HGV Technician	<div><div></div></div>	£34,508.73 £32,864.79

SALARY  
DIFFERENCE YOY

Salary  
2018-19

Salary  
2017-18

Quality Engineer	<div><div></div></div>	£34,482.76 £27,142.86
Workshop Manager	<div><div></div></div>	£34,345.24 £32,560.30
Car Buyer	<div><div></div></div>	£34,051.72 £41,949.54
Workshop	<div><div></div></div>	£34,042.24 £30,744.19
Logistics Manager	<div><div></div></div>	£33,958.33 £27,364.86
Estimator	<div><div></div></div>	£33,762.25 £33,182.46
Workshop Controller	<div><div></div></div>	£33,707.13 £30,974.20
Automotive Engineering	<div><div></div></div>	£33,513.40 £29,297.98
Bodyshop	<div><div></div></div>	£33,335.33 £32,152.95
Panel Beater	<div><div></div></div>	£33,285.04 £31,509.49
Trainer	<div><div></div></div>	£33,235.29 £34,305.56
Auto Electrician	<div><div></div></div>	£33,173.08 £28,687.89
Commercial Vehicle Mechanic	<div><div></div></div>	£33,097.83 £32,081.44
Welder	<div><div></div></div>	£32,884.62 £29,250.00
Car Transporter	<div><div></div></div>	£32,866.50 £22,361.11
Supply Chain	<div><div></div></div>	£32,819.86 £21,988.64
Technician	<div><div></div></div>	£32,693.45 £31,422.41
Automation Control Engineer	<div><div></div></div>	£32,500.00 £27,500.00
HR Manager	<div><div></div></div>	£32,500.00 £34,852.94
Smart Repairer	<div><div></div></div>	£32,492.28 £30,427.35
Bodyshop Supervisor	<div><div></div></div>	£32,313.66 £33,191.30
Automotive Training	<div><div></div></div>	£32,009.80 £33,025.21
Mechanical Engineer	<div><div></div></div>	£31,971.15 £28,885.78
Paint Sprayer	<div><div></div></div>	£31,840.72 £30,930.98
Marketing	<div><div></div></div>	£31,365.03 £29,620.54
Servicing and Repairs	<div><div></div></div>	£31,173.82 £29,067.45
Project Manager	<div><div></div></div>	£31,153.85 £34,531.25
Telesales	<div><div></div></div>	£30,930.86 £27,863.64
Transport Manager	<div><div></div></div>	£30,833.33 £32,500.00
Vehicle Technician	<div><div></div></div>	£30,829.45 £29,480.82
Mechanic	<div><div></div></div>	£30,820.48 £29,054.01
Vehicle Leasing and Rental	<div><div></div></div>	£30,714.29 £33,977.27
Commercial Vehicle Engineer	<div><div></div></div>	£30,253.24 £31,652.89



Auto Electrical Technician	<div></div>	£30,250.00
Analyst	<div></div>	£31,768.87
Motor Finance	<div></div>	£30,227.27
Design Engineer	<div></div>	£35,821.92
Bodyshop Technician	<div></div>	£30,131.58
Maintenance Engineer	<div></div>	£34,366.81
Administration	<div></div>	£30,000.00
Parts Manager	<div></div>	£30,555.56
Supply Chain Analyst	<div></div>	£29,902.78
Aftersales	<div></div>	£31,052.56
MOT Tester	<div></div>	£29,895.83
Service Manager	<div></div>	£31,885.59
Quality Inspector	<div></div>	£29,439.51
Breakdown and Mobile Repair	<div></div>	£23,943.26
Technical Assistance	<div></div>	£29,210.04
HGV Class 1 Driver	<div></div>	£29,834.84
Vehicle Assembly	<div></div>	£28,750.00
HIAB Driver	<div></div>	£27,083.33
Customer Services	<div></div>	£28,653.35
Service Advisor	<div></div>	£28,163.79
Supply Chain Manager	<div></div>	£28,563.60
Training and Instruction	<div></div>	£28,215.84
HGV Driver	<div></div>	£28,449.53
Administrator	<div></div>	£34,227.37
HGV Class 2 Driver	<div></div>	£28,035.71
Warehouse Manager	<div></div>	£26,562.50
Transport Planner	<div></div>	£27,833.33
Warranty Administrator	<div></div>	£30,938.82
Auto Parts	<div></div>	£27,758.62
Driving	<div></div>	£27,462.22
Automotive HR	<div></div>	£27,669.49
Accounts Assistant	<div></div>	£31,108.70
HR Assistant	<div></div>	£27,642.86
	<div></div>	£33,000.00
	<div></div>	£27,500.00
	<div></div>	£26,666.67
	<div></div>	£27,498.03
	<div></div>	£27,089.93
	<div></div>	£27,462.20
	<div></div>	£26,825.09
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	<div></div>	£25,681.82
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	<div></div>	£31,406.25
	<div></div>	£26,180.56
	<div></div>	£26,565.42
	<div></div>	£25,664.84
	<div></div>	£22,467.34
	<div></div>	£25,652.17
	<div></div>	£25,384.62
	<div></div>	£25,333.33
	<div></div>	£23,589.74
	<div></div>	£25,250.00
	<div></div>	£25,657.89
	<div></div>	£24,566.93
	<div></div>	£23,980.55
	<div></div>	£24,490.29
	<div></div>	£23,548.33
	<div></div>	£24,481.63
	<div></div>	£24,511.33
	<div></div>	£24,357.14
	<div></div>	£29,255.32
	<div></div>	£24,348.96
	<div></div>	£22,998.53
	<div></div>	£24,274.19
	<div></div>	£26,100.00

SALARY  
DIFFERENCE YOY

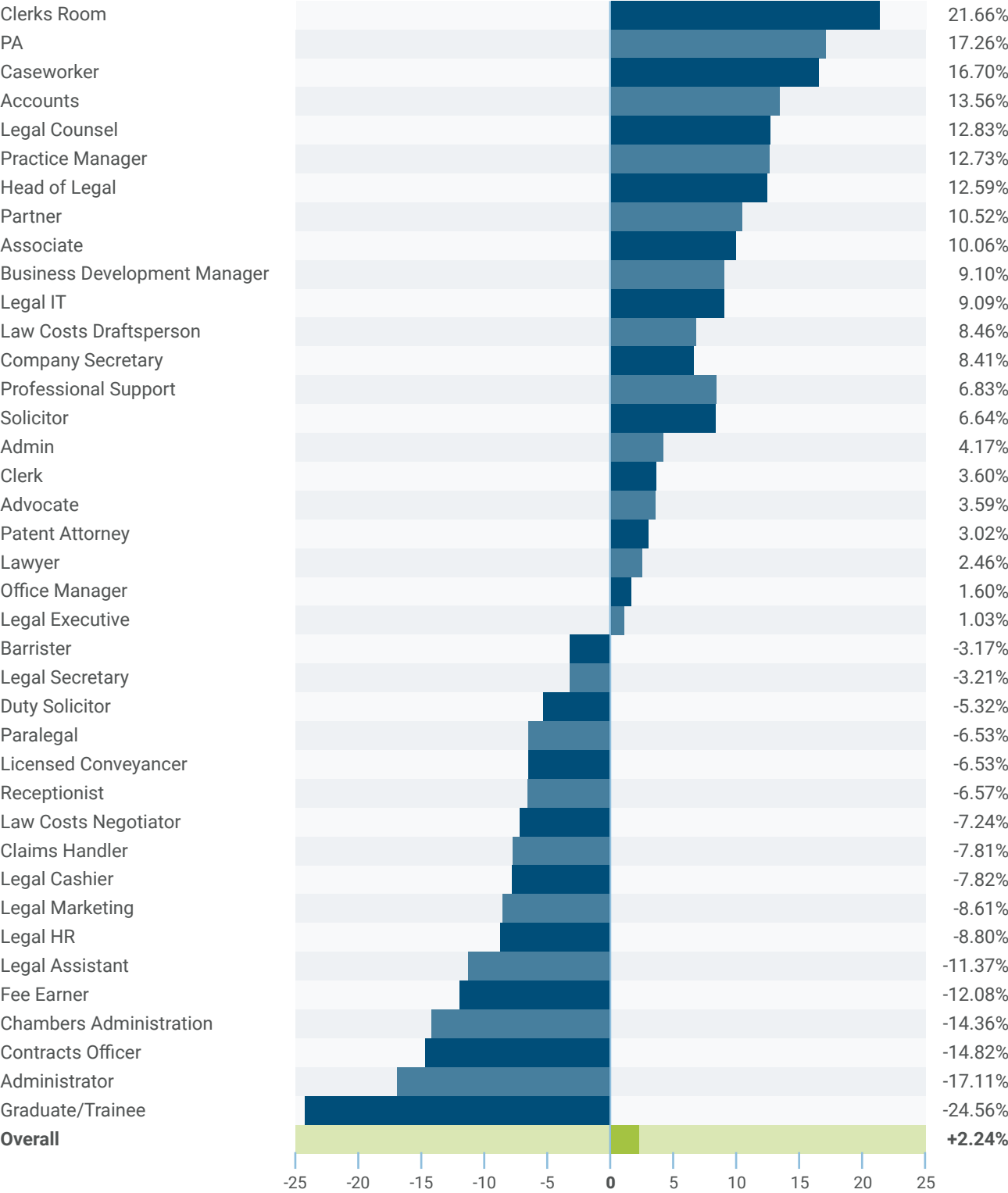
Salary 2018-19

Salary 2017-18

Transport	<div></div>	£24,012.10
Tyre Technician	<div></div>	£24,652.10
Parts Advisor	<div></div>	£23,938.68
Vehicle Sales Administrator	<div></div>	£23,690.10
Warehousing	<div></div>	£23,761.60
Driver	<div></div>	£23,564.06
Assistant Mechanic	<div></div>	£23,104.40
Automotive Graduate	<div></div>	£21,885.74
Admin Manager	<div></div>	£22,830.88
Fleet Administrator	<div></div>	£18,688.73
Valeter	<div></div>	£22,574.07
Delivery Driver	<div></div>	£21,851.01
Warehouse Operative	<div></div>	£22,500.00
Transport Administrator	<div></div>	£25,302.20
Receptionist	<div></div>	£22,500.00
Dealership Driver	<div></div>	£28,043.48
Parts Driver	<div></div>	£22,238.81
Overall	<div></div>	£26,465.05
	<div></div>	£21,829.27
	<div></div>	£22,994.65
	<div></div>	£21,600.00
	<div></div>	£19,965.12
	<div></div>	£21,538.46
	<div></div>	£23,807.95
	<div></div>	£21,524.39
	<div></div>	£18,938.68
	<div></div>	£21,500.00
	<div></div>	£23,045.45
	<div></div>	£19,697.80
	<div></div>	£18,674.33
	<div></div>	£19,500.00
	<div></div>	£21,278.63
	<div></div>	£18,125.00
	<div></div>	£20,247.25
	<div></div>	£3,778,010.76
	<div></div>	£3,703,547.57

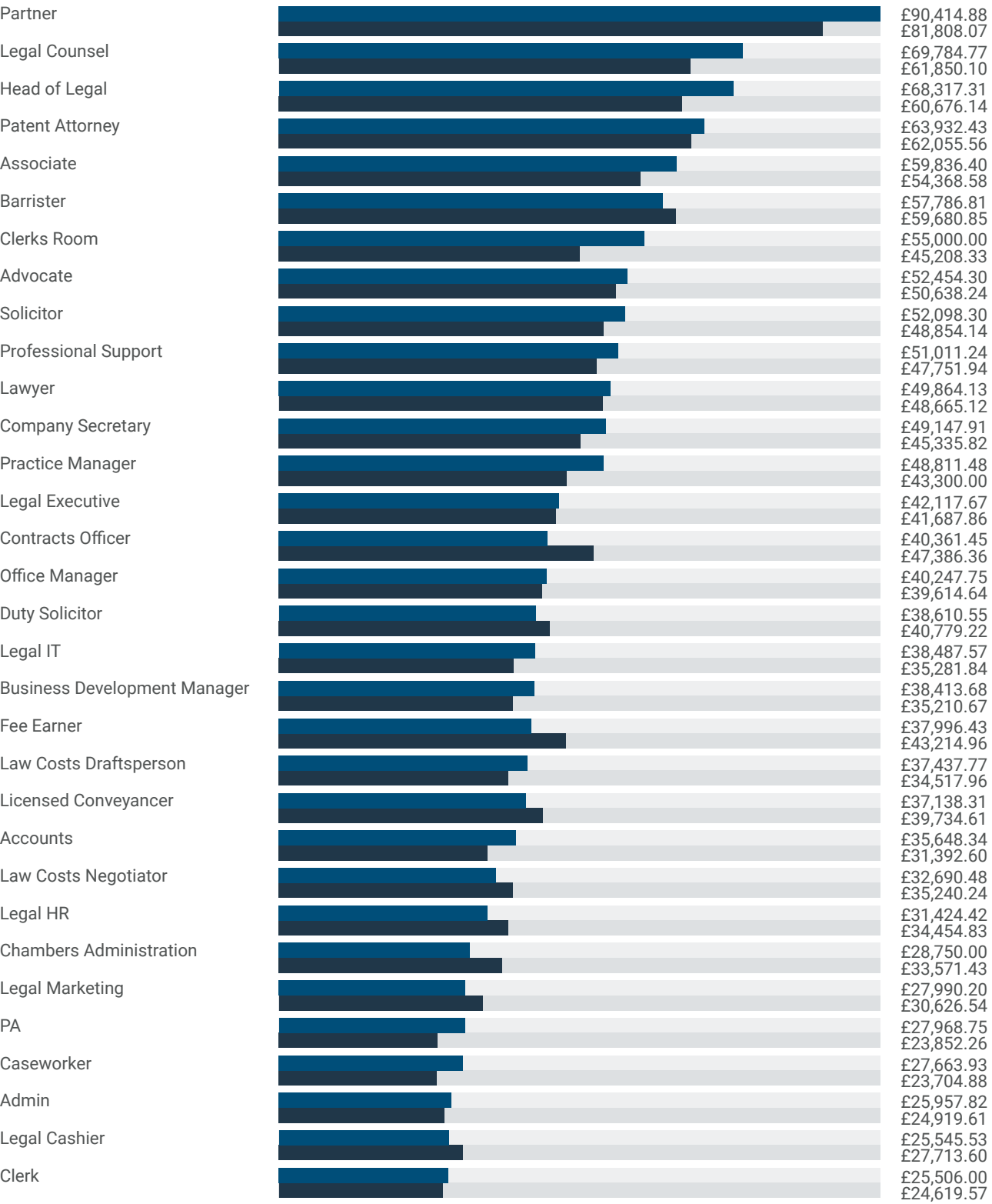


SALARY PERCENTAGE  
DIFFERENCE YOY



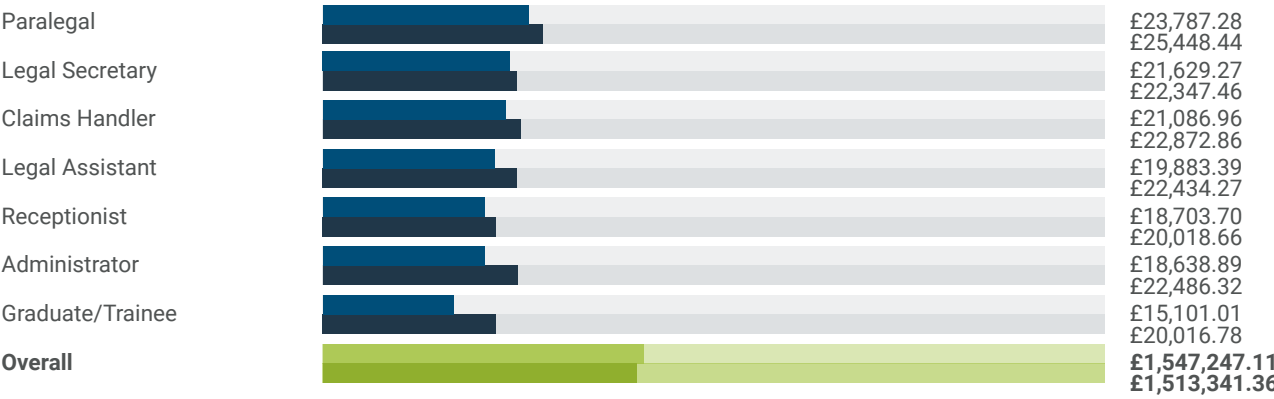
SALARY  
DIFFERENCE YOY

Salary 2018-19 Salary 2017-18



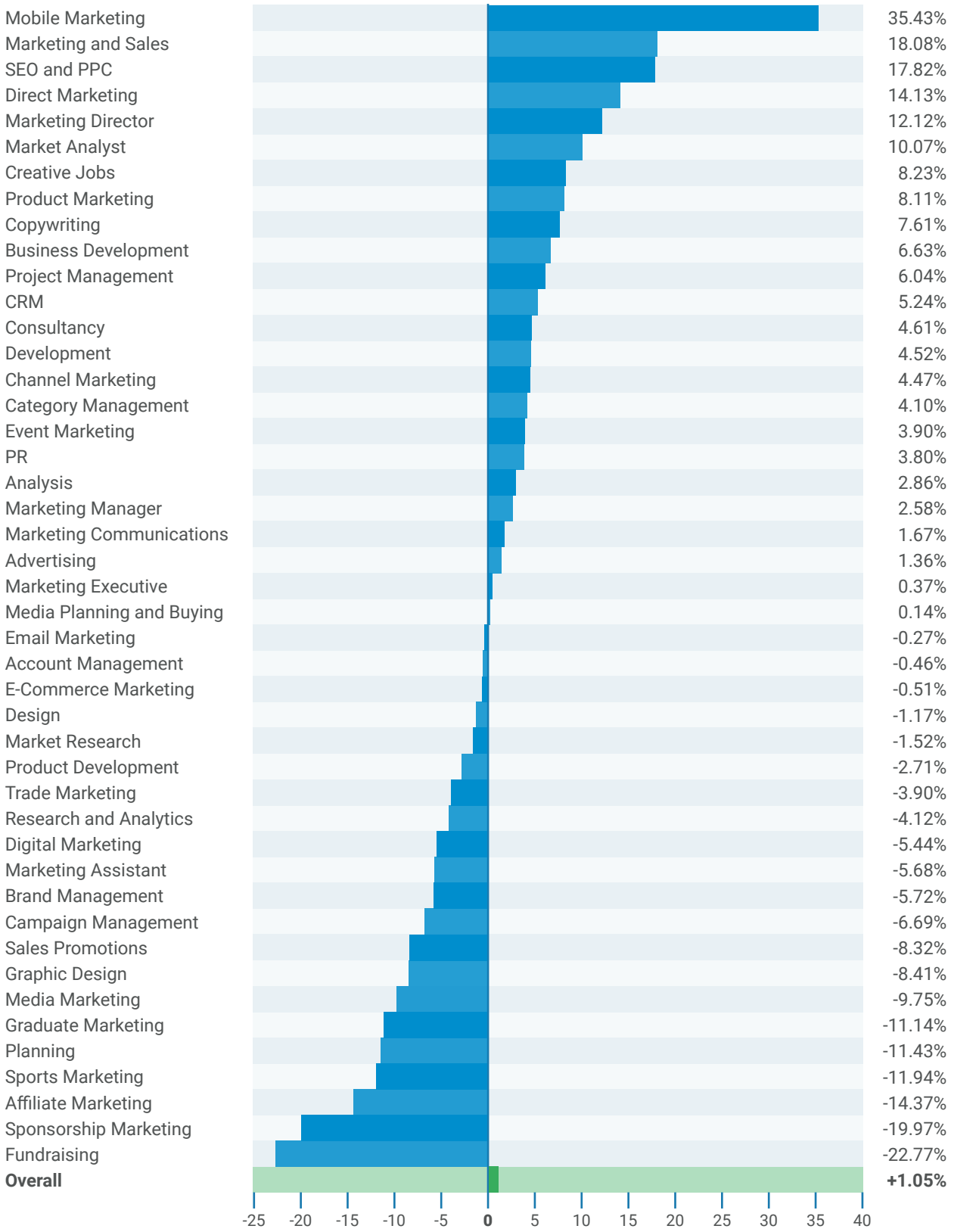
SALARY  
DIFFERENCE YOY

Salary 2018-19      Salary 2017-18



simply marketing jobs

SALARY PERCENTAGE  
DIFFERENCE YOY





Marketing Director	<div><div></div><div></div></div>	£75,474.14 £67,315.34
Mobile Marketing	<div><div></div><div></div></div>	£59,734.00 £44,107.14
Business Development	<div><div></div><div></div></div>	£54,093.93 £50,732.29
CRM	<div><div></div><div></div></div>	£51,130.95 £48,585.59
Product Marketing	<div><div></div><div></div></div>	£47,907.73 £44,315.20
Analysis	<div><div></div><div></div></div>	£47,181.21 £45,867.77
Marketing Manager	<div><div></div><div></div></div>	£46,551.38 £45,380.15
Product Development	<div><div></div><div></div></div>	£45,841.58 £47,118.51
Channel Marketing	<div><div></div><div></div></div>	£45,510.20 £43,560.98
Marketing and Sales	<div><div></div><div></div></div>	£45,262.21 £38,333.33
Category Management	<div><div></div><div></div></div>	£44,473.68 £42,722.01
Planning	<div><div></div><div></div></div>	£43,906.25 £49,569.89
Consultancy	<div><div></div><div></div></div>	£43,750.00 £41,820.05
Brand Management	<div><div></div><div></div></div>	£42,008.55 £44,557.97
Market Analyst	<div><div></div><div></div></div>	£40,778.67 £37,049.32
Development	<div><div></div><div></div></div>	£40,726.74 £38,963.73
E-Commerce Marketing	<div><div></div><div></div></div>	£40,531.50 £40,740.74
Project Management	<div><div></div><div></div></div>	£40,080.65 £37,799.00
Research and Analytics	<div><div></div><div></div></div>	£39,725.61 £41,431.24
SEO and PPC	<div><div></div><div></div></div>	£39,542.44 £33,562.09
Trade Marketing	<div><div></div><div></div></div>	£39,431.82 £41,033.83
Marketing Communications	<div><div></div><div></div></div>	£39,232.14 £38,585.83
Affiliate Marketing	<div><div></div><div></div></div>	£37,656.25 £43,975.90
Market Research	<div><div></div><div></div></div>	£37,641.89 £38,220.95
Campaign Management	<div><div></div><div></div></div>	£37,500.00 £40,190.44
PR	<div><div></div><div></div></div>	£37,264.99 £35,902.33
Direct Marketing	<div><div></div><div></div></div>	£37,156.92 £32,556.02
Media Planning and Buying	<div><div></div><div></div></div>	£37,045.45 £36,995.19
Account Management	<div><div></div><div></div></div>	£36,689.19 £36,859.52
Creative Jobs	<div><div></div><div></div></div>	£35,747.42 £33,027.91
Event Marketing	<div><div></div><div></div></div>	£34,263.01 £32,977.18
Digital Marketing	<div><div></div><div></div></div>	£33,992.35 £35,948.64
Copywriting	<div><div></div><div></div></div>	£33,947.37 £31,545.58

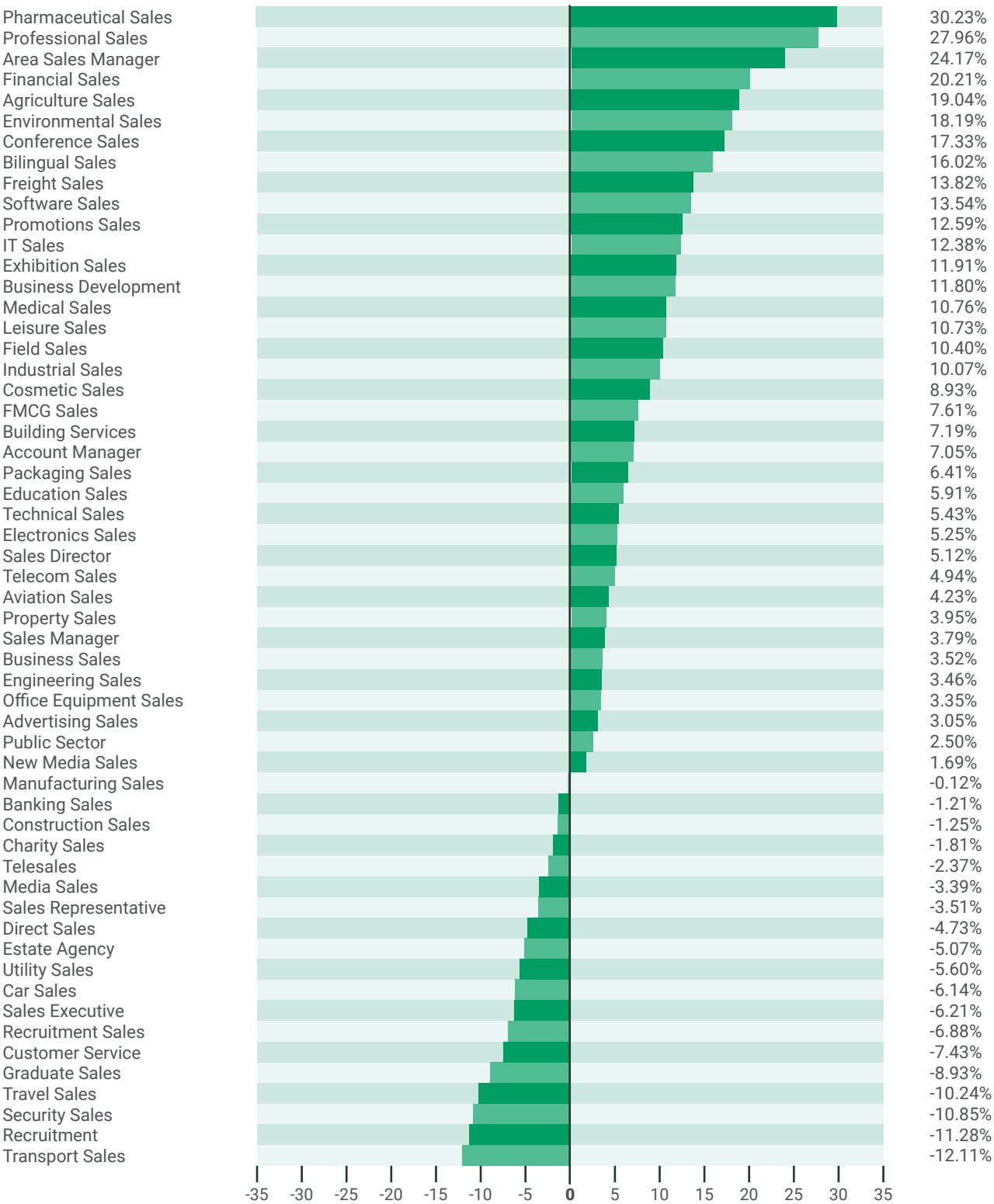
SALARY  
DIFFERENCE YOY

Salary 2018-19

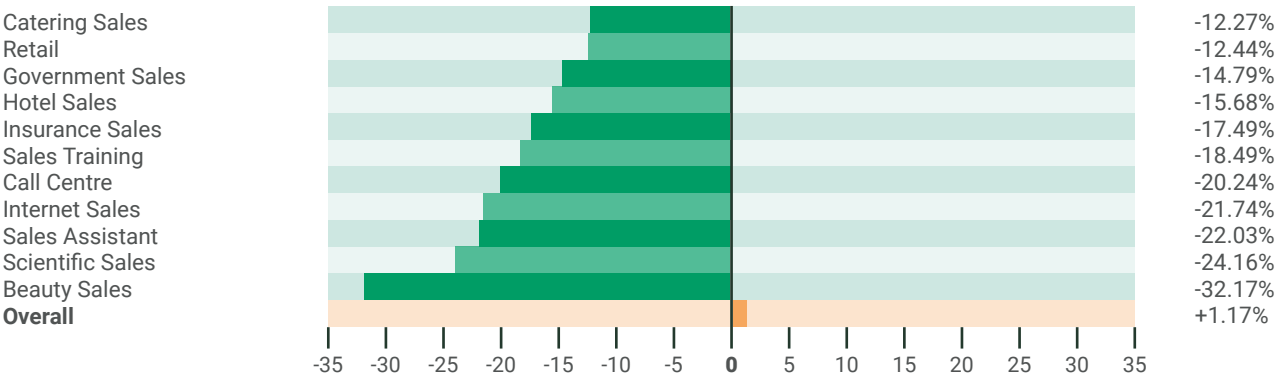
Salary 2017-18

Media Marketing	<div><div></div><div></div></div>	£33,515.63 £37,134.62
Advertising	<div><div></div><div></div></div>	£33,181.82 £32,735.60
Sports Marketing	<div><div></div><div></div></div>	£32,500.00 £36,904.76
Sponsorship Marketing	<div><div></div><div></div></div>	£32,500.00 £40,608.11
Design	<div><div></div><div></div></div>	£31,851.85 £32,229.46
Email Marketing	<div><div></div><div></div></div>	£31,538.46 £31,622.52
Marketing Executive	<div><div></div><div></div></div>	£28,325.50 £28,219.91
Graphic Design	<div><div></div><div></div></div>	£28,031.9 £30,607.48
Sales Promotions	<div><div></div><div></div></div>	£26,725.35 £29,150.33
Fundraising	<div><div></div><div></div></div>	£24,326.92 £31,500.00
Marketing Assistant	<div><div></div><div></div></div>	£22,721.96 £24,090.91
Graduate Marketing	<div><div></div><div></div></div>	£20,781.25 £23,386.36
Overall	<div><div></div><div></div></div>	£1,757,780.87 £1,739,541.72





SALARY PERCENTAGE  
DIFFERENCE YOY



Sales Director	<div><div></div><div></div></div>	£72,806.75 £69,259.95
Software Sales	<div><div></div><div></div></div>	£53,292.08 £46,935.81
Professional Sales	<div><div></div><div></div></div>	£52,930.33 £41,364.60
Telecom Sales	<div><div></div><div></div></div>	£50,847.46 £48,454.55
IT Sales	<div><div></div><div></div></div>	£50,364.50 £44,816.85
Financial Sales	<div><div></div><div></div></div>	£50,312.50 £41,854.24
Sales Manager	<div><div></div><div></div></div>	£46,946.37 £45,233.75
Area Sales Manager	<div><div></div><div></div></div>	£46,865.49 £37,744.42
Pharmaceutical Sales	<div><div></div><div></div></div>	£46,818.18 £35,950.85
Banking Sales	<div><div></div><div></div></div>	£46,037.75 £46,602.56
Technical Sales	<div><div></div><div></div></div>	£44,502.12 £42,209.30
Packaging Sales	<div><div></div><div></div></div>	£44,351.85 £41,679.10
Public Sector	<div><div></div><div></div></div>	£44,218.75 £43,140.24
Utility Sales	<div><div></div><div></div></div>	£43,088.24 £45,646.07
Building Services	<div><div></div><div></div></div>	£42,758.62 £39,892.24
Industrial Sales	<div><div></div><div></div></div>	£42,183.54 £38,325.05
Cosmetic Sales	<div><div></div><div></div></div>	£41,666.67 £38,250.00
Government Sales	<div><div></div><div></div></div>	£41,388.89 £48,571.43
Freight Sales	<div><div></div><div></div></div>	£41,333.33 £36,315.79
Medical Sales	<div><div></div><div></div></div>	£40,619.50 £36,672.73
Manufacturing Sales	<div><div></div><div></div></div>	£40,147.06 £40,195.90
Construction Sales	<div><div></div><div></div></div>	£40,117.96 £40,626.57
FMCG Sales	<div><div></div><div></div></div>	£40,015.46 £37,186.15
Business Development	<div><div></div><div></div></div>	£39,769.40 £35,570.53
Engineering Sales	<div><div></div><div></div></div>	£39,177.35 £37,867.80
Account Manager	<div><div></div><div></div></div>	£38,775.98 £36,220.66
Agriculture Sales	<div><div></div><div></div></div>	£38,541.67 £32,378.05
Direct Sales	<div><div></div><div></div></div>	£38,211.68 £40,108.91
Promotions Sales	<div><div></div><div></div></div>	£38,000.00 £33,750.00
Office Equipment Sales	<div><div></div><div></div></div>	£37,833.33 £36,605.50
Electronics Sales	<div><div></div><div></div></div>	£37,812.50 £35,925.93
Field Sales	<div><div></div><div></div></div>	£37,610.46 £34,066.08
Charity Sales	<div><div></div><div></div></div>	£37,039.47 £37,720.59
Conference Sales	<div><div></div><div></div></div>	£36,309.52 £30,946.43

SALARY  
DIFFERENCE YOY

Salary 2018-19

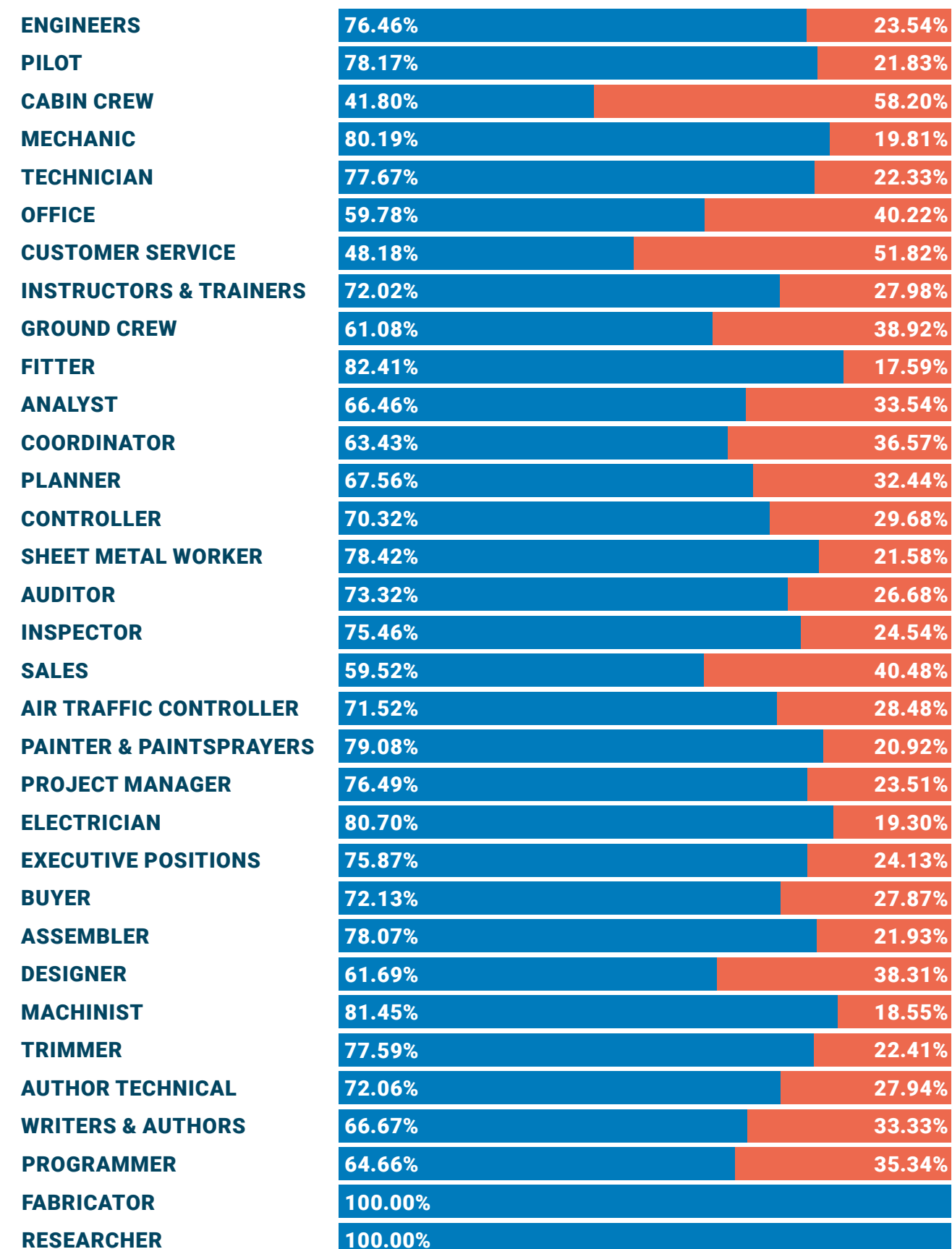
Salary 2017-18

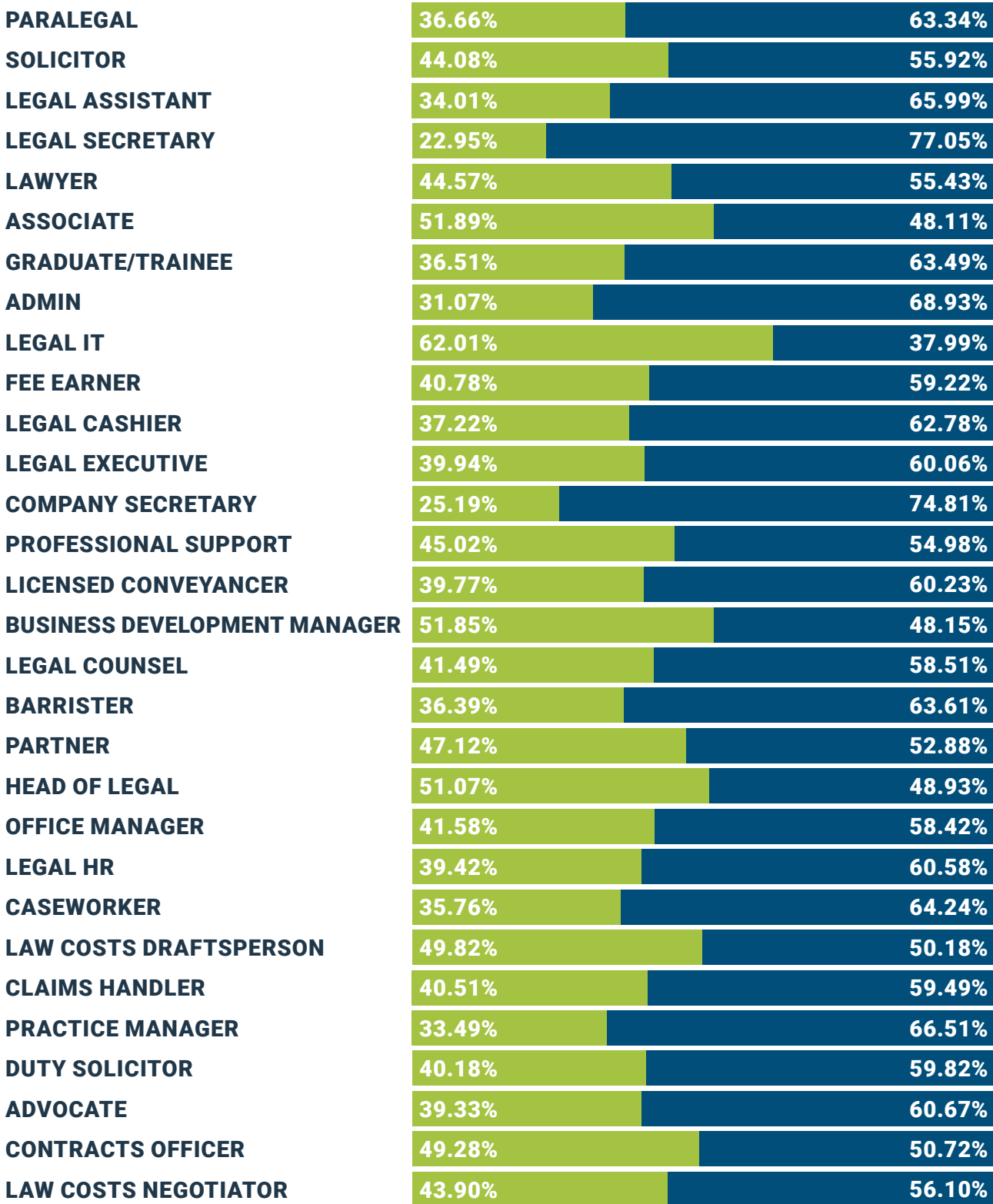
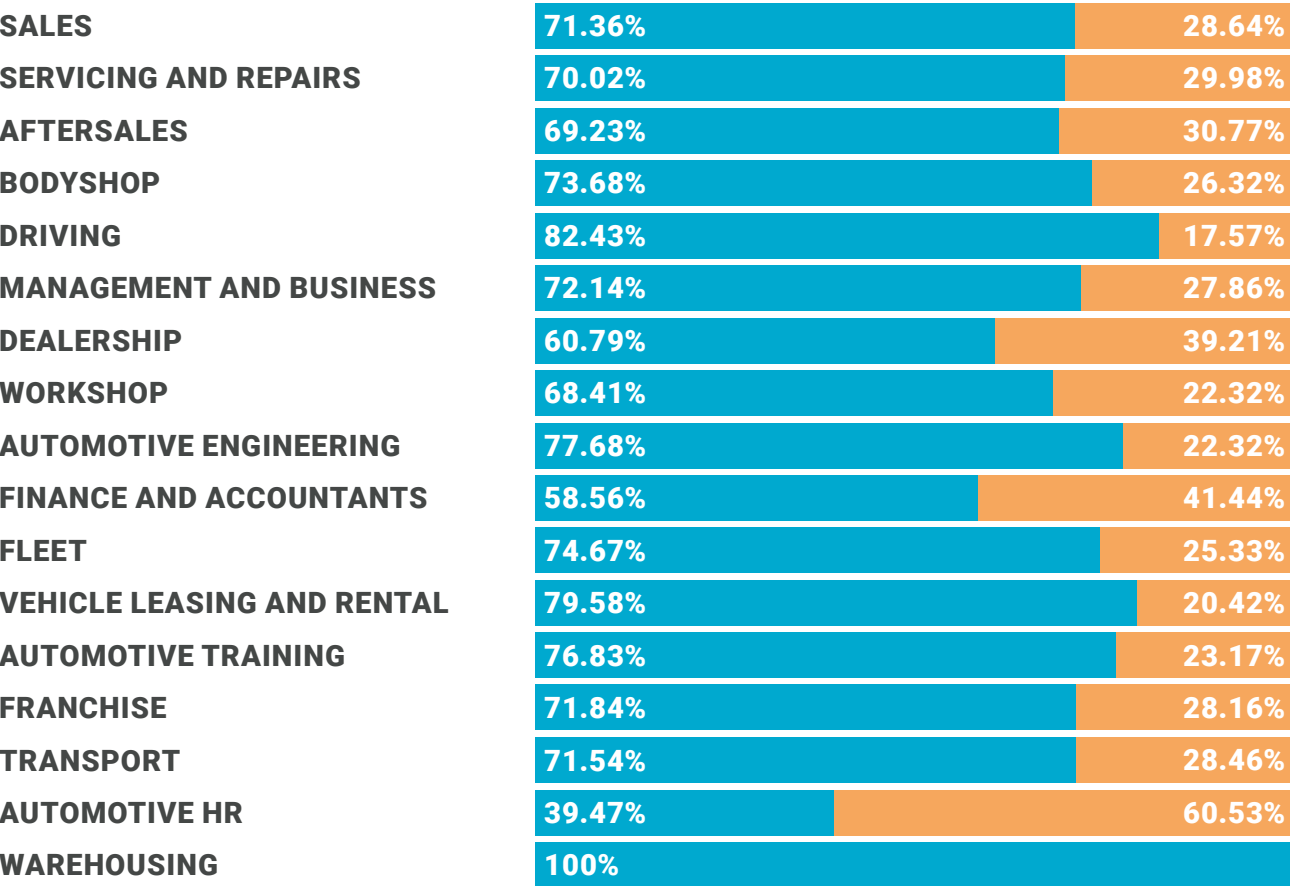
Aviation Sales	<div><div></div><div></div></div>	£36,153.85 £34,687.50
Exhibition Sales	<div><div></div><div></div></div>	£36,136.36 £32,291.67
Leisure Sales	<div><div></div><div></div></div>	£36,052.63 £32,560.00
Property Sales	<div><div></div><div></div></div>	£35,961.54 £34,595.67
Business Sales	<div><div></div><div></div></div>	£35,544.04 £34,337.05
Education Sales	<div><div></div><div></div></div>	£35,306.60 £33,336.86
New Media Sales	<div><div></div><div></div></div>	£34,424.97 £33,852.46
Security Sales	<div><div></div><div></div></div>	£34,375.00 £38,557.69
Bilingual Sales	<div><div></div><div></div></div>	£33,750.00 £29,090.91
Car Sales	<div><div></div><div></div></div>	£33,707.18 £35,913.15
Estate Agency	<div><div></div><div></div></div>	£33,385.42 £35,166.67
Sales Executive	<div><div></div><div></div></div>	£33,188.19 £35,386.87
Catering Sales	<div><div></div><div></div></div>	£32,934.78 £37,542.74
Travel Sales	<div><div></div><div></div></div>	£32,658.23 £36,384.89
Advertising Sales	<div><div></div><div></div></div>	£32,240.47 £31,287.70
Recruitment Sales	<div><div></div><div></div></div>	£32,216.00 £34,595.02
Sales Representative	<div><div></div><div></div></div>	£32,213.11 £33,385.98
Environmental Sales	<div><div></div><div></div></div>	£31,447.37 £26,607.14
Internet Sales	<div><div></div><div></div></div>	£30,833.33 £39,396.55
Recruitment	<div><div></div><div></div></div>	£30,324.91 £34,181.98
Hotel Sales	<div><div></div><div></div></div>	£30,000.00 £35,579.71
Media Sales	<div><div></div><div></div></div>	£29,986.11 £31,037.19
Telesales	<div><div></div><div></div></div>	£29,744.66 £30,467.31
Scientific Sales	<div><div></div><div></div></div>	£29,423.08 £38,796.30
Transport Sales	<div><div></div><div></div></div>	£29,200.00 £33,221.48
Insurance Sales	<div><div></div><div></div></div>	£27,596.15 £33,445.60
Retail Sales	<div><div></div><div></div></div>	£26,332.38 £30,074.26
Beauty Sales	<div><div></div><div></div></div>	£26,315.79 £38,796.30
Sales Training	<div><div></div><div></div></div>	£25,406.30 £31,167.82
Call Centre	<div><div></div><div></div></div>	£24,977.06 £31,315.33
Customer Service	<div><div></div><div></div></div>	£23,784.58 £25,693.43
Graduate Sales	<div><div></div><div></div></div>	£23,769.46 £26,099.34
Sales Assistant	<div><div></div><div></div></div>	£21,503.50 £27,578.95
Overall	<div><div></div><div></div></div>	£2,503,587.81 £2,474,520.15

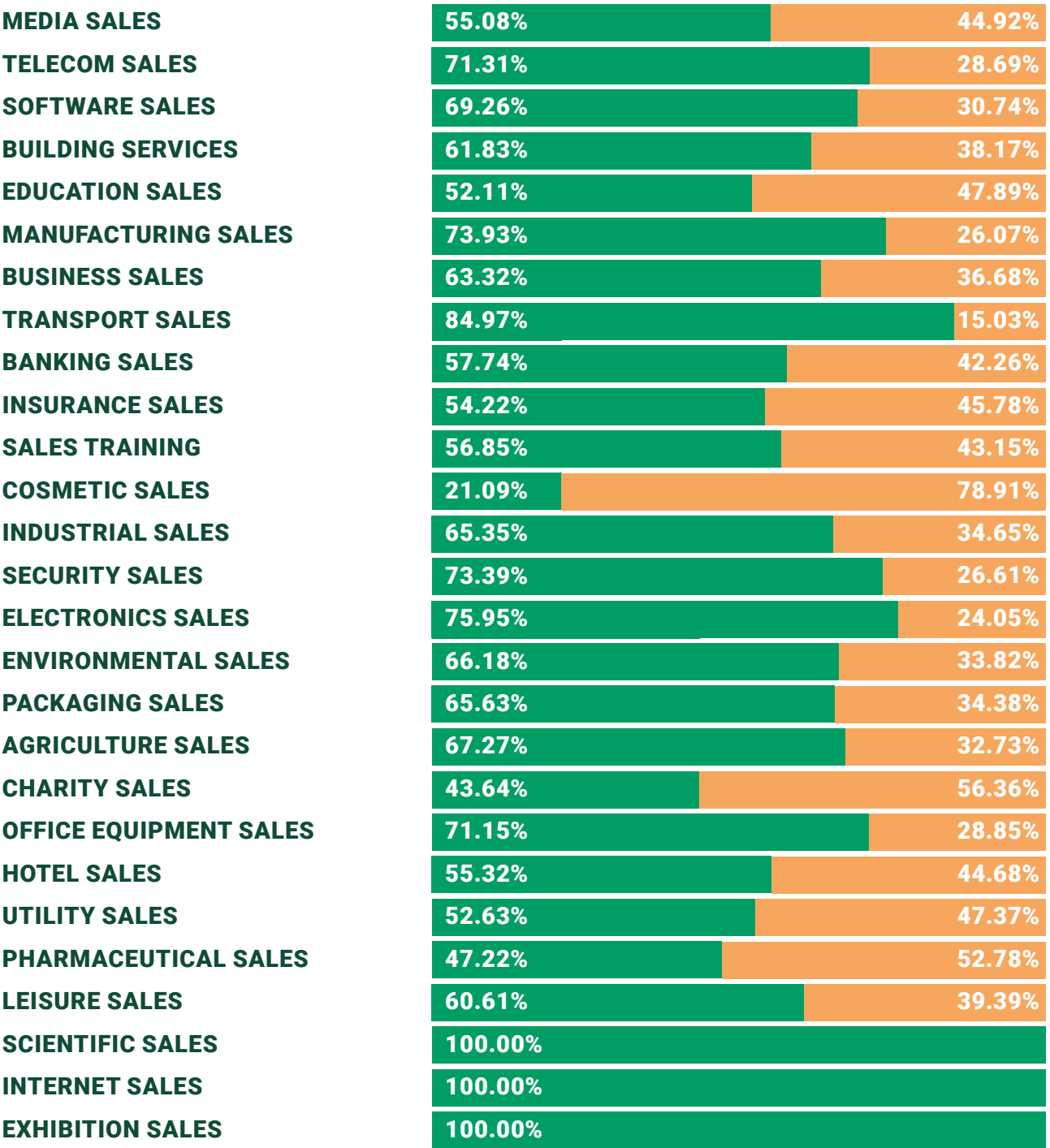
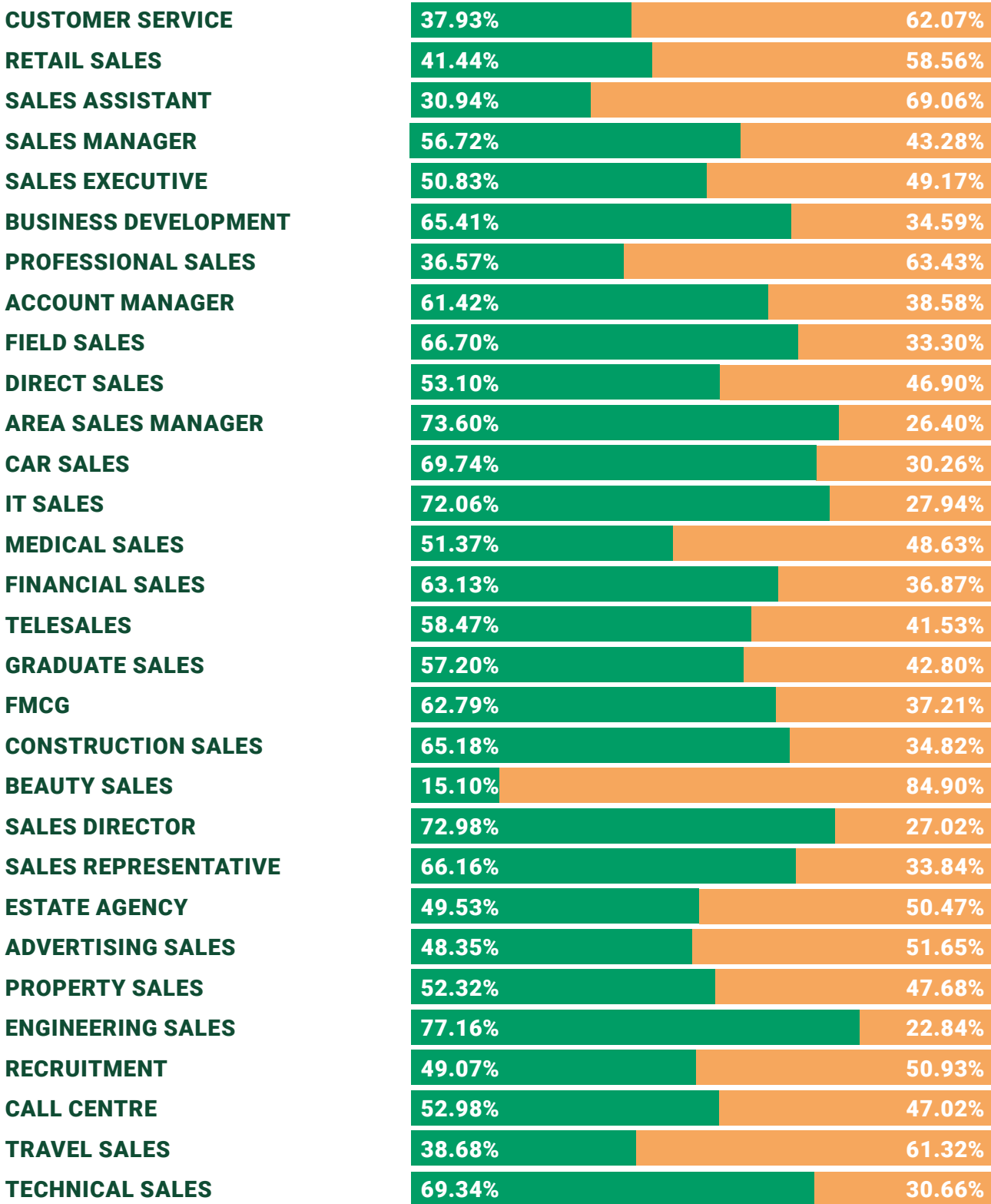


# Gender insight

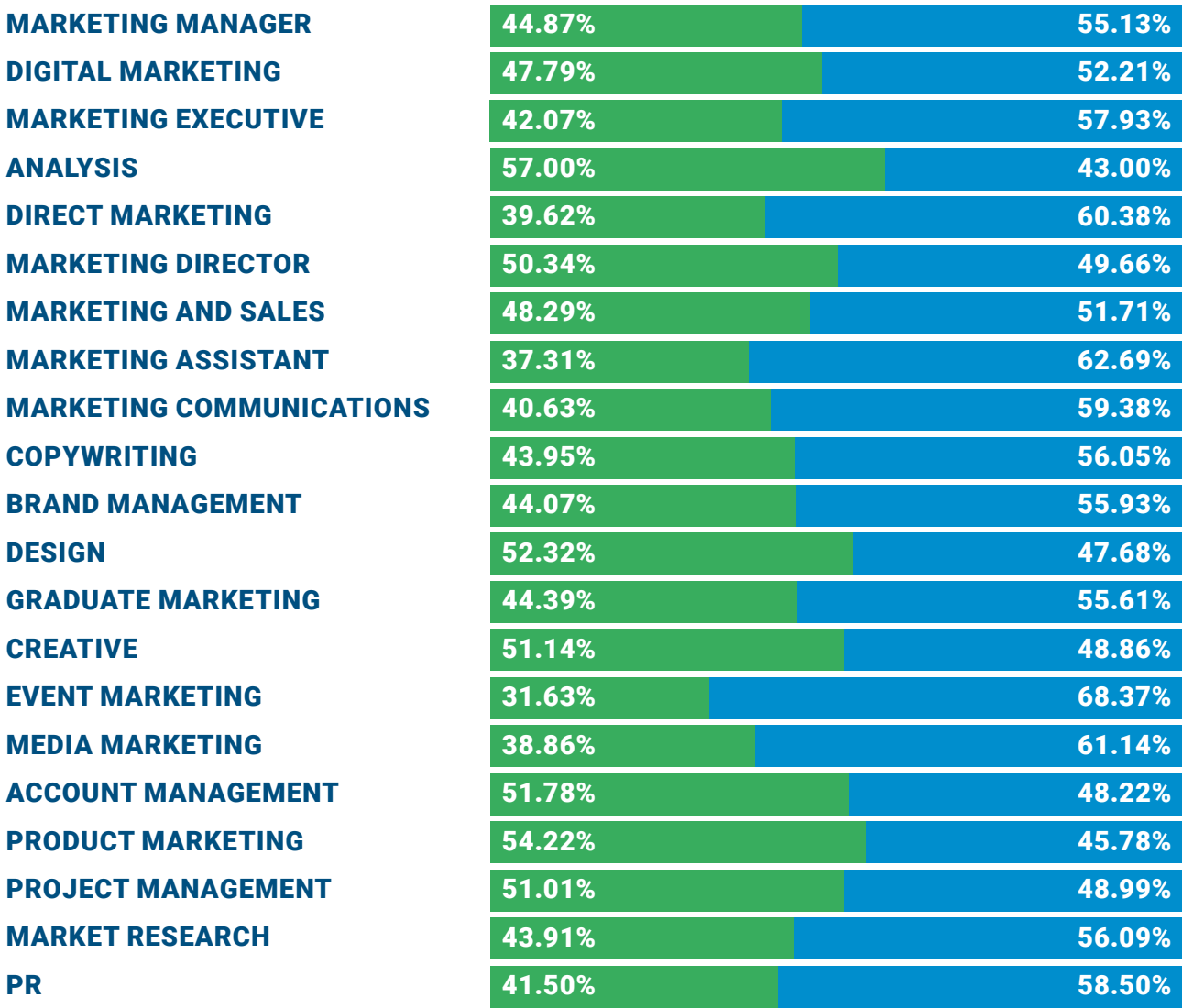
In order to greater understand our jobseekers, we've looked at user data for our sites and looked at the gender split of those browsing each job category on our sites. The following data is from Google Analytics.



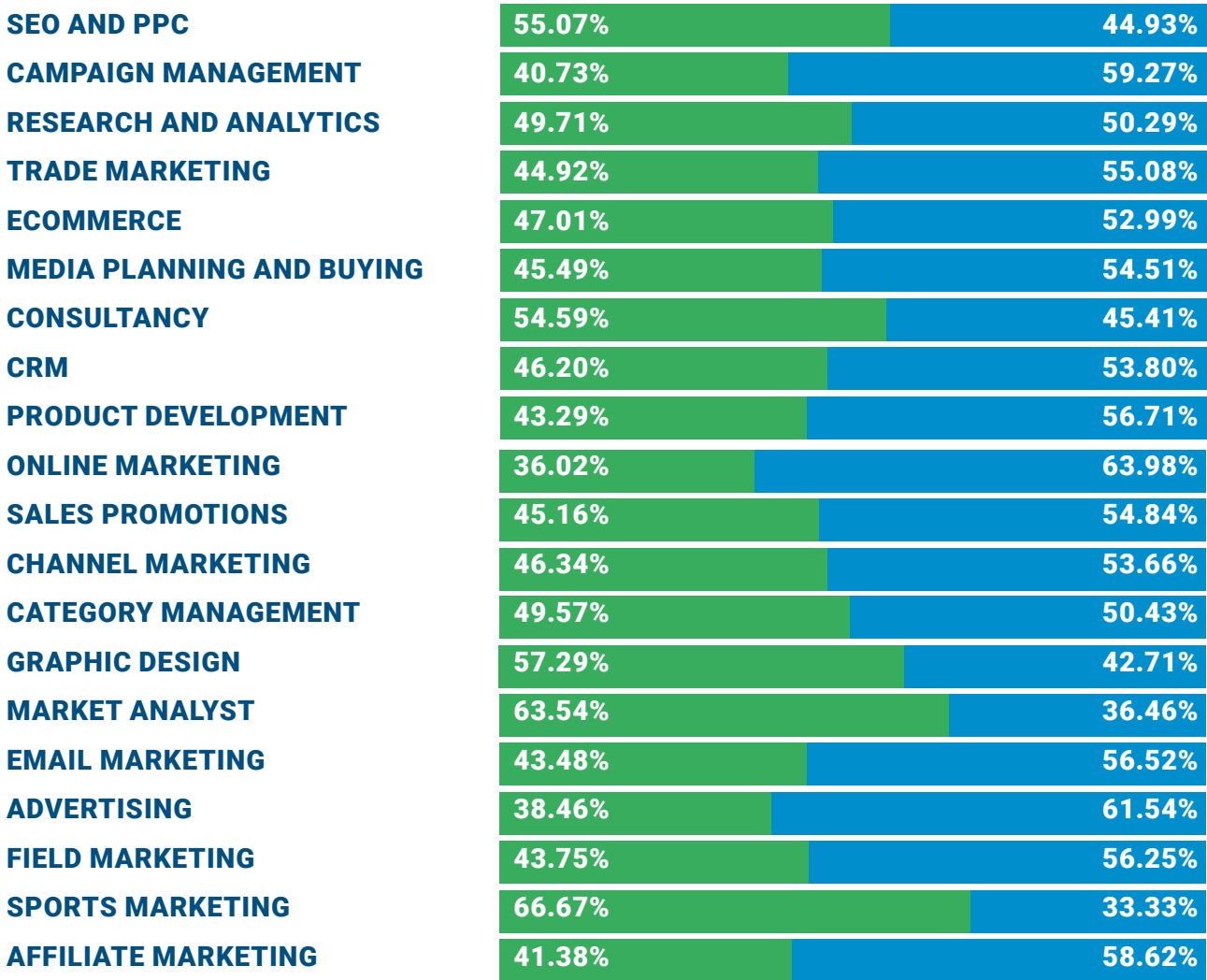








MALE FEMALE

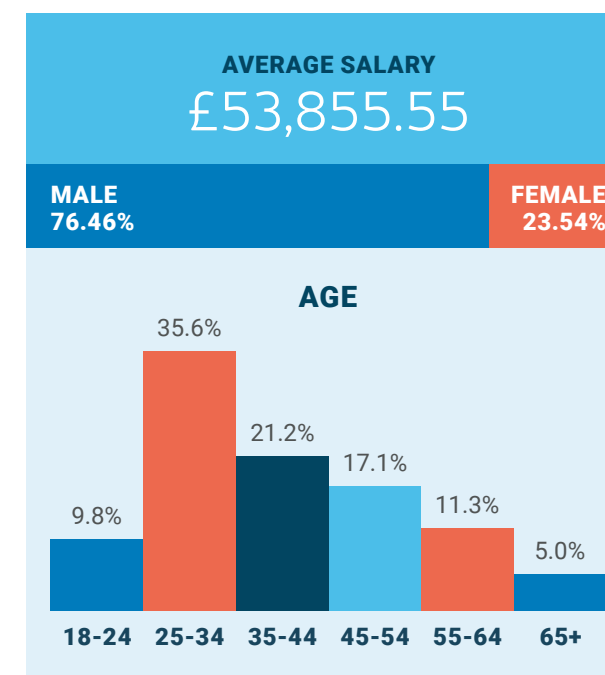


# Category profiles per industry

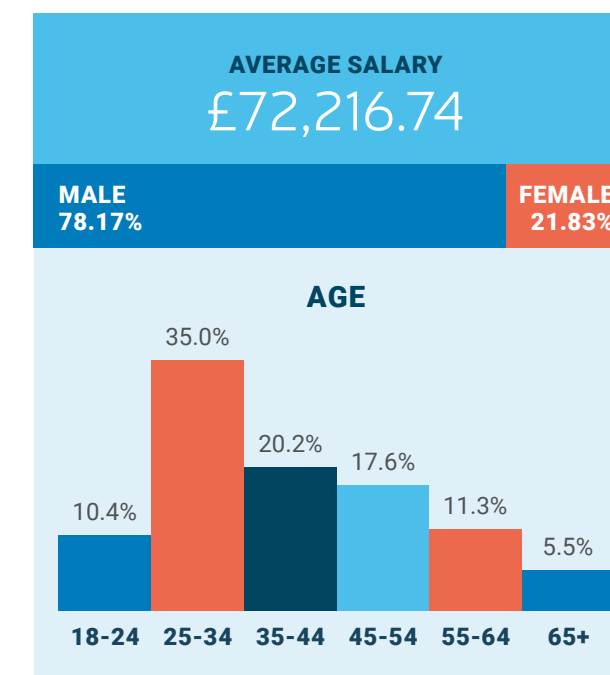
The profiles below give a little more detail about the categories that drive the most interest on our sites. For each, we have identified the gender split and age of those browsing the category and the average salary of jobs advertised. Age and gender data is from Google Analytics.

## aviation job search

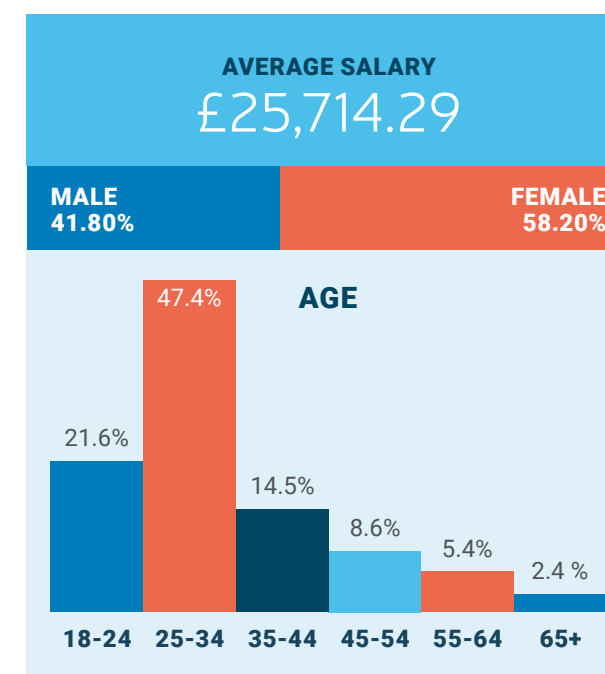
### Engineers



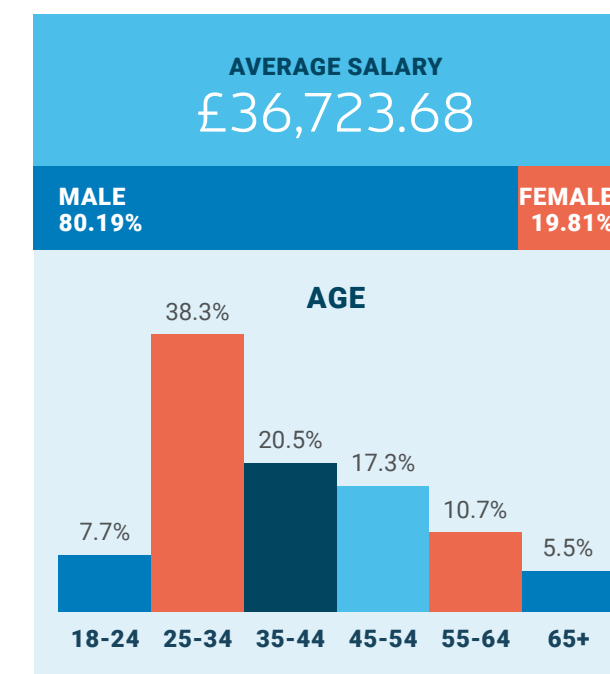
### Pilot



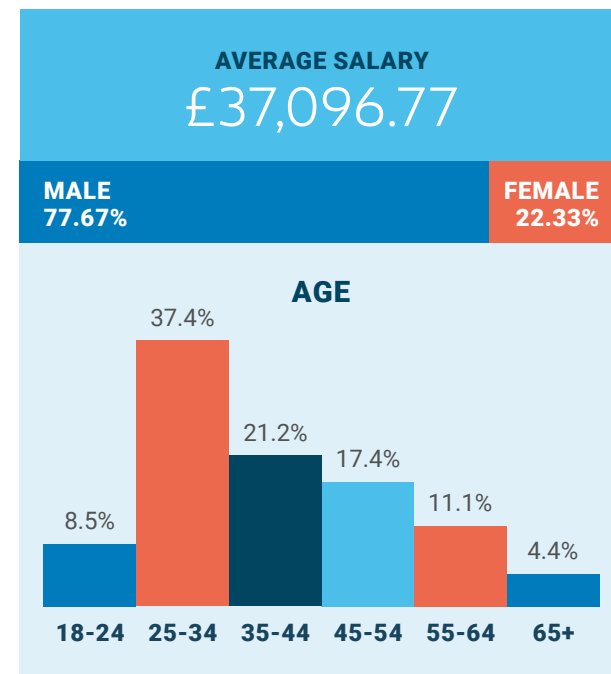
### Cabin Crew



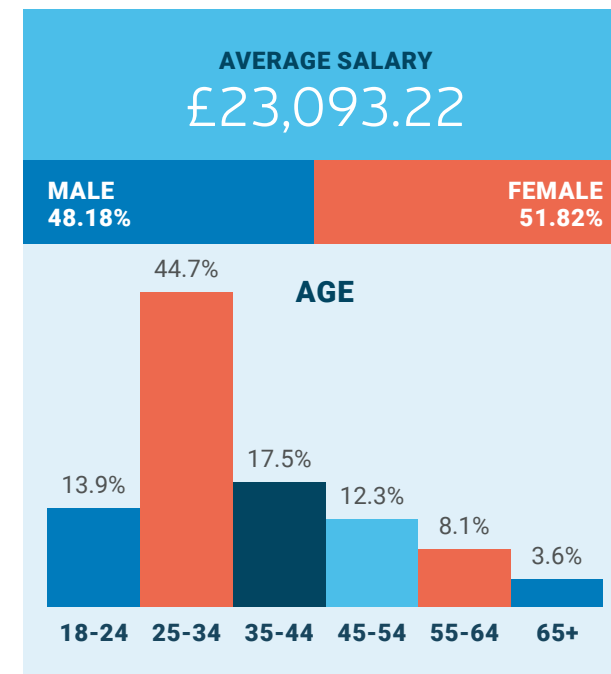
### Mechanic



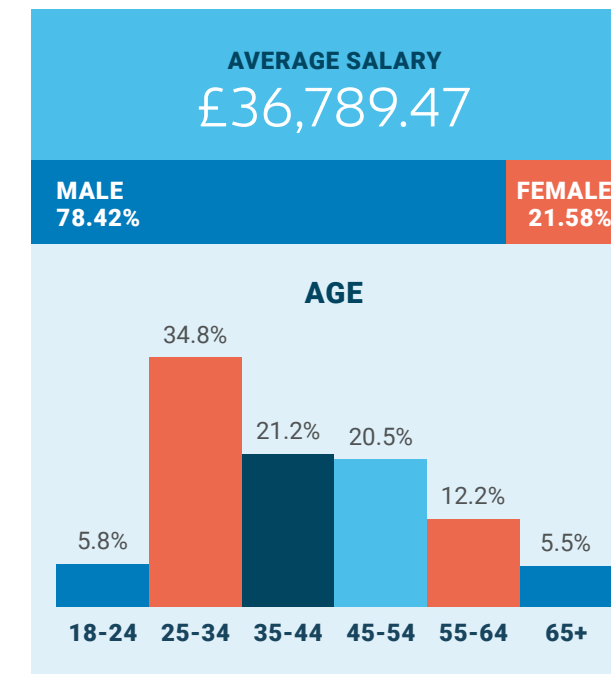
## Technician



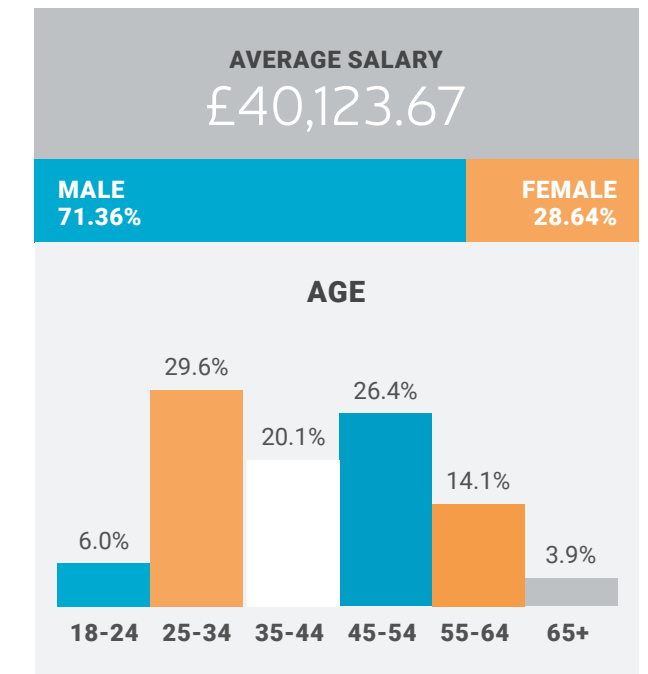
## Customer Service



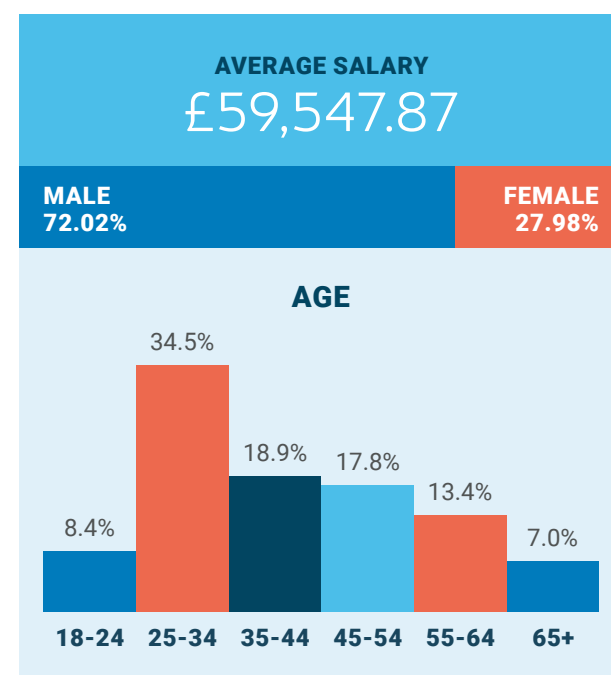
## Sheet Metal Worker



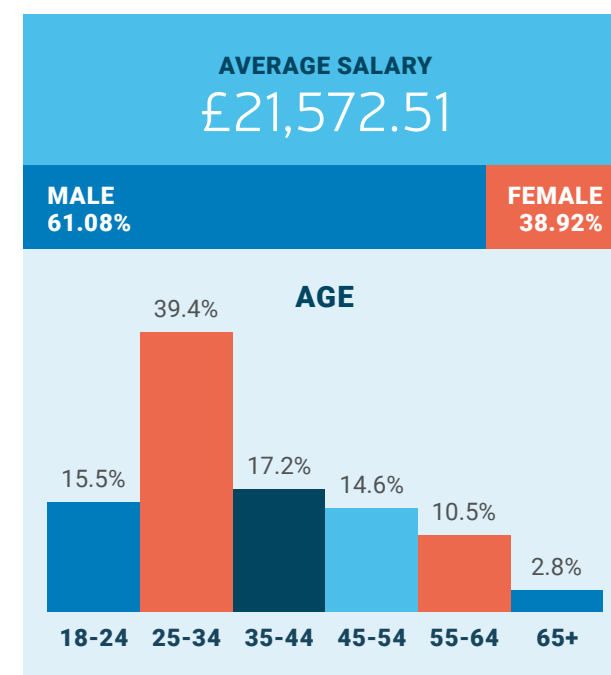
## Sales



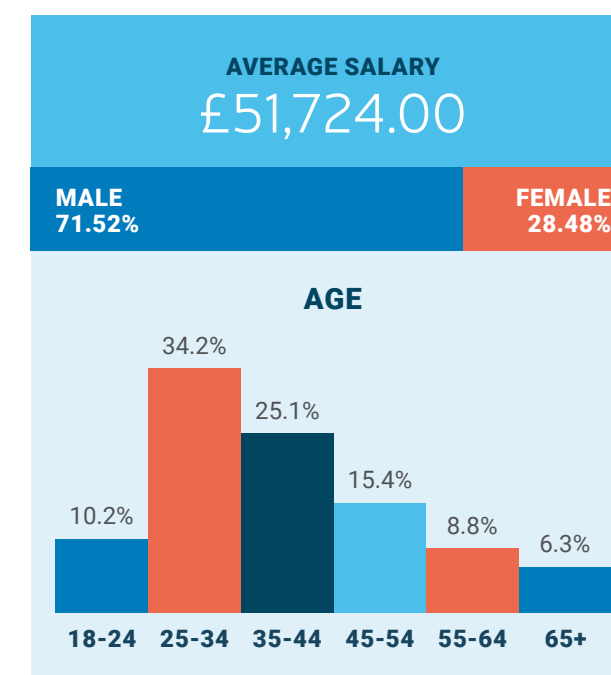
## Instructors & Trainers



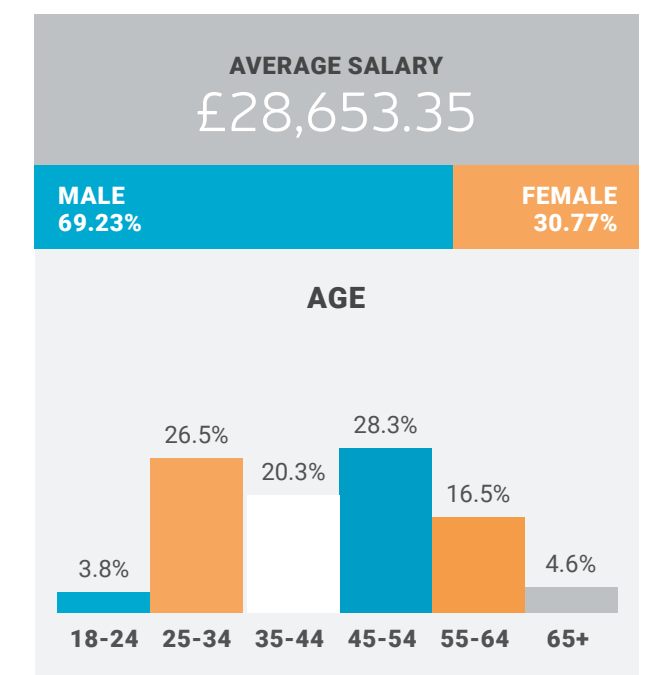
## Ground Crew



## Air Traffic Controller

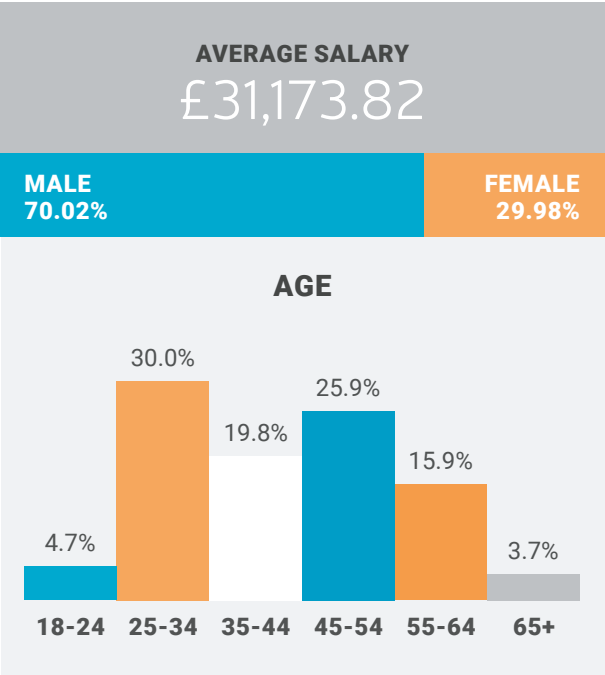


## Aftersales

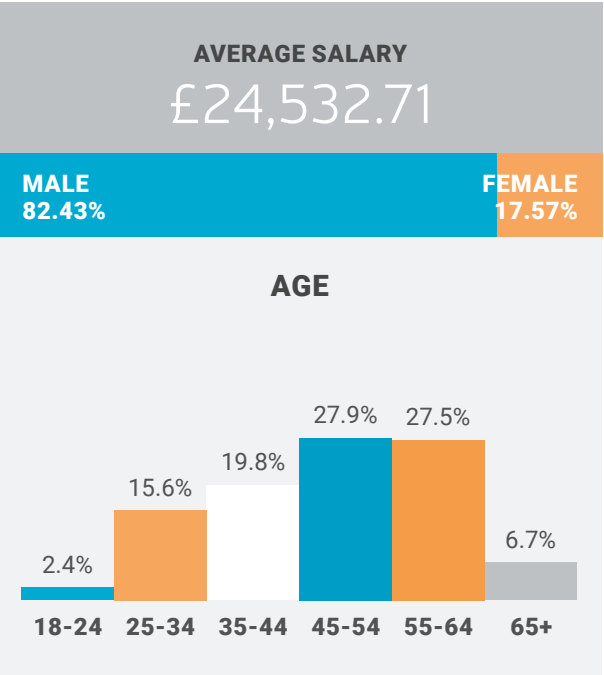




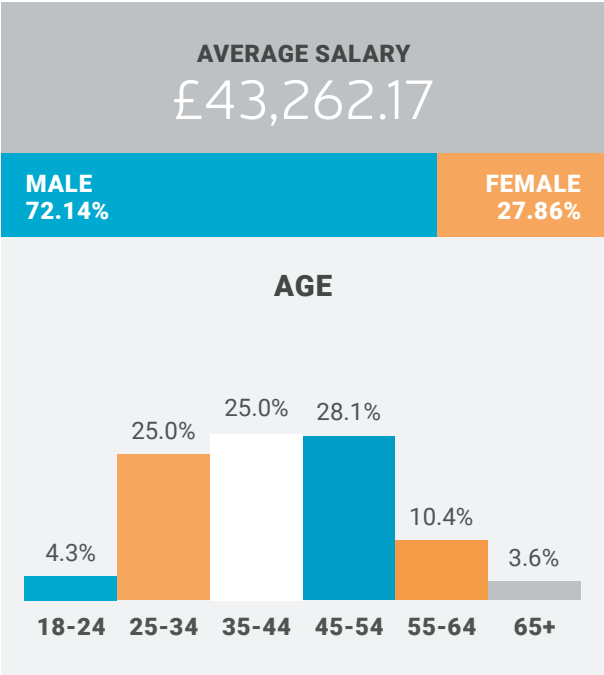
Servicing and Repairs



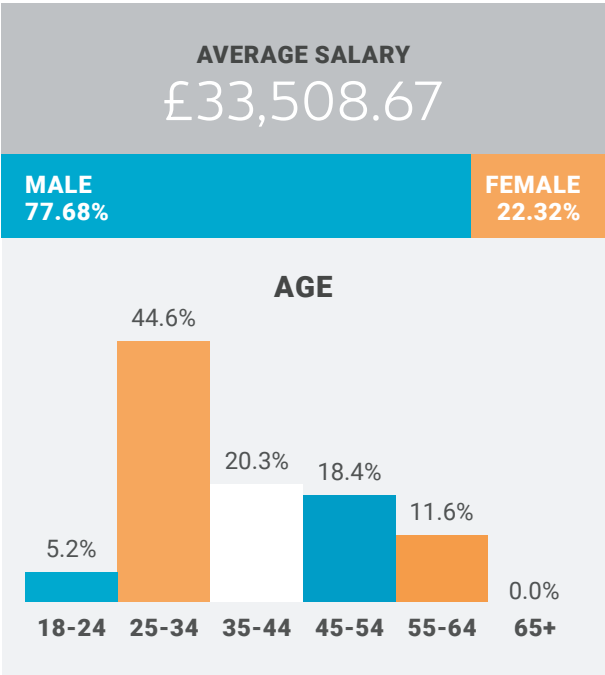
Driving



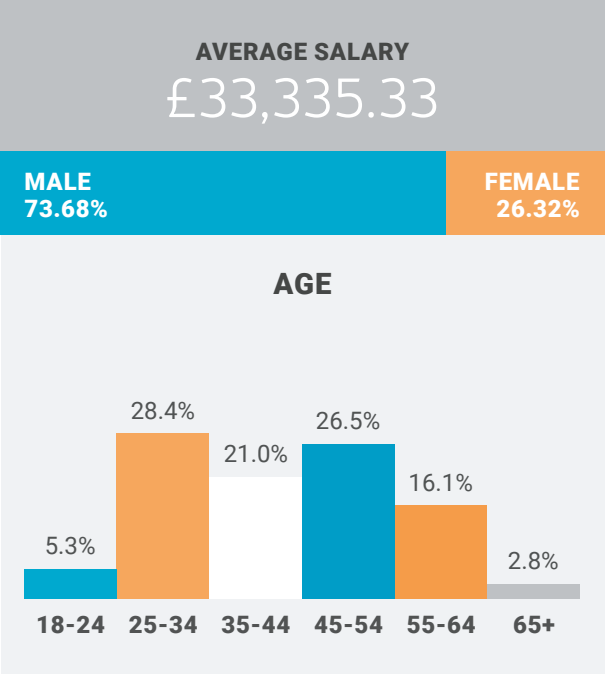
Management and Business



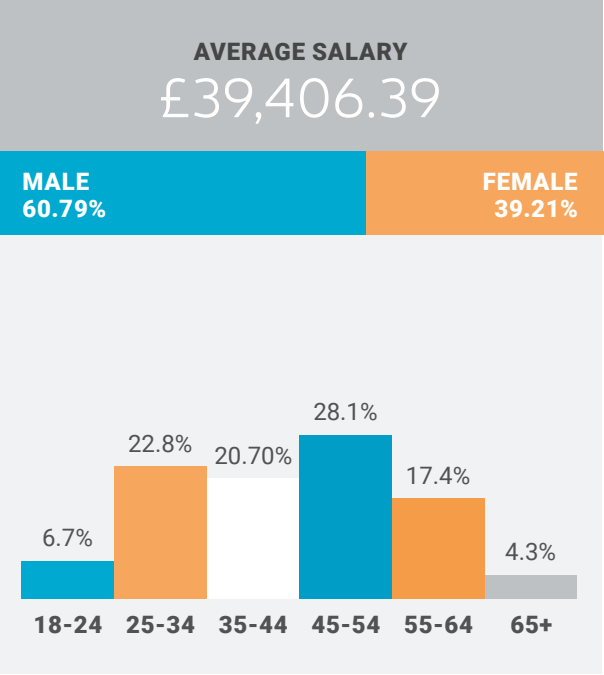
Automotive Engineering



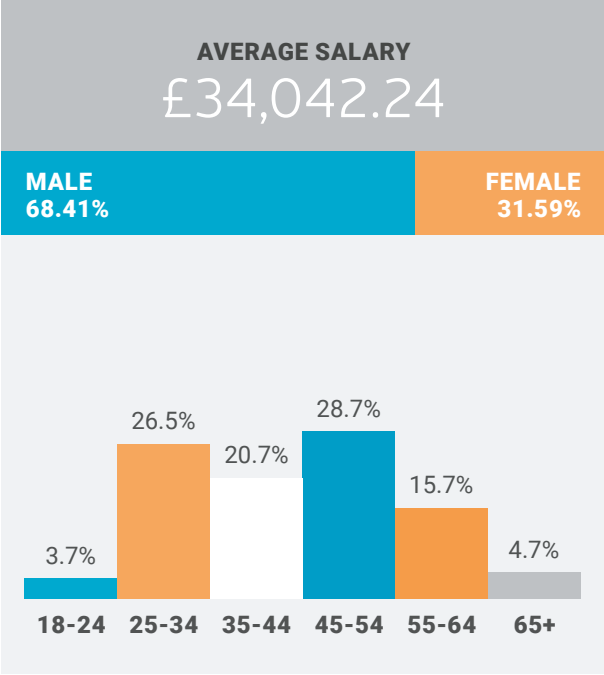
Bodyshop



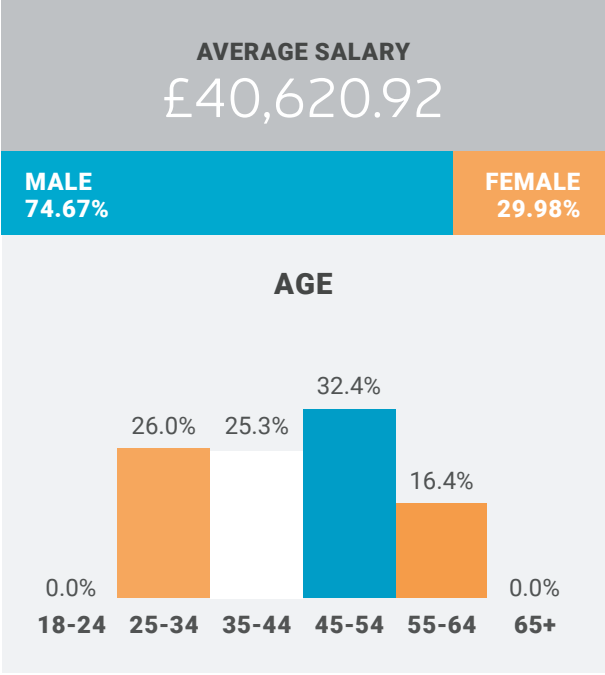
Dealership



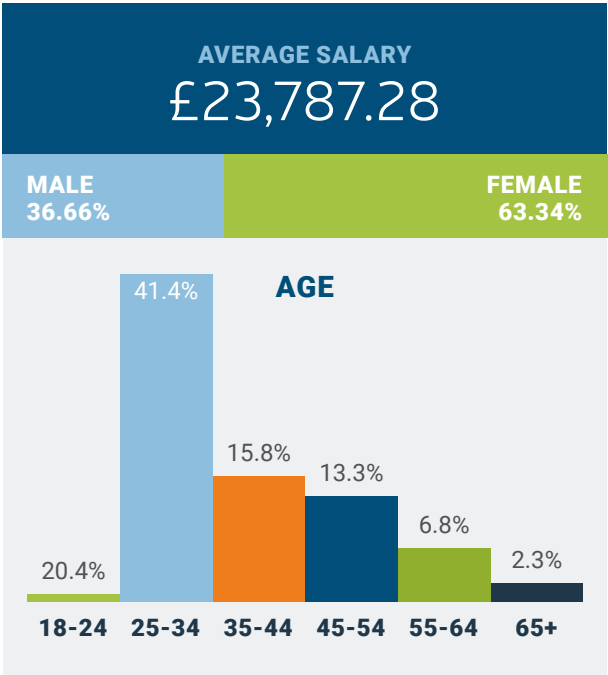
Workshop



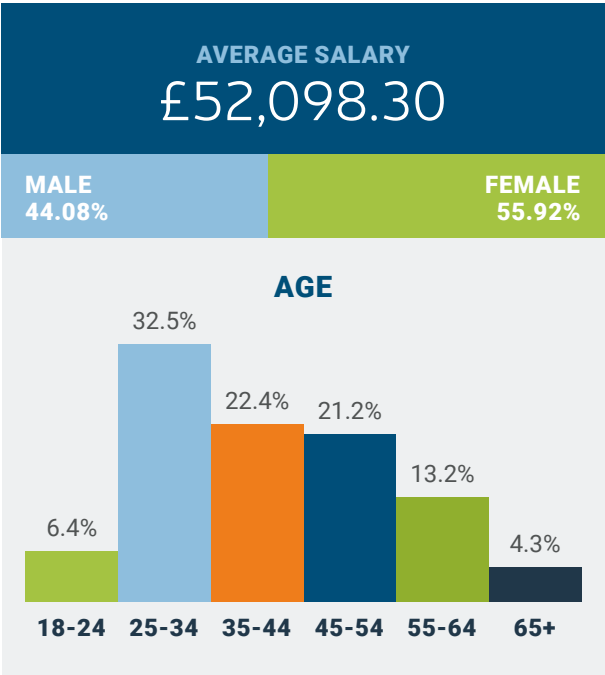
Fleet



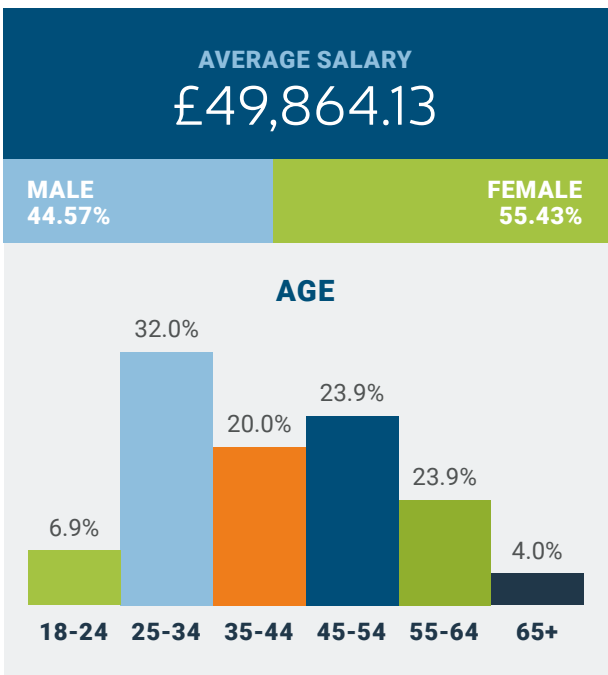
Paralegal



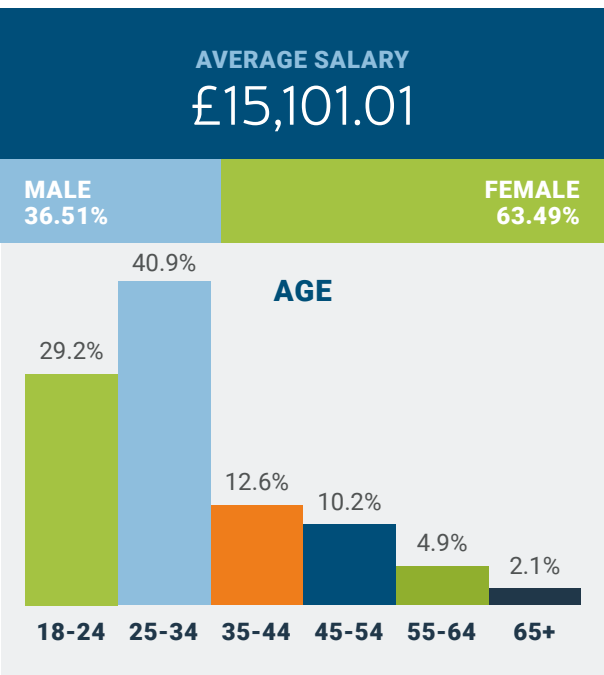
Solicitor



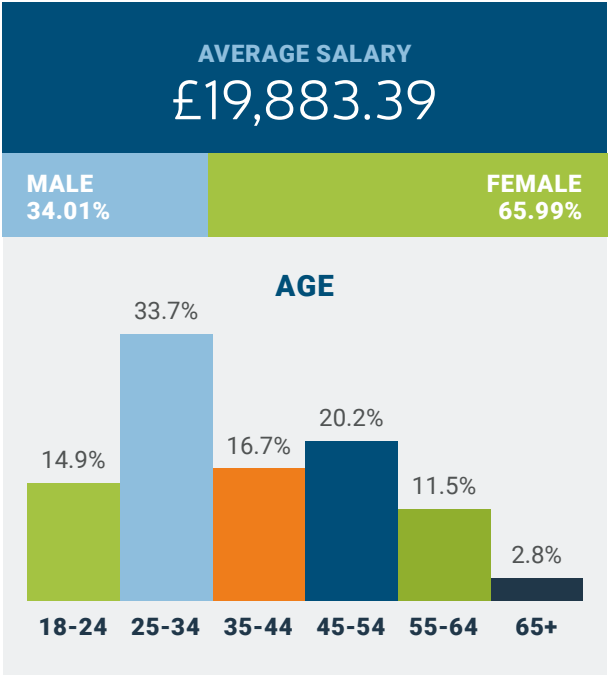
Lawyer



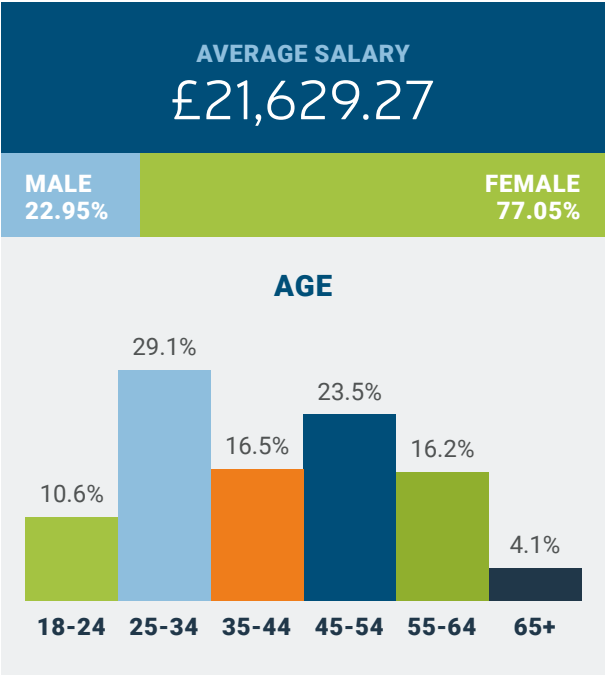
Graduate/Trainee



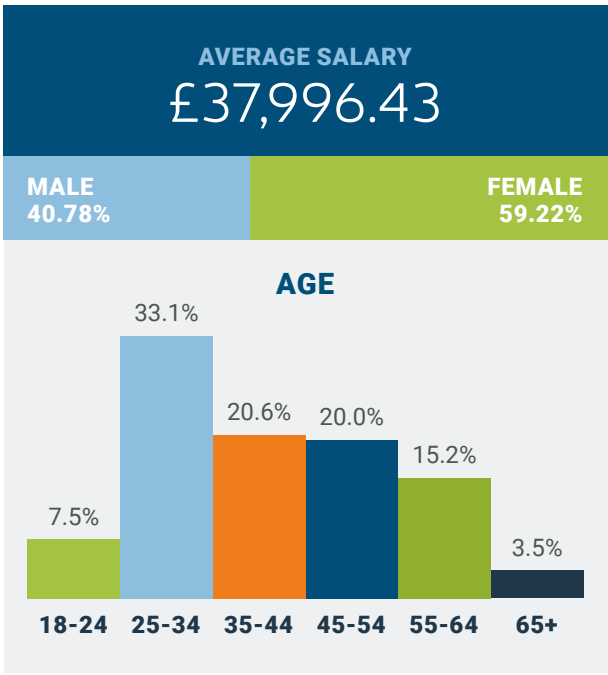
Legal Assistant



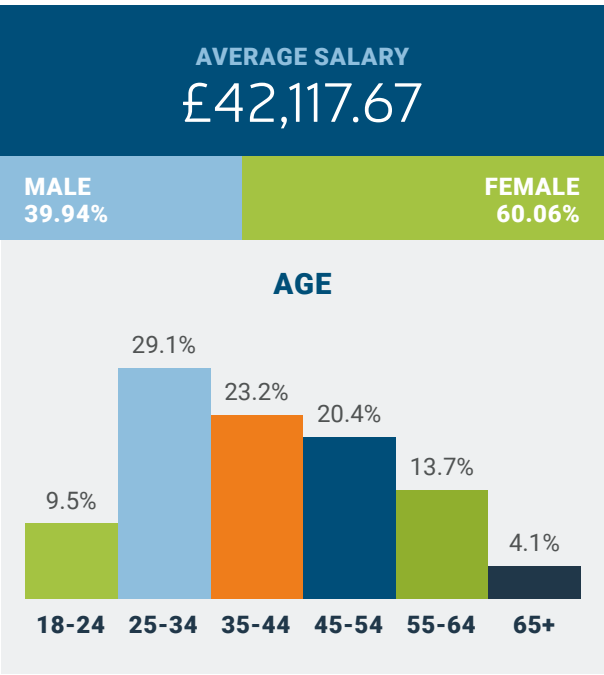
Legal Secretary



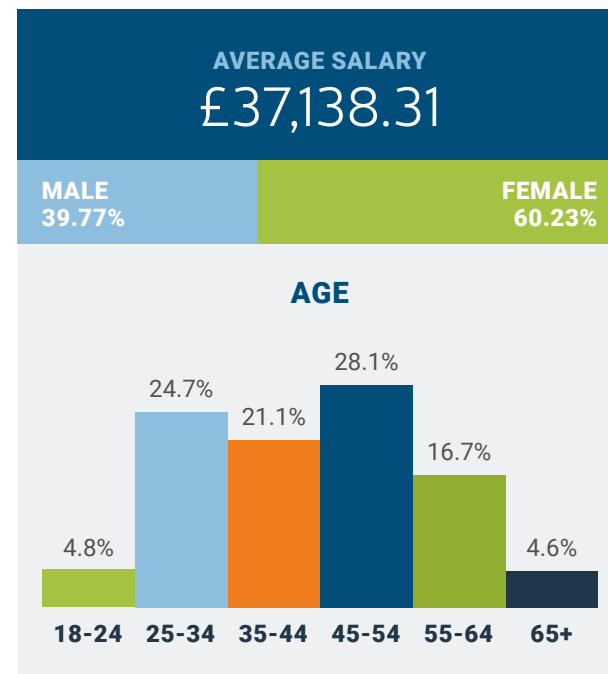
Fee Earner



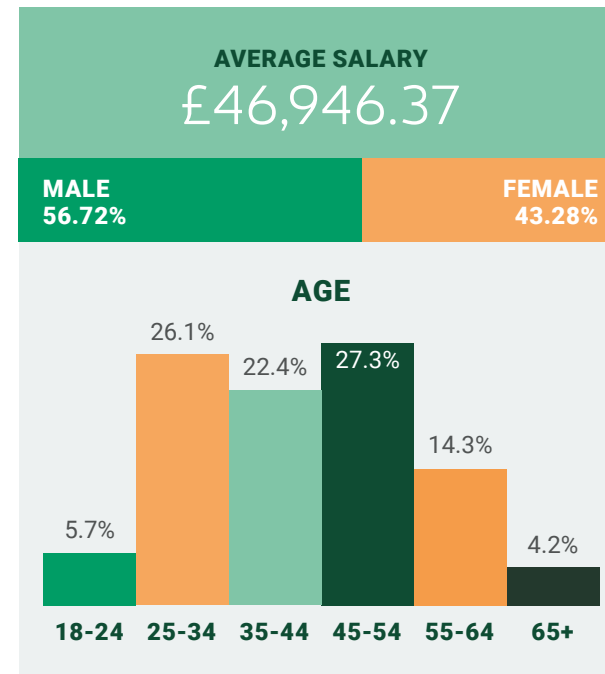
Legal Executive



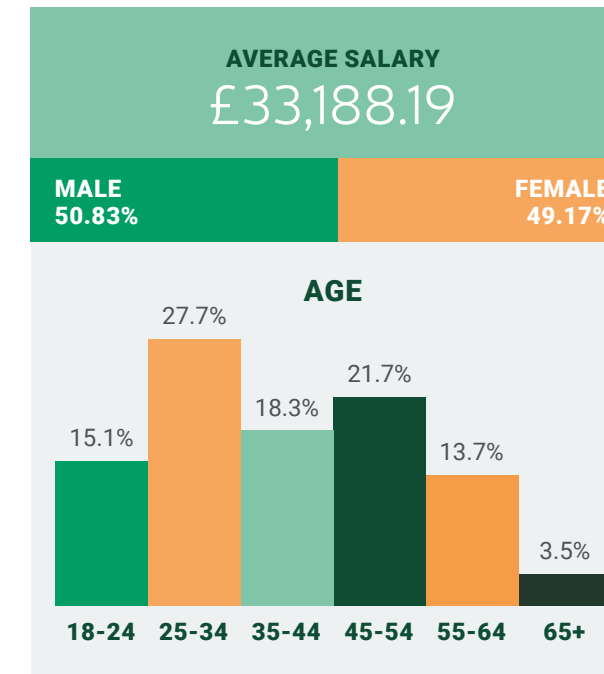
## Licensed Conveyancer



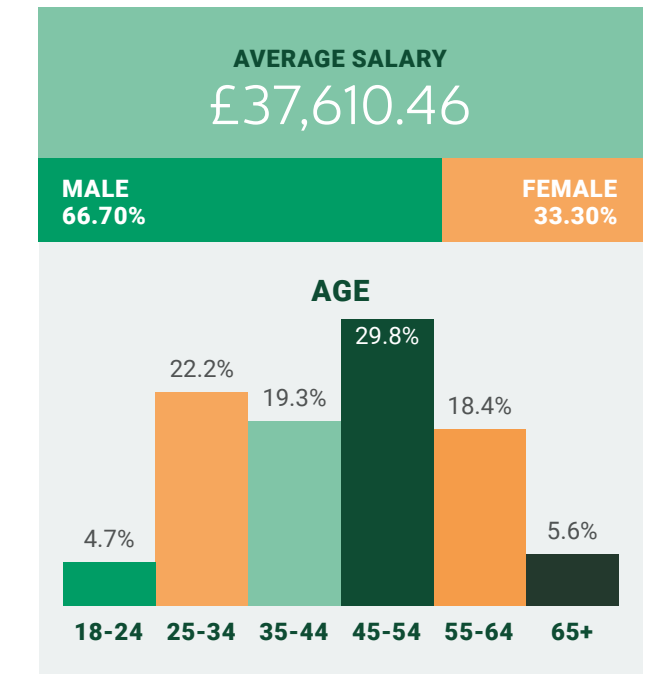
## Sales Manager



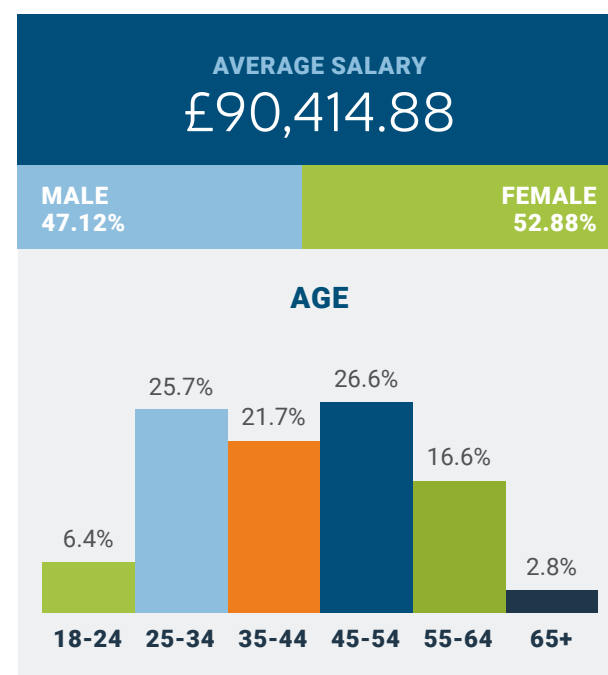
## Sales Executive



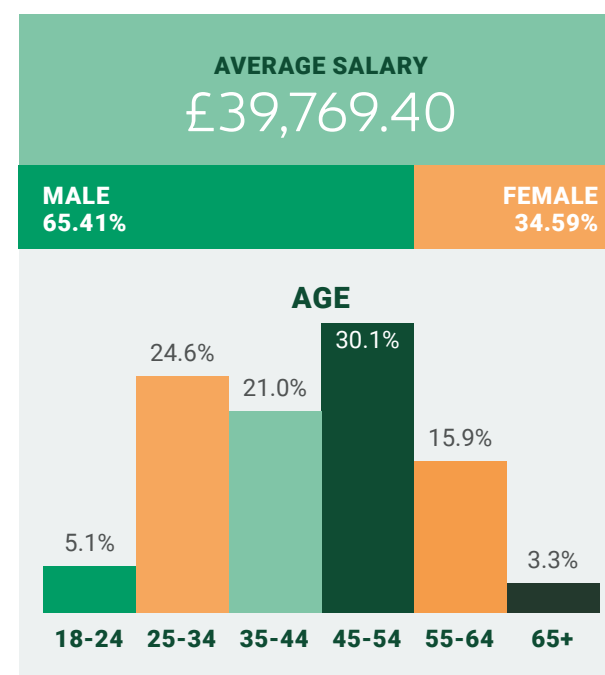
## Field Sales



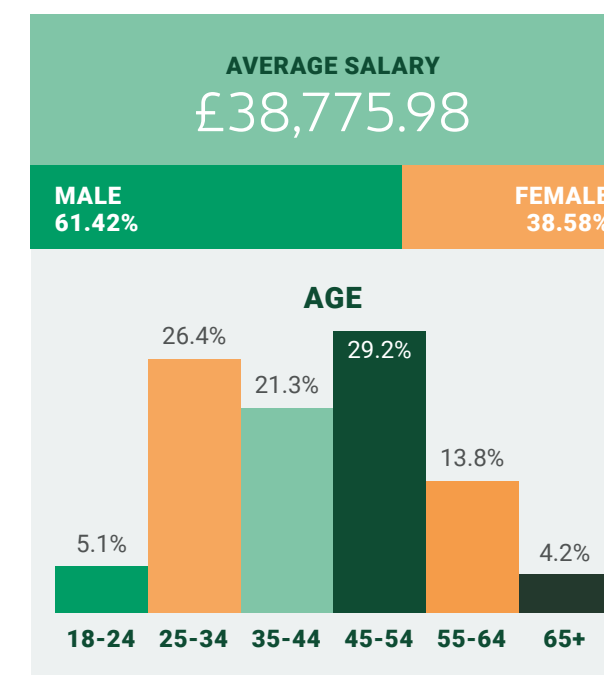
## Partner



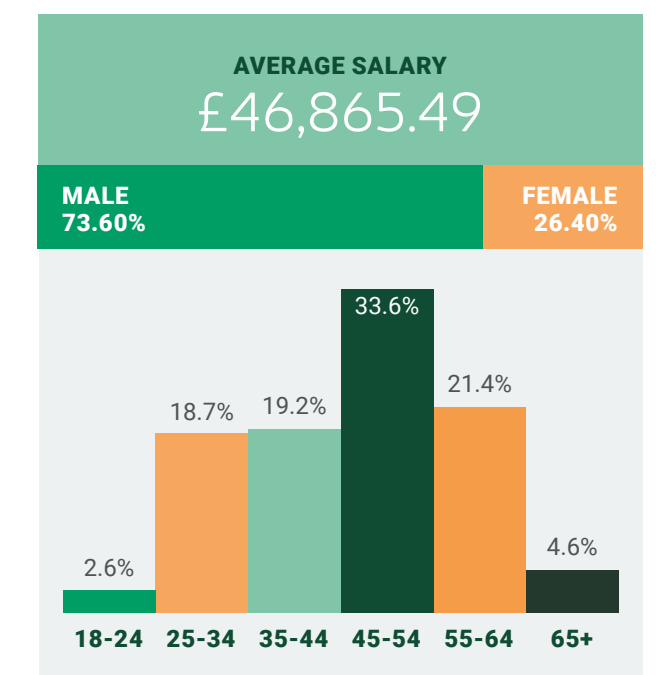
## Business Development



## Account Manager

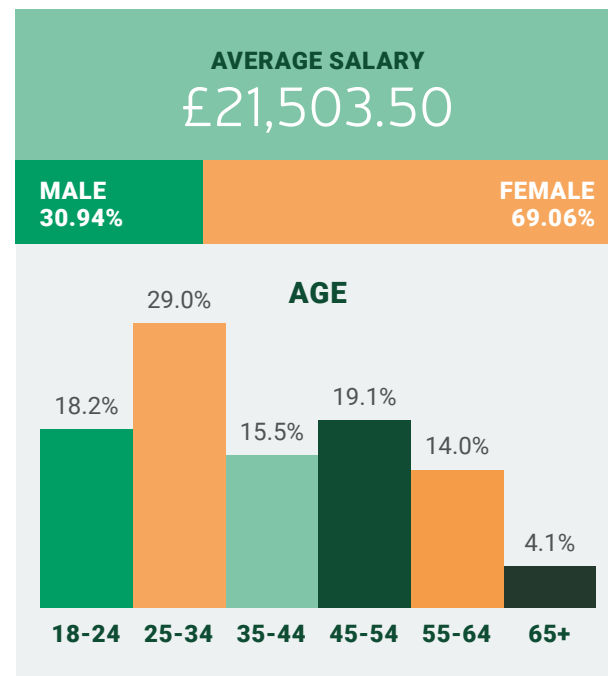


## Area Sales Manager

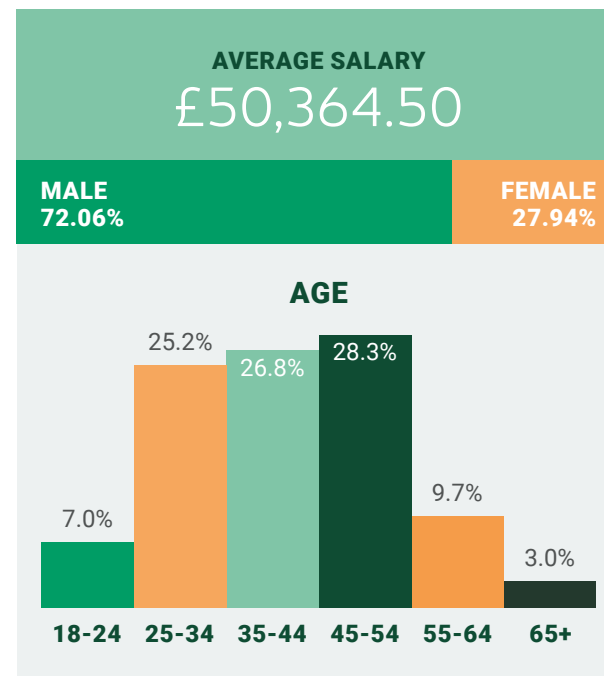




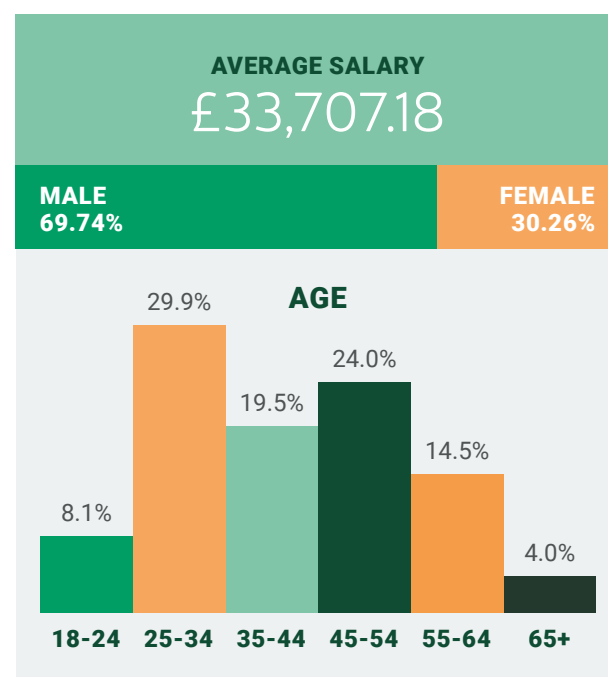
## Sales Assistant



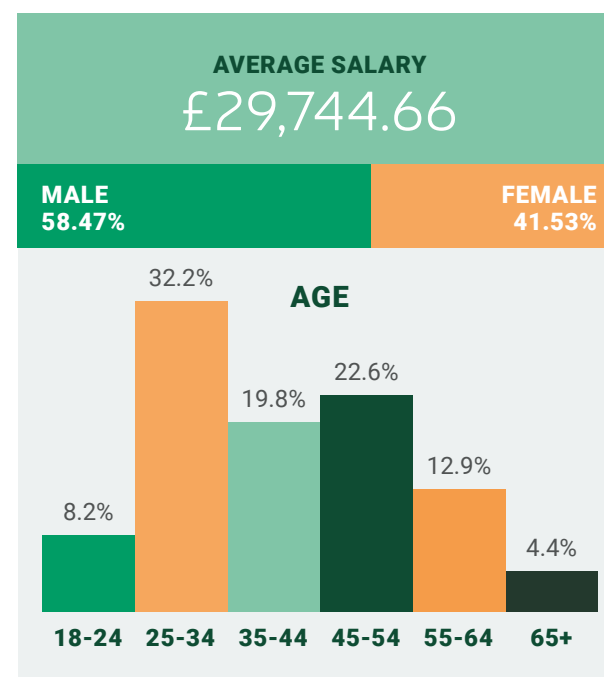
## IT Sales



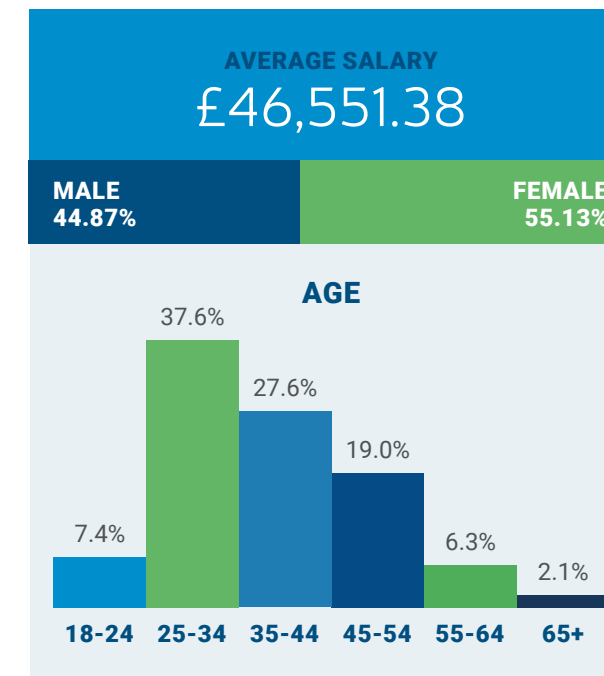
## Car Sales



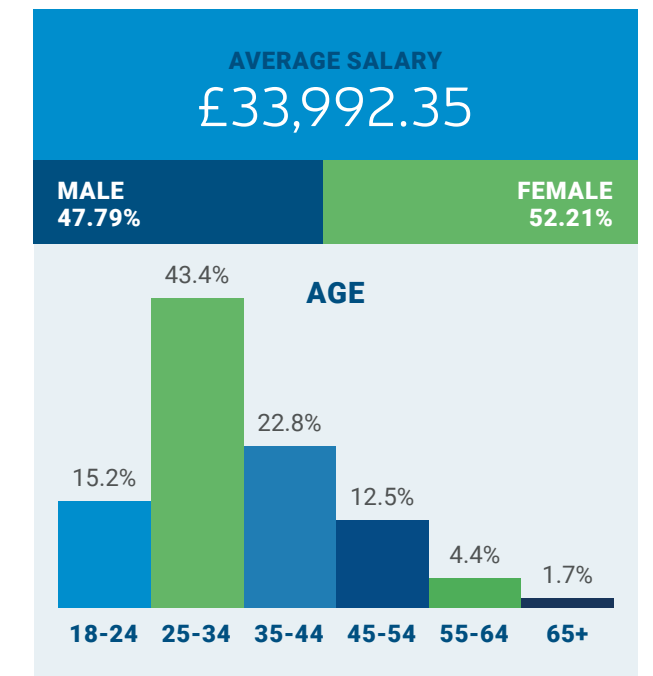
## Telesales



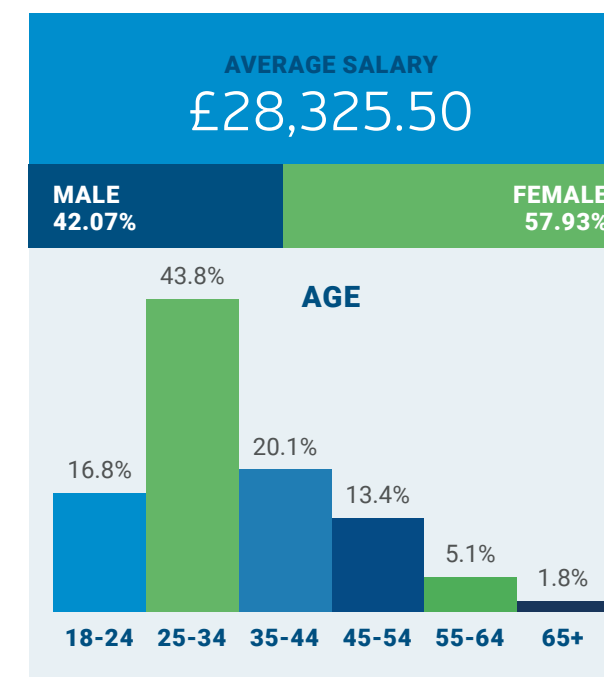
## Marketing Manager



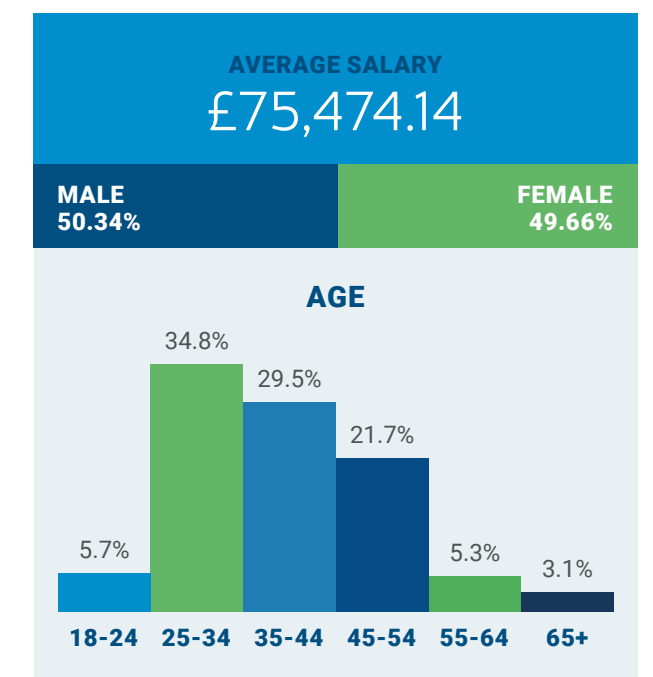
## Digital Marketing



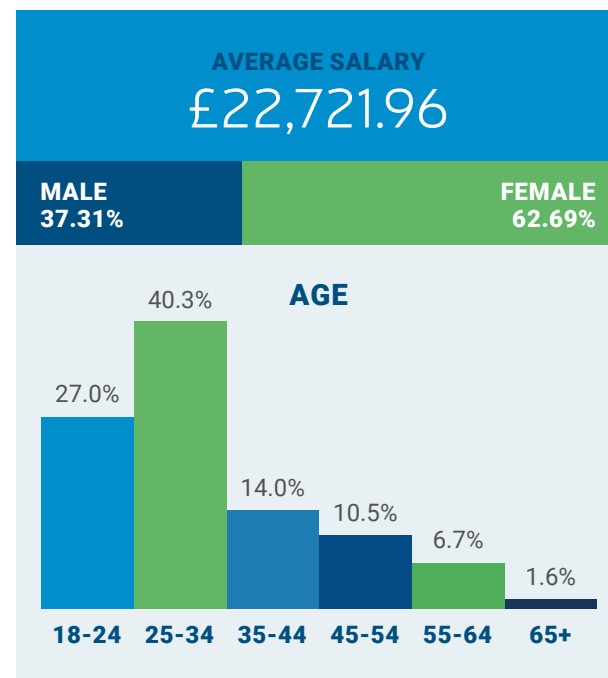
## Marketing Executive



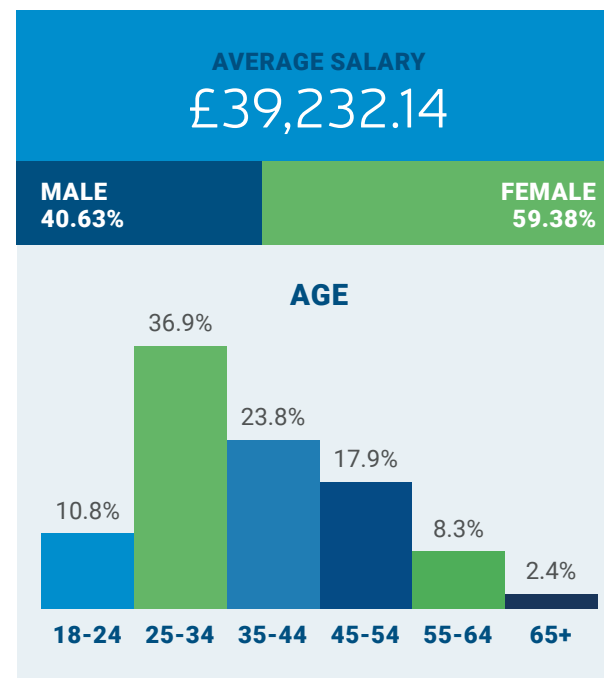
## Marketing Director



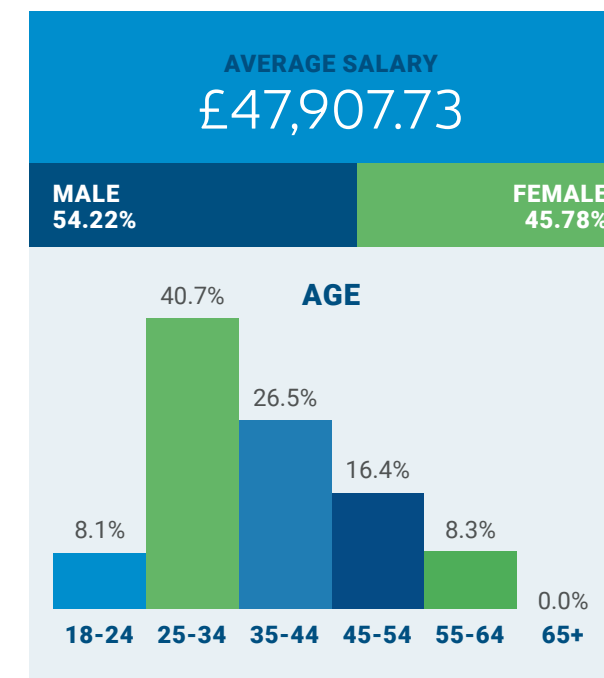
## Marketing Assistant



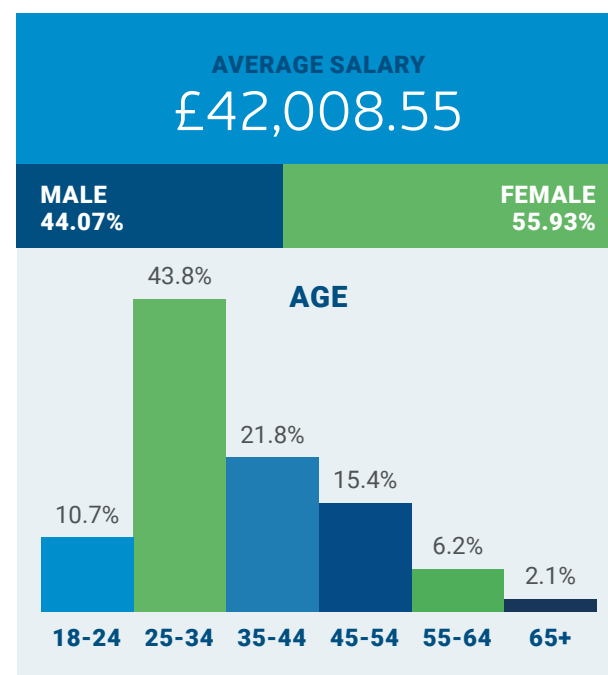
## Marketing Communications



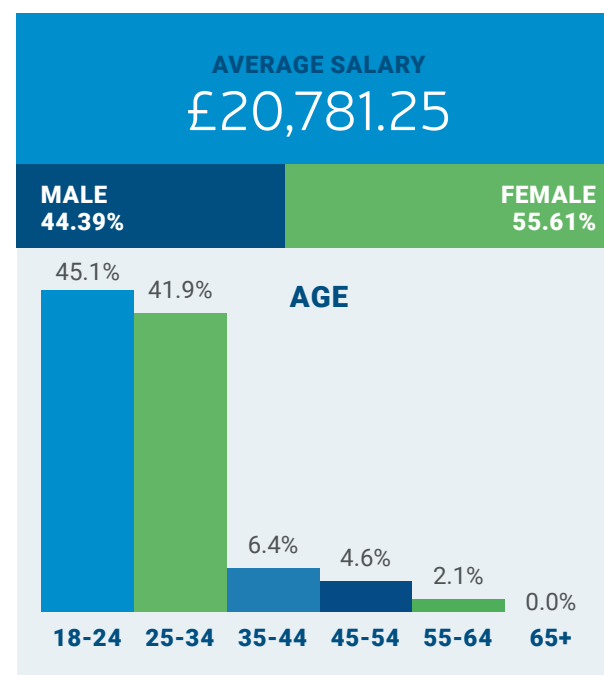
## Product Marketing



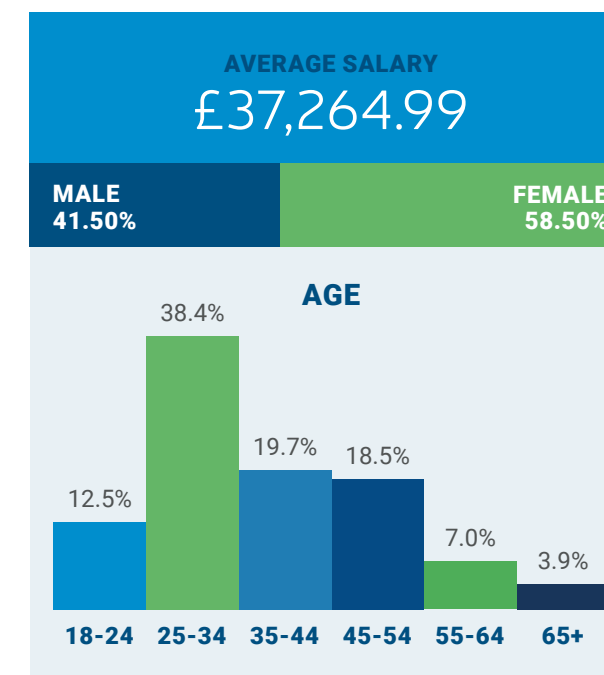
## Brand Management



## Graduate Marketing



## PR



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