

RETAIL MARKET REPORT AND FASHION MARKET RETAIL MARKET AND RECRU CE UPDATE RECR FASHION MARKET REP

KEY INSIGHTS ON **HOW TO ADAPT AND THRIVE**
IN A POST-PANDEMIC WORLD



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An introduction from Nick Kirk

UK Managing Director, PageGroup



Continuous change has defined the way many companies have been operating throughout the global health emergency. At times of uncertainty, strong leadership, effective communication, and above all, empathy are key to enabling your people to drive business continuity and facilitate a strong recovery.

In light of the rapid switch to remote working, operating in a locked-down country, and navigating the ongoing impacts of Covid-19, organisational transformation has come to the fore as businesses adapt to the realities of the market and a redefined business world.

Understanding the shape of the industry you operate within and how the candidate market is responding to these changes is crucial to effectively plan your team structure and reinforcing the vision of your company. Closing any identified skills gaps and bringing in new skill sets will be fundamental to your success.

In this Michael Page Retail and Fashion market update, we share our unique insights and data on the shape of the sector. We explore how competitive the market is, what professionals are looking for, and how businesses can secure top talent.

It is undeniable that an increase in homeworking will be one long-term legacy of the pandemic, but our research shows that many workers are relishing a return to the office and value the in-person interaction it brings. It will be interesting to see how employers tackle the challenges of managing a blended workforce, and the role that offices will play from now on – not least because these are pertinent topics for us, at PageGroup, too. We are also having to adapt in order to thrive – and are committed to helping our customers do the same with their business.

Our consultants are available via email, landlines, mobiles, and video to assist you with all of your recruitment needs. You can also get in touch and request a call back by clicking [here](#).

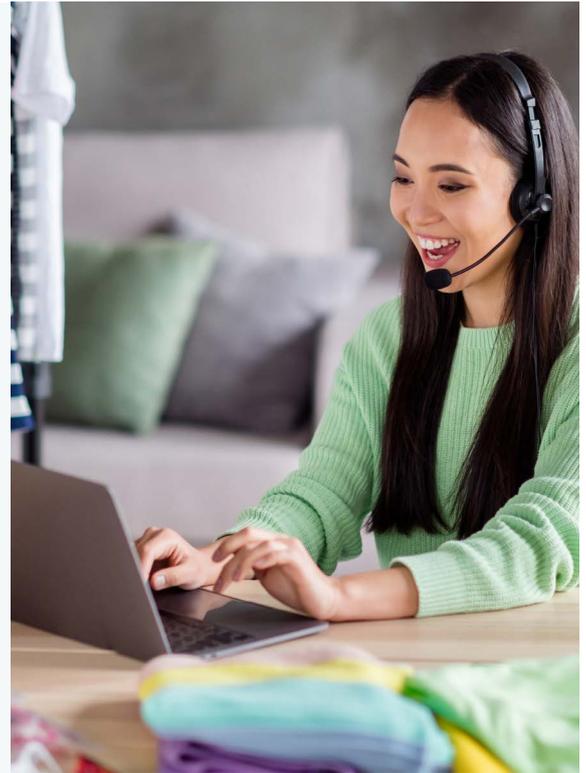
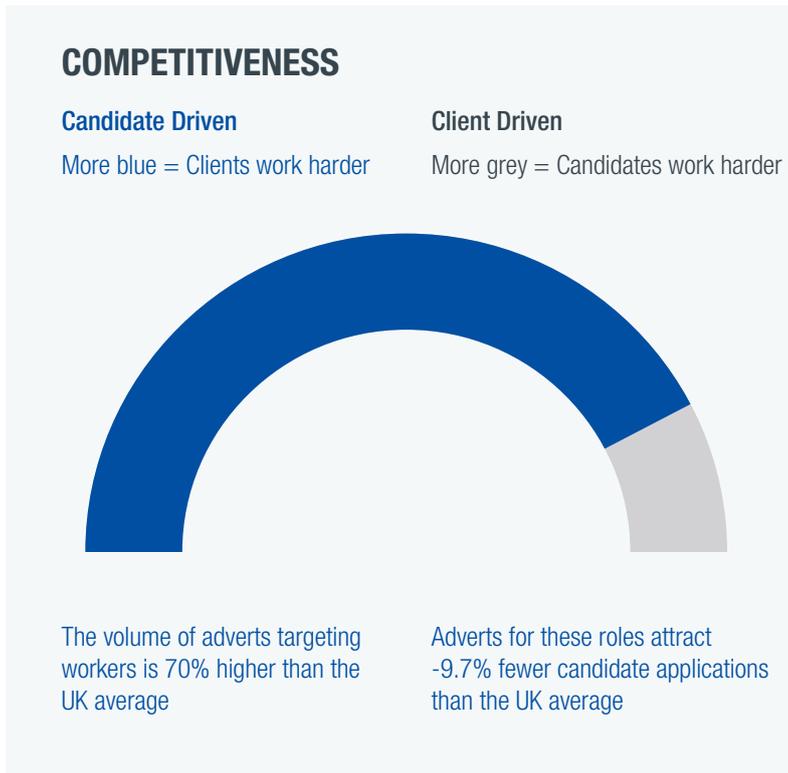
On behalf of PageGroup in the UK, I hope you find this report to be a useful tool in the next steps of your business' evolution.

A handwritten signature in black ink, appearing to read 'Nick Kirk', with a horizontal line underneath.

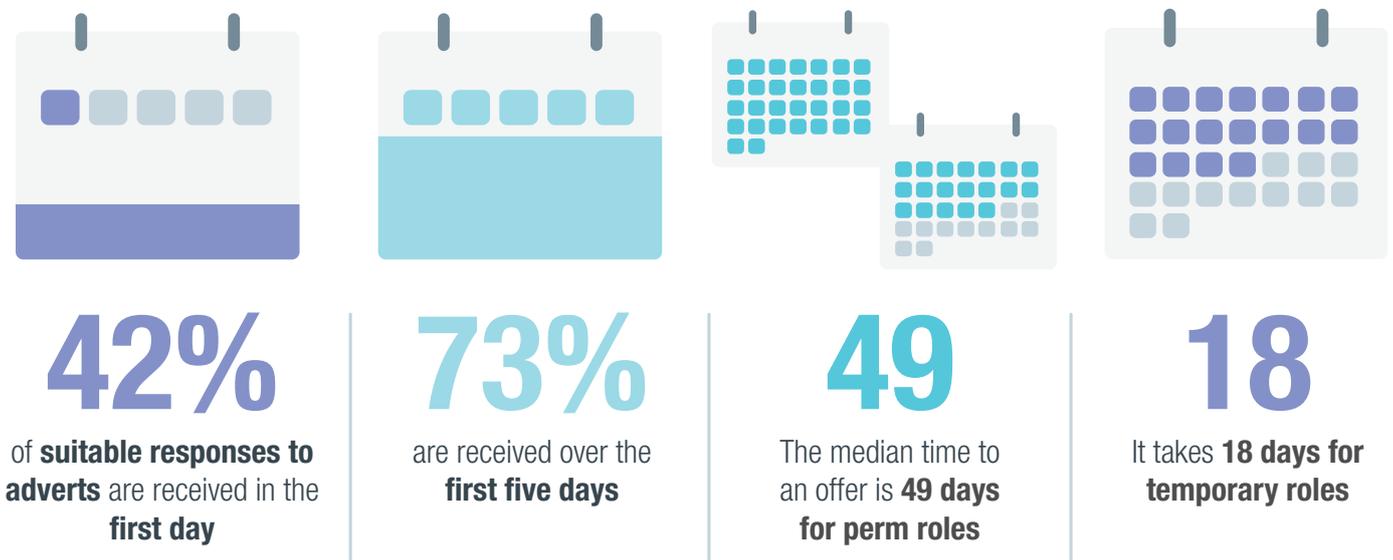


Organisations are ensuring that they get the best talent in a changing and competitive market by being flexible and forward thinking. Businesses are very much open to the fact that employees might only be able to be in the office for just two days a week, with the rest working from home. This is being driven by both employers and professionals, with candidates asking about the working from home policy, which has become part of the EVP for most companies.

COMPETITION IN THE SECTOR



RECRUITING RETAIL AND FASHION TALENT





TOP 5 MOST ADVERTISED ROLES IN STORE

1. HEAD OF STORE FORMAT
2. HEAD OF PROPOSITION
3. HEAD OF OPERATIONS
4. HEAD OF STORES
5. REGIONAL MANAGER

TOP 5 MOST ADVERTISED HEAD OFFICE ROLES

1. ONLINE MERCHANDISER
2. BUYER
3. MERCHANDISER
4. SENIOR BUYER
5. DIGITAL MARKETING MANAGER

MOST IN-DEMAND RETAIL AND FASHION SKILLS



Agility

The ability to remain focused on business outcomes and to work and learn iteratively has been critical to navigate the chaos. Fail fast has been replaced with learn faster.



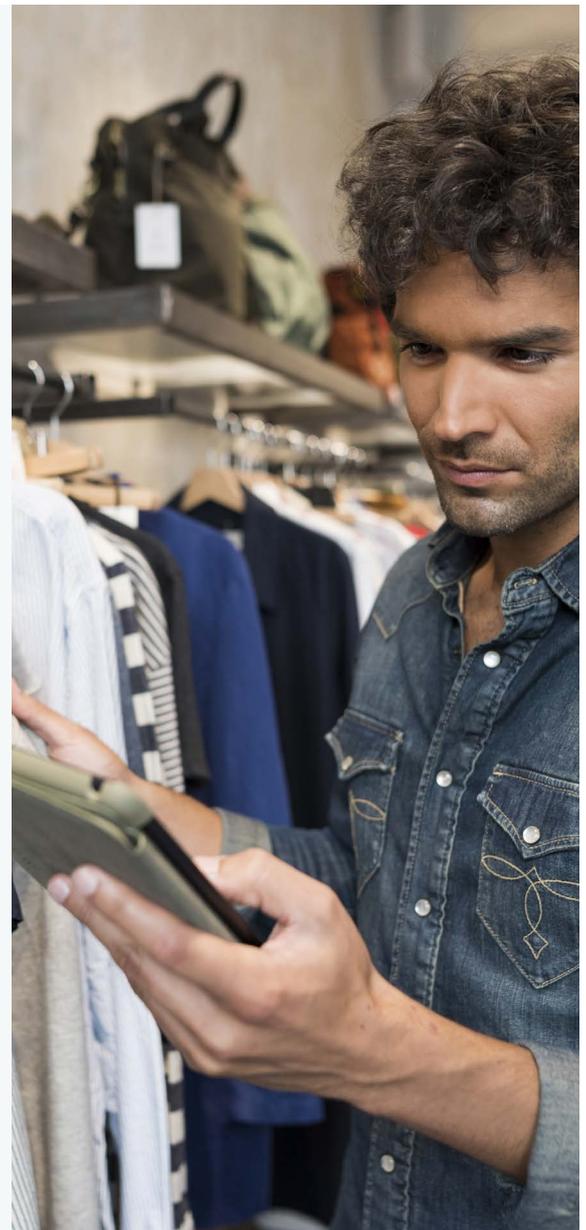
Flexible leadership

Empathy has been crucial for leaders throughout this time. Everyone will have been impacted differently by the health emergency. Strong, effective leadership has been key to protecting and supporting remote teams.



Stakeholder management

Communication will make or break any team. Even more so the relationship between retail and fashion and its customers. The ability to manage complex relationships through the right mix of data and emotional intelligence stands out in the current time.





The unique circumstances surrounding Covid-19 have reshaped the way that professionals view their options in the job market. When assessing both their longer-term career directive and immediate opportunities for a new role, candidate behaviours are likely to change significantly moving forward.

KEY CANDIDATE INSIGHTS

When considering their career:



When looking for a new role:



The biggest challenges facing the sector

— and how to tackle them

CHALLENGE:

The retail industry needs to have a rethink around its key selling points

“



A lot of retailers miscalculated by not having a definitive reason for people to walk into their store. During the pandemic we have seen some high street retailers set out to engage with their customers

through engaging displays, while others adopt a stack them high and sell them cheap strategy. Both do well, but those businesses that sit in the middle without any defined proposition are going to struggle. Businesses need to understand just why it is that people come into their stores. They also need to know what their online proposition looks like, because retailers need to be digital ready to manage the shift in how consumers shop.

”

Adam McLaughlin, Senior Manager,
Michael Page Retail

CHALLENGE:

Finding a new normal for retail: both bricks and mortar, and ecommerce

“



How many suppliers are going to facilitate a direct-to-customer proposition? That is where a real challenge is going to come in. There is always going to be a need for a bricks and mortar

proposition where customers need to touch items, but businesses need to ask, why are they there and what does the customer journey look like inside the store? Ecommerce is a key priority at the moment: where do we sit in terms of Google's landing play page? What does the PPC and SEO look like? Big brands have begun to cut out the middle-man and are cementing the relationships with the customer directly. So, the question is how much can these brands monopolise it for themselves?

”

Ben Hands, Manager,
Michael Page

CHALLENGE:

Employee engagement and retention

“



The UK retail industry is at the top of the table for employee turnover rates. Engaging staff is one of the most difficult challenges in the industry.

Meanwhile, replacing employees requires a lot of time, cost, and energy. Employers need to increase employee engagement within companies, provide regular training to optimise their competencies, and make their employees really want to work for the organisation, rather than just “have a job.”

”

Oliver Nevel, Operating Director,
Michael Page

CHALLENGE:

Customer loyalty

“



Good customer experience is a key factor in creating brand loyalty. The most common mistake is letting their existing customers go and thinking they can easily be replaced. If companies keep this mindset they will find it hard to sustain business growth.

While promotions and special offers are still the mainstay of the retailers to retain their customers, the real key to an amazing customer experience is personalisation. In order to keep your customers loyal, companies need to use a personal approach.

”

Tom Carter, Managing Consultant,
Michael Page Retail



VIRTUAL EVENT

Adapting is thriving in a post-pandemic world



Professor Jonathan Trevor

Associate Professor of Management Practice, Said Business School, University of Oxford



Matthew Taylor

UK Government Adviser and Chief Executive of the RSA

Based on a recent PageGroup survey

44%

of employees said they **do not plan** to stay with their current employer beyond 12 months

Virtual Event
Adapting is **thriving** in a post-pandemic world

▶

Watch on demand now



RUNNING YOUR RECRUITMENT PROCESSES REMOTELY: A complete guide

- Attracting the right talent
- Assessing CVs and covering letters
- Utilising video technology for interviewing
- Making a strong offer to secure top talent
- Adapting your onboarding to a remote process

For practical tips and advice, as well as examples of best practices when hiring, access your free copy.

RUNNING YOUR RECRUITMENT PROCESSES REMOTELY:
A complete guide

Michael Pitt

Download guide



Why work with Michael Page Retail and Fashion?

Taking into consideration both the recruitment landscape in retail and fashion and the sentiments of professionals in the market, there are more changes ahead for businesses in the UK.

The shifts that were made in response to Covid-19 may be just the beginning. It has been said that these changes are likely to form the foundation for more change in the coming years, which businesses must stay on top of to future proof operations and win the best talent in the market.

At PageGroup, we are committed to providing our customers with the highest level of support possible. This means forming strong partnerships built on person-to-person relationships, backed by unparalleled insight into the recruitment landscape, and our promise to connect our clients' opportunities with the very best talent in the market.



While this report covers general insights and data on the retail market across the UK, we recognise that many of our customers will require more in-depth insights into their regions, sector, and even specific roles.

If you would like more information about job demand, salary and benefits trends, talent mapping, an assessment of your employer branding, plus much more you can request a comprehensive, bespoke market analysis report.

For more information, please reach out to your local [Michael Page specialist](#).

Get in touch



Submit a job spec



Request a bespoke report



Michael Page Custom Market Analysis produced for **Example Client** by Katherine Jackson **PageInsights**
26/06/2020

Analysis 1: UK vs global job demand in your industry

During these unprecedented times, the level of hiring going on within a sector gives a clear indicator of where things stand and the direction of travel in the future. Our comprehensive data covers the entire UK recruitment market and shows you how many roles are being advertised at any one time, along with week-on-week fluctuations.

Of course, the entire world is facing the same challenges around employment and the economy as a result of the pandemic. For this reason it is important to view the UK's levels of activity within the broader global context, particularly regions such as APAC, which have been dealing with the outbreak for longer. This report gives you a comprehensive global view, at a glance.

UK week on week view

APAC

Europe

LATAM

North America

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Analysis 2: Current salary & benefits trends

When hiring the top talent you need to drive your business forward, it is important to understand how the salary you are offering stacks up against what your competitors are paying staff in equivalent roles. This information may well be crucial in helping you to decide whether increasing the salary you are offering will help to widen the talent pool you are choosing from, particularly pertinent in sectors which are talent-short.

Our comprehensive data shows you the median salary per role, both nationally and regionally, and reveals the London premium if you are hiring in the south east.

However, today's candidates look at much more than salary when deciding whether to accept a role. The benefits package you offer on top of the base salary is also really important - so we have also included data from a recent PageGroup survey on this topic to reveal on what candidates are really looking for when moving roles.

Current market rate for your last 10 hires

Job title	Median	London Med	London Prem
Commercial Property Solicitor	42,500	52,500	10,000
Private Client Solicitor	45,000	62,500	17,500
Compliance Manager	42,495	57,000	14,505
Corporate Solicitor	55,500	80,000	24,500
Litigation Solicitor	42,715	57,500	14,785
Family Lawyer	42,500	47,500	5,000
Legal Counsel	62,500	80,000	17,500
Legal Administrator	22,500	28,500	6,000
Employment Solicitor	47,500	75,000	27,500
Conveyancing Assistant	21,000	24,000	3,000

Most in demand benefits 2020

- 77% | Flexible working hours
- 59% | Wellness programme (including life/health insurance)
- 35% | Education loan
- 20% | Company device policy (eg. mobile, tablet)
- 18% | Employee discounts

Percentage refers to number of job applicants we surveyed who would prefer this benefit when taking on a new role

Analysis 3: Talent mapping and targeting

Location and volume study

In order to source the best talent that's most suited to your requirements, we have the ability to map out the available talent within what is considered an acceptable commute distance. This helps to widen our search and access candidates that might otherwise be overlooked based on their location.

Industry attractiveness and migration data

Based on our market data, we are able to compile an accurate study of where the best talent is migrating from and which industries are in favour. This allows us to specifically target candidates who are best suited to your industry and are more likely to be attracted to your organisation.

Candidate availability based on your last hire

Commercial Property Solicitor (home counties)

Location	Active	Passive
London	121	65
Berkshire	34	14
Buckinghamshire	23	11
Essex	54	32
Hertfordshire	12	7
Kent	65	31
Surrey	34	14
Sussex	43	22

Candidates most likely to migrate to your industry had previously worked in the following:

- Public Sector
- Software
- Retail

Most popular sectors for your last recruited role and how you rank against these:

- 1 | Fintech
- 2 | Financial Services
- 3 | Finance
- 4 | FMCG
- 5 | Your Industry
- 6 | Healthcare
- 7 | Retail
- 8 | Software

Market data and insights source: Page Insights recruitment market data July 2020; PageGroup's UK July Job Confidence Index Survey completed by 3972 professionals; PageGroup's UK August (3rd-17th) Job Confidence Index Survey Conducted 1025 Professionals.

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