



2018/19

STOCKPORT SALARY SURVEY

Helping employers attract the best candidates to Stockport



CONTENTS

3	FOREWORD	19	HUMAN RESOURCES
4	HIRING TRENDS	21	MARKETING
7	FINANCE & ACCOUNTANCY	23	SALES
11	LEGAL	25	ENGINEERING
14	ADMINISTRATION	27	TECHNOLOGY
16	CUSTOMER SERVICES	31	ABOUT THE SURVEY



FOREWORD

There are common challenges throughout the UK that are affecting the hiring climate in Stockport across all sectors. From Brexit uncertainty to digital transformation, the pace of change means local companies need a more flexible and responsive approach to recruitment.

Candidates are more likely to experience multiple job offers and expect a better deal from their future employer – in terms of pay, working conditions and social values. Hiring processes therefore need to be slicker, quicker and more engaging, with employers focusing not just on attraction but investing in retention too.



Stockport businesses will always face the challenge of competing with Manchester City Centre for the best applicants. But with skills shortages only increasing, it seems that local firms are ready to respond. From flexi-time and home-working to trialling unlimited holiday allowance, we've highlighted some of the innovative ways Stockport's top businesses are addressing these issues. What's more, the fact that Stockport employers are matching (and in some cases exceeding) Manchester rates of pay shows an impressive commitment to attracting the best.

Looking to the future, there is a positive outlook for growth and job creation in the coming 12 months. Smart businesses will need to assess the attractiveness of their salaries, remuneration package and overall employer brand, as well as working to improve their hiring processes to acquire the best talent. Investing in training and upskilling employees will be particularly important to improve retention, as well as building happier workplaces.

We hope that the results of this survey will help employers plan for the year ahead and continue to attract the best candidates to Stockport.

Caroline Patten
Operations Director, Grassroots Recruitment



HIRING TRENDS

The survey results reveal a positive outlook for growth and jobs creation with 87 per cent of respondents anticipating recruiting new staff within the next 12 months.

HIRING OUTLOOK

This is largely due to a growing customer or client base (over 70%), followed by the need for new skills, experience or expertise (over 50%), or to replace an employee who has been promoted (over 35%).



87%

**Anticipate recruiting new staff
in the next 12 months**

Local employment levels are therefore likely to increase steadily in line with broader economic growth.

For those organisations not looking to grow, staffing levels should remain stable as two thirds of respondents confirm their intention to replace employees who leave the business.

EMPLOYER CONFIDENCE

The biggest areas of demand are for experienced, non-managerial, mid-level candidates.

Organisations are most likely to hire applicants with a minimum of 2 years' experience or those with specific qualifications or technical skills.

However, only 36 per cent of respondents said they felt confident or very confident about filling their vacancies from the local candidate pool.

They cited the biggest challenges as attracting quality candidates (63%) and a lack of specialist skills and experience (59%).



63%

**Consider attracting quality
candidates to be the biggest
recruitment challenge**

Over half of respondents said that they sometimes or regularly use temporary workers, perhaps reflecting the need to plug short-term skills gaps or be more flexible in delivering change projects.



HIRING STRATEGY

According to the results, employers typically use three or more attraction methods as part of their hiring strategy (79%), demonstrating the need to reach a wide applicant pool.

The most common of these is online advertising (67%), followed closely by recruitment agencies (63%) and a dedicated company web page or careers portal (59%).

Over three quarters use social media to attract prospective candidates.

88 per cent of respondents said that their employer brand was important or very important in attracting the best employees and nine out of ten believe their employees would recommend them as a great place to work.

The majority cite working environment and reputation to be the main reason applicants would want to work for their company (88% and 80% respectively).

STOCKPORT LOCATION

47 per cent of respondents were based in the town centre and over half said they were confident or very confident about attracting candidates to Stockport over Manchester City Centre.

The top factors cited for attracting applicants to their location were parking and good road or motorway networks (both 65%), followed closely by links to public transport (61%).

However, respondents also cited congestion and the availability or frequency of public transport as a deterrent to applicants.



25

Average number of holidays offered by employers

Top 10 benefits offered as standard:

1. Company pension
2. Professional training and qualifications
3. Free parking
4. Sick pay
5. Social events
6. Childcare vouchers
7. Flexi-time
8. Performance bonus
9. Free refreshments
10. Mobile phone



FINANCE

There have been considerable developments in the financial services, banking and accountancy landscapes with major themes affecting recruitment - from Brexit uncertainty to the rise of high growth start-ups to immigration reform. Whilst this has slightly suppressed momentum on a national basis, locally there is increasing employer confidence and Stockport firms are responding to the need for operational agility and responsiveness to counter competition from the City Centre and across Greater Manchester.

BANKING & FINANCIAL SERVICES

There has been a shift in the priorities for finance appointments, with a focus on improving the overall productivity of the finance function, investing in transformation and automation, and providing more informed commercial insight and modelling.

Finance professionals with change management experience and those whose business and data analysis skills are therefore in high demand, with businesses favouring those who can combine an underlying knowledge of business management and delivering improvements to the bottom line.

There has also been an increase in project-based roles and interim vacancies (particularly those focusing on system integration and business transformation), as

well as companies being more willing to hire necessary skill-sets from outside their industry sector.

With a shortage growing amongst more junior professionals, local financial services firms are more likely to offer opportunity for growth with the company, together with greater workplace flexibility. Stockport employers also recognise the importance of a more customer-centric culture as a powerful attraction tool.





SALARY TABLE

Finance Support	Permanent Salaries for Stockport (£)			Average for Manchester City Centre (£)
	Low	High	Average	
Job Titles				
Finance Administrator / Ledger Clerk	14,400	19,500	17,000	17,000
Banking / Finance Customer Service Advisor	17,100	23,100	20,100	19,000
Payroll Clerk	19,000	25,700	22,300	23,300
Sales/Purchase Ledger Supervisor	19,100	25,900	22,500	21,500
Credit Controller	22,500	30,400	26,500	27,500
Team/Accounts Manager	31,100	42,100	36,600	36,600
Payroll Manager / Book-keeper	36,400	50,500	42,800	50,200

EMPLOYER COMMENTS

"The finance sector is constantly evolving and therefore as a business we need to maintain our core values and commitment to offering the best outcomes for our customers. Employing and retaining the right people is at the heart of that.

"We know how important it is to develop our staff, give them long-term career options and invest in qualifications to get them there."

As part of our commitment to this, every employee at Click has their own progression path planned out, including the option to study a CeMAP level qualification provided for free by the business.

As our reputation is based on treating customers fairly we look for individuals

who can understand our company vision and values and demonstrate flexibility to adapt to changing business needs.

Since moving to Stockport town centre, we've been able to grow our business and attract people with the quality of skills and experience we need.

We have exciting plans to expand within the financial services sector and we look forward to taking advantage of the local talent pool."

Rachel Kershaw, Head of HR





ACCOUNTANCY

The consistent demand for (and shortage of) technically strong ACA or ACCA qualified candidates is affecting both larger and smaller firms across the Stockport borough. Fewer people are entering accountancy and finance roles, which is also driving competition for accounts assistants, purchase and sales ledger clerks and book-keeping personnel.

Top talent is at a premium with candidates often being involved in multiple recruitment processes and employers needing to make speedier decisions to avoid missing out. Stockport firms typically offer higher salaries to compete with their City Centre counterparts therefore, but in return expect more in terms of cultural fit and soft skills.

Local employers are more likely to invest in their overall recruitment offering – with flexible working to promote better work-life balance being particularly commonplace.

Across Stockport, those in need of accountancy and finance professionals tend to offer longer training contracts and clear career paths to improve employee retention, as well as there being a rise in partnership and senior appointments.

There is an increased investment in school leaver positions and apprenticeships as an alternative to the traditional graduate and trainee hiring model. This is expected to continue as they look to widen their talent pools.

SALARY TABLE

Accountancy	Permanent Salaries for Stockport (£)			Average for Manchester City Centre (£)
	Low	High	Average	
Job Titles				
Part-qualified University Graduate	20,900	28,300	24,600	25,600
CIMA / ACCA / Newly Qualified	25,200	34,100	29,700	28,400
Up to 1yrs PQE	25,600	34,600	30,100	28,900
Up to 3 yrs PQE	30,500	41,200	35,900	37,400
Auditor	29,800	40,400	35,100	32,400
Analyst	31,400	42,800	36,900	40,200
Finance Manager	41,300	57,400	48,600	53,400
Financial Controller	41,700	57,900	49,000	51,800
Senior Analyst	43,200	60,000	50,800	56,800
Partner	45,000	62,500	52,900	56,400
Finance Director	47,000	67,000	55,400	61,000



EMPLOYER COMMENTS

"Within the accountancy and advisory sector in the North West, the market remains tough, with demand high for strong candidates. With Stockport being so close to Manchester in particular, this does provide a challenge in attracting the best staff due to Manchester having a vibrant city centre that can be more attractive to younger candidates in particular.

To be able to attract the best candidates, we therefore have to ensure we approach recruitment and our focus on our people in a number of ways.

Providing an excellent place to work is absolutely key to successfully recruiting the candidates we want. This includes, amongst others; offering interesting work; providing a variety of work; focusing on people development and progression at all levels; empowering staff; and creating an excellent culture where camaraderie and togetherness is inbuilt.

Having a long-term view of recruitment and retention is also a very important part of success in this area.

We have always had a very robust policy of looking to identify strong candidates at the start or in the earlier stages of their careers, and then investing in the training and development of those individuals.

Stockport does have a strong Higher Education base, and so finding the right individuals coming through this system can provide its rewards.

"Offering what candidates want in the early stages of their career can mean the attractiveness of other locations is outweighed by the work and career opportunities."

Hence, whilst the market remains tough due to high demand, having the right strategies in place to tap into and attract what Stockport and the wider North West areas have to offer, means that candidates see Stockport as an attractive place to work because of what they can achieve here.

For Clarke Nicklin, we are a people business, and so finding and retaining the right people for our team has always been a key objective to ensure we deliver the best services and advice to clients."

Andrew Baggot,
Managing Partner

CLARKE NICKLIN
| chartered accountants



LEGAL

Stockport's legal sector continues to be buoyant with high demand for quality candidates, both at graduate trainee level and for experienced solicitors. New service delivery and billing models, increased demand for flexible or home-working, upcoming changes to solicitor qualifications, Brexit, new technologies and a trend towards law firm mergers, are all contributing to greater competition and significant hiring challenges.

Following the implementation of the Legal Services Act 2007, there has been an increase in new legal service providers and commercial companies across Greater Manchester with their own in-house legal teams. Hiring paralegals and support services, they are driving competition locally for the most experienced specialists.

In addition, Stockport employers are still feeling the effects of a reduction in graduate training intakes from larger firms in the post-recession years which has left a dearth of solicitors with 2-3 years PQE.

Staff shortages are therefore commonplace, with many solicitors increasingly over-worked, experiencing 'burn-out' and succumbing to other offers promising better work life balance.

This has led to an increase in 'buy-backs' from incumbent employers, offering salary raises and partnership promises as they recognise the difficulty of back-filling the job.

Increased competition and on-going skills shortages means that many law firms are reducing barriers to entry. Recruitment processes need to be quicker, slicker and with greater investment in on-boarding to compete for the best talent and handle more complex offer management.

It is clear that Stockport employers recognise the need to offer competitive salaries, whilst also being mindful of the power of their employer brand - both in attracting new applicants and retaining existing talent.





SALARY TABLE

Legal Support	Permanent Salaries for Stockport (£)			Average for Manchester City Centre (£)
Job Titles	Low	High	Average	
Legal Administrator	12,920	17,500	15,200	14,300
Trainee Legal Secretary	14,100	19,100	16,600	17,300
Audio Typist	16,900	22,800	19,800	18,200
Legal Cashier	17,200	23,300	20,300	19,900
Senior / Team Legal Secretary	18,400	25,000	21,700	21,100
Legal PA	20,600	27,800	24,200	24,200
Practice Manager	28,600	38,600	33,600	33,100

Legal Professional	Permanent Salaries for Stockport (£)			Average for Manchester City Centre (£)
Job Titles	Low	High	Average	
Legal Assistant	20,700	28,000	24,300	24,500
Legal Executive / Advisor	23,000	31,200	27,100	27,700
Paralegal	24,000	32,400	28,200	27,700
Conveyancing Assistant	41,800	57,000	49,100	49,000
Fee Earner	43,400	60,200	51,000	48,100
Solicitor	48,900	67,800	57,500	57,000
Head of Legal Services	67,700	96,400	76,600	79,800



EMPLOYER COMMENTS

"Recruiting the right people, with the right approach to client services, has always been a priority at SAS Daniels LLP.

We have noticed that there is a general skills shortage for highly experienced candidates in the legal sector. The current market seems to be overwhelmed with legal graduates, but not many appear to have the experience required for the vacancies we have.

This trend will hopefully reverse with the introduction of the Solicitor Apprenticeship, which will provide the skills we need to nurture future champions of industry... It is our responsibility as a key local employer to manage these trends effectively.

"We will continue to offer first rate salaries and benefits, as we realise that talent is key to our sustained business growth."

In order to overcome these challenges, we must continue to train and develop our existing staff to meet the new challenges we face in the legal sector. One of our key strategic priorities at SAS Daniels LLP has always been to focus on our employee brand.

If we endeavour to provide new training opportunities, continue to support existing staff and operate a transparent recruitment process, we will always attract top quality candidates by prioritising employee well-being.

Stockport has always proved a rich and diverse environment with a high concentration of quality candidates.

More talent will be available to Stockport employers, as the priorities of the candidate pool begin to shift

As a firm with nearly 150 employees, we are proud to employ a myriad of staff from Stockport and the surrounding boroughs. We feel this is key to attracting and retaining local clients, as they feel more supported knowing that our award-winning and straightforward approach to legal services is not far from their doorstep."

Chris Swerling, Head of HR





ADMINISTRATION

The demand for administrative and office support staff in Stockport continues to rise in line with overall market growth. Candidates with technical or systems knowledge and those with sector or industry experience are most sought after. Local organisations want candidates with the ability to provide specialist support and add value, whilst demonstrating flexibility and a broad skill-set.

Over the past 12 months, there has been a continued decline in traditional secretarial roles as Stockport employers show a preference for multi-skilled administrators to support specialist teams.

Similarly, there is high demand for PAs, Office and Project Managers who can provide board-level commercial support incorporating MI reporting, book-keeping and forecasting, marketing and client support.

In Stockport, and across Greater Manchester, there has been a rise in starting salaries for junior administration positions, as companies look to combine functions (such as sales and marketing support) and are willing to pay on par or higher than City Centre averages.

In return, they expect more from applicants – such as enhancing the customer experience or driving efficiencies.

For applicants, development opportunities, flexible working hours (or work-from home opportunities)

work-life balance and wellbeing are the most important considerations when switching jobs.

Senior level professionals are also interested in companies offering strong leadership and a genuine interest in employee development. As such, bonuses linked to the success of projects or teams are becoming more commonplace.





SALARY TABLE

Administration	Permanent Salaries for Stockport (£)			Average for Manchester City Centre (£)
	Low	High	Average	
Office Junior	14,800	20,000	17,400	18,400
Receptionist	14,900	20,100	17,500	17,300
Data Entry Clerk	16,300	22,000	19,200	19,000
Junior Secretary	16,100	21,700	18,900	19,200
Team Administrator	16,500	22,300	19,400	19,000
Senior Secretary	20,500	27,800	24,200	26,900
Personal Assistant	20,900	28,300	24,600	27,900
Executive Assistant	23,200	31,400	27,300	27,900
Office / Administration Manager	26,600	36,000	31,300	34,000
Project Administrator / Project Coordinator	28,500	38,800	33,500	38,500



Skills and qualifications in demand

- Book-keeping or finance skills
- CIPD qualified
- Understanding of marketing
- Effective project management skills
- Commercial awareness



Roles in demand

- Board-level PAs and EAs
- Office and Project Managers
- Sales & Marketing Administrators
- Project and Team Administrators
- Receptionist / Customer Support



CUSTOMER SERVICE

The customer service market in Stockport is a vibrant one. Organisations across the borough are investing in a more customer-centric approach to doing business in an increasingly digital world. Multi-channel communications and new technologies are on the rise (from online web chat to advanced data analytics), resulting in higher demand for customer service professionals who can optimise the customer experience.

Stockport continues to see strong growth in new and expanding contact centres (both B2B and B2C), as well as increased demand in leisure and hospitality.

Access to a wide range of employers with similar entry-level or low-skilled vacancies has created a strong internal market for telephone- and customer-facing executives with 1-3 years' experience.

More generally, there is a trend towards hybrid roles combining sales, marketing, technology and integration. Local companies are looking for customer service professionals with specialist product knowledge or technical skill sets to build long-term relationships, evolve quickly and enhance the customer experience.

The sector faces common challenges however. High staff turnover rates, a decline in voice support and the pressure for an 'always-on' service is affecting employee satisfaction levels. Customers expect everything interconnected in one-swipe 24/7,

which has seen a shift from customer service to customer retention vacancies.

Fewer applicants are entering the customer service sector due to perceptions over lack of career development, earnings potential and investment in training.

More experienced candidates are also exiting for better prospects elsewhere, using the industry as a stepping stone to other career paths. Company benefits, social values and a strong CSR policy are most likely to attract talent and retain it, as well as flexible working and structured shift patterns.





SALARY TABLE

Customer Services	Permanent Salaries for Stockport (£)			Average for Manchester City Centre (£)
	Low	High	Average	
Job Titles				
Inbound Customer Service Advisor	17,100	23,100	20,100	19,000
Outbound Customer Service Advisor	20,500	27,800	24,100	25,400
Retention Advisor	22,600	30,600	26,600	25,700
Complaints Handler	22,600	30,600	26,600	25,500
Team Leader	27,100	36,700	31,900	33,600
Team Manager	28,600	38,700	33,700	33,600
Customer Service Manager	32,100	43,800	37,800	39,100

EMPLOYER COMMENTS

"We began our recruitment drive for the new Redrock development during September 2017. As a business new to the town we drew upon specialist knowledge of what Stockport has to offer by working in partnership with Stockport Homes Group.

Stockport Homes helped to create an innovative partnership by way of a pre-employment training course to attract and retain high quality local talent. The training put every candidate through a programme to offer potential new recruits opportunities to learn customer service skills, take part in team building exercises and build on their interview skills and confidence.

This ensured that we sourced high quality employees for our business but more importantly that our customers would be

receiving amazing guest experiences through the very best in customer service.

Stockport is vibrant town which is already home to a varied leisure and entertainment offering. As this continues to expand within the town, specifically within the evening sector it's vital that recruitment engages with local communities to find and nurture the very best talent to deliver on brand promise. The key to great hospitality will always begin with recruiting the right people."

Jamie Pitt, Business Manager





EMPLOYER COMMENTS

"Over the past 16 years Life Leisure has evolved from a leisure operator to a provider of cutting-edge and exciting health, sport and leisure initiatives.

However, the past five years have seen an unprecedented surge in competition and change across the sector, from the introduction of budget and micro-gyms, to the general population's increasing interest in taking on mass participation sporting events.

In this climate of rapidly increasing competition we were finding job-seekers did not have the skills or experience required to work in the industry. Rather than stagnate our growth though we saw this an opportunity to create a different approach to our workforce development and in 2013 launched our Preferred Behaviours - Personal Best culture.

"Based on key learnings from both business and professional sport this saw the start of an organisation-wide change, moving from a focus on skills, qualifications and experience to individuals' behaviours in the workplace."

The success of our unique culture and approach has been recognised both locally and nationally with awards for Best Not for Profit Organisation 2015 and Employer of the Year 2016 at the local Stockport Business Awards, and Employer of the Year (medium size) 2017 at the national UKactive Awards.

"In addition it has led to exceptionally low turnover rates, high levels of retention and staff satisfaction, and enabled us to support people from areas of deprivation, and those struggling to find work, into work by removing the qualification and skills barriers that often exist within other sectors.

"Stockport as an employment destination is growing and we are proud to be a part of this."

We currently employ many local people - over 86% of our people live in an SK postcode. With continual improvements to road and rail networks we hope this growth will continue to enable more people to enjoy the benefits of working in our fantastic town."





HUMAN RESOURCES

Against the backdrop of Brexit, the Apprenticeship Levy, managing age diversity in the workplace and predicted skills shortages, the HR market in Stockport remains stable with strategic priorities focusing on staff recruitment and retention. With relatively little churn at senior management and BP level, there is a more buoyant candidate pool here than elsewhere, but industry expertise and project experience are still at a premium.

In Stockport, the majority of vacancies have been either HR generalist (due to mid-sized and smaller businesses investing in their people management) or internal recruitment. The increase in internal talent teams demonstrates a wider confidence in the market as local firms expand, but also an attempt to reduce costs by keeping recruitment in-house. With the rise of recruitment technologies, internal recruiters are more able to fulfil mainstream roles directly, with agency engagement relied upon for niche skills and harder-to-fill requirements.

As with the rest of Greater Manchester, Stockport has seen an increase in project-driven contract roles, particularly those focusing on providing insights into business and individual performance, employee engagement and change management. For larger firms, there has been a trend towards compensation and benefits roles as HR recognises the need to proactively engage with the changing workforce. There has also been a rise in HR administration and analyst vacancies as businesses want

greater visibility and prepare for legislative changes – from GDPR to Gender Pay Gap Reporting.

From a candidate perspective, HR professionals are most interested in the opportunity to be involved in different business projects, demonstrating value and developing strategic qualities. HR functions which embrace wellbeing, diversity, training, culture initiatives and conducting research are most likely to encourage candidates to make a move. Flexible working, part-time and job share opportunities are incredibly sought after, which presents employers with an interesting option for hard to fill roles.





SALARY TABLE

Human Resources	Permanent Salaries for Stockport (£)			Average for Manchester City Centre (£)
	Low	High	Average	
Payroll Administrator	17,700	24,000	20,800	20,000
HR Administrator	18,400	24,900	21,700	22,200
HR Officer/Advisor	23,300	31,500	27,400	27,700
Training Officer	22,000	29,800	25,900	27,200
Payroll Manager	31,000	42,000	36,500	37,400
Training Manager	29,000	39,600	34,200	37,400
Internal Recruiter	33,300	45,000	39,200	37,700
Recruitment Manager	33,800	46,100	39,800	39,000
HR Manager	34,100	46,600	40,200	41,100



Skills and qualifications in demand

CIPD

Project experience

MI Reporting and Analytics

Understanding Diversity

HR databases



Roles in demand

Internal Recruitment

HR Generalist

Compensation and Benefits

HR Analyst

Interim HR



MARKETING

Regulatory and government changes from ring-fencing and structural reform to GDPR means marketing, digital and creative companies are having to change the way they communicate. Local businesses recognise the need to adapt quickly in response to changing consumer habits and evolving online technologies. Increased hiring confidence and ability to invest in long-term projects has meant that demand for marketing professionals in Stockport continues to rise.

Amongst Stockport firms, there is strong growth in events, marketing support and communications (particularly copy-writing and content management) as local businesses want more engaging, higher quality content, albeit across more varied platforms.

Within digital, this has led to increased demand for service-based marketing roles, such as social media, video production and public relations due to heavy investment in acquisition marketing, e-commerce, brand display, paid social and SEO.

There is also a rise in performance marketing roles, (big data and analytics), as companies want greater transparency and bring their talent in-house. Consequently, there is a shift towards hiring marketers from agency-side as well as high demand for graduates with analytical skills.

Industry-specific experience and competitor knowledge are therefore more important than ever. CIM, CIPR, marketing-related degree disciplines and other journalist qualifications

are in high demand, as well as training courses like Google Analytics.

Confidence has spread to candidates who are more willing to change jobs. The variety of roles available gives them greater choice in their job search, forcing employers to make quick decisions to secure the most in-demand talent.

However, hiring managers still want to see a return on investment, with candidates needing to demonstrate a strategic and entrepreneurial approach.





SALARY TABLE

Marketing	Permanent Salaries for Stockport (£)			Average for Manchester City Centre (£)
	Job Titles	Low	High	
Marketing Administrator	17,600	23,700	20,700	20,000
Events Coordinator	20,300	27,400	23,900	23,800
Artworker / Designer	22,700	30,700	26,700	29,400
Marketing Officer / Executive	24,100	32,600	28,300	27,900
Copy Writer / Editor	26,600	35,900	31,300	34,800
Advertising / PR Executive	27,300	36,900	32,100	34,800
Product Manager	27,900	37,800	32,900	37,200
Digital Marketing Executive	33,200	45,000	39,100	35,600
Marketing Manager	33,700	46,100	39,700	40,700
Head of Marketing	39,600	55,000	46,600	50,300

EMPLOYER COMMENTS

"As a specialist in video production, it's essential for us to attract and retain talented and creative individuals with the passion, dedication and ability to evolve with our clients' needs.

Being based in Stockport is an important part of this. We're able to take advantage of local graduates, however we do struggle to compete with companies based in Media City. As graduates can have limited work experience, we've found apprenticeship schemes to be the best option as we get a chance to train individuals and allow them to gain the experience needed to progress within our industry.

With a growing demand for video production and increase of online marketing, we are always looking to grow our team in order to deliver the best service to our customers.

Our current employees live in Stockport as they can easily commute to work and with Stockport's growing entertainment offer, they can socialise outside of the work environment too."

Carol Dabrowska
Office Manager



SALES

Sales recruitment in Stockport continues to rise across all sectors as new products come to the market and businesses extend their range of value-added services. Senior sales professionals, those with sector-specific experience and sales affiliated roles are in highest demand, but as technology changes and sales methodologies evolve, junior salespeople will deliver essential new skills.

Most notable in Stockport, particularly within B2B sectors, is the changing profile of sales roles. Sales professionals are now more likely to spend time behind a desk pouring over spreadsheets than out on the road with prospective clients. Roles tend to be more varied, with elements of marketing par for the course, and a continuous rise in sales affiliated vacancies (such as pre-sales or implementation).

Job titles frequently avoid the word 'sales', preferring 'client services' or 'customer liaison', and typical duties are moving away from cold calling and lead gen, towards thought leadership and relationship management. Customers are highly sophisticated, and less management means people are expected to do more. Account management, renewals, retention and upselling roles are all on the rise.

As the role becomes more demanding, so too does finding quality recruits. Added to this is a dwindling pool of local talent as the lure of a career in sales diminishes. Applicants want clear and obtainable goals, a diverse and desirable product set,

increased responsibilities and the chance to lead a team. Whilst a strong bonus is necessary, a generous car allowance, work-life balance and a company's social values are essential too.

Consistently, starting salaries for exceptional entry-level hires with 6-12 months experience are much higher in Stockport than the Greater Manchester average – perhaps reflecting the need to compete with the graduate schemes on offer in the City Centre.





SALARY TABLE

Sales	Permanent Salaries for Stockport (£)			Average for Manchester City Centre (£)
	Low	High	Average	
Job Titles				
Lead Generator	14,200	19,200	16,700	16,500
Sales Administrator	17,500	23,700	20,600	19,000
Telesales Executive	17,600	23,900	20,800	22,100
Sales Support / Client Services	19,700	26,600	23,100	22,300
Telesales Manager	25,600	34,600	30,100	33,100
Field Sales Executive	30,200	40,800	35,500	35,400
Regional Sales Manager	31,400	42,400	36,900	36,400
Account Manager	34,600	47,200	40,700	43,300
Sales Manager	36,700	50,000	43,100	45,700
Head of Sales / Sales Director	49,100	69,800	57,700	67,600



Skills and qualifications in demand

SPIN selling technologies, as well as newer methodologies such as MEDDIC
 Market intelligence
 Relationship management
 Product demonstrations
 Autonomy



Roles in demand

Graduate Sales
 Account Manager or Executive
 Inside and Internal Sales
 Senior Sales or Sales Manager
 Pre-Sales, Post-Sales and Implementation

ENGINEERING

Engineering plays a vital role in Stockport's economic growth, providing quality employment from both large scale and smaller emerging businesses that enable physical exports, scientific and technological research, and innovation in knowledge-intensive sectors. Building essential infrastructure and enabling a high quality of life for residents across Greater Manchester - from cleaner air to faster broadband - means increasing demand for skills in Engineering and Technology sectors.

As with the broader UK labour market, Stockport employers are showing an underlying trend to what is termed the 'hourglass economy.'

In effect, this equates to reduced demand for intermediate-level, clerical and blue-collar skill-sets (due to automation and offshoring for example), together with increased demand for both low-skilled and highly-skilled jobs.

This is reflected in local employers reports of skills shortages and decreased confidence in their ability to recruit these vacancies, particularly at the higher levels requiring STEM based competencies. This situation is exacerbated by the growth of new industries, emerging from new technologies and knowledge.

Investing more readily in training and skills, retention is becoming a key issue for employers across the Stockport borough.

Whilst on a national level, the supply of engineering graduates falls well short of demand, there is increasing uptake of engineering-related apprenticeships available locally.

Attracting young people into engineering therefore remains a key priority for Stockport's engineering leaders, as well as retaining, motivating and up-skilling those already in the sector.





SALARY TABLE

Engineering	Permanent Salaries for Stockport (£)			Average for Manchester City Centre (£)
	Low	High	Average	
Warehouse Operative	16,600	22,500	19,600	17,500
Transport Coordinator	19,300	26,200	22,700	23,700
Fork-Lift Truck Driver	22,400	30,300	26,300	23,500
Automotive Engineer	23,300	31,500	27,400	26,300
Field Service Engineer	25,500	34,500	30,000	30,800
Transport Manager	29,800	40,300	35,000	33,700
Warehouse Manager	31,500	42,600	37,100	35,700
Mechanical Engineer	35,300	47,700	41,500	39,100
Health and Safety Manager	36,000	49,200	42,000	41,500
Quality Control Manager	36,200	49,400	42,600	41,500
Electronics Engineer	38,800	52,500	54,600	45,100

EMPLOYER COMMENTS

"As a technology business, the acquisition and retention of talent is crucial and our business location is a major element in this.

The proximity to Stockport and Manchester means we have great access to some of the best post graduate talent but also pulls from other areas throughout the North West and beyond.

The multicultural diversity of the area is also a real added bonus we get from our location, with the mix of backgrounds we can tap into helping us to stay vibrant and open to new ideas.

We are seeing a tightening of labour supply in recent months, particularly for skilled labour so we take very seriously being able to offer prospective employees an overall package and working environment that is differentiated from the rest."

Patrick Brian, CEO

TROLEX



TECHNOLOGY

Technology continues to be one of the most heavily invested in areas of business growth and development across the North West and nationwide. Driven by industry-wide calls for digitisation and automation, there is increased pressure on technology businesses resulting in greater investment in IT-related projects. For Stockport companies, like elsewhere in Greater Manchester, the most common focus is on digitally enhanced selling, improving customer service and data analytics for performance management.

Consequently, these projects are driving demand for skilled technology professionals and resourcing these individuals is becoming a critical element in long-term business planning.

The use of IT contract staff is therefore continuing to rise, although salaries have dropped slightly. This suggests that instead of looking to contractors to manage large-scale specialist projects, local firms are using them to plug short-term skills gaps and free up the time of permanent staff to focus on the more complex initiatives.

There are other notable areas of demand locally, particularly for IT security skills as high-profile breaches are more commonplace and in preparation for GDPR regulations coming into effect. However, this has also led to an increase in recruitment within other areas, as employers in Stockport recognise that IT security is too important to be the responsibility of one department alone and

incorporate its adoption across a range of both technical and non-technical disciplines.

For Stockport businesses large and small however, the greatest demand and shortage is for developers. Junior developers are hardest to find with starting salaries much higher locally than the Greater Manchester average - perhaps reflecting greater investment in 'growing your own' to counter shortages at senior levels.





Whilst attracting and competing for developer skills is challenging, so too is retaining them within the organisation as long-term employees are well positioned to negotiate pay rises and prone to approaches from competitors.

Other areas of demand are for big data professionals, particularly data scientists and machine-learning skill-sets.

Local firms recognise the need to act more quickly in their hiring processes as well as be innovative in the overall employment offering. Bonuses and strong pension provision seem to be highly valued, as well as CSR and working environment.

Traditional career progression is seen as less important, due to an increase in project

teams, less hierarchical structures and devolved decision-making shifting the focus to collaboration and innovation through shared learning and experience. New skills and the opportunity to work with the latest technologies will always be the biggest driver for applicants..

With the identified skill shortages only set to continue and gender diversity a key issue, local tech firms will need to consider their investment in training and succession planning. Whilst graduates are still the preferred option, apprenticeships and work experience are on the rise.

Other options will need to be explored to ensure that applicants are ready to embrace more complex, volatile and agile business challenges.

SALARY TABLE

IT / Technical	Permanent Salaries for Stockport (£)			Average for Manchester City Centre (£)
	Low	High	Average	
Job Titles				
1 st /2 nd Line Support	20,700	28,100	24,400	24,300
3 rd Line Support	24,200	32,800	28,500	28,200
Junior Developer	24,600	33,300	29,000	30,400
Network Support	30,400	41,200	35,800	35,500
Tester	31,600	42,700	37,200	37,500
Business Analyst	37,200	50,700	43,700	43,100
Developer (Other)	37,800	51,600	44,500	44,200
Senior Developer	39,200	53,500	46,100	44,200
IT Manager	34,900	47,600	41,000	41,500
Project Manager	44,800	62,200	52,700	56,100
IT Director	55,000	78,300	64,700	66,900



EMPLOYER COMMENTS

"CDL is one of the top providers of technology solutions to the insurance industry employing 670 people in Stockport.

"We continually strive to recruit high performing talent and be one of the best employers in the North West."

We are very proud of achieving the Top Employer Accreditation for the second year.

The attraction and retention of top talent is a challenge for us with Developers typically being the hardest roles to fill. As technology is incredibly fast paced and we are constantly innovating to meet the demands of our clients, the skills sets required from candidates are in high demand, which often means competing with other North West organisations on salaries and benefits.

We have a high investment in training in order to prepare our existing workforce for future demand of skills and our Apprenticeship and Graduate Programmes provide a good pipeline of future talent.

We have a strong focus on working with education establishments in Stockport on employability skills and the digital agenda. We merge educational activities with the employment experience, which include career workshops, visits to our campus and providing support on introducing technology into the curriculum. We also have an emphasis on encouraging more females to take an interest in STEM subjects.

As an employer, we pride ourselves on providing a positive and rewarding environment for our people. As well as competitive salaries and generous holidays, we make sure we support our people to do well and excel in their careers. From providing internal and external training to fostering a culture of recognition, we actively encourage people to achieve their ambitions and potential."

Emma Lord, HR Manager





ABOUT THE SURVEY

The aim of the survey was to explore labour market trends, employer confidence and common hiring challenges for Stockport businesses with a view to help employers attract more applicants. The survey analyses the value of salary and remuneration packages across different job functions, as well key drivers affecting candidate attraction and hiring strategy. The resulting data is compiled from multiple sources:

Salary Benchmarking

The survey draws on data collected from Cronor's Salary Search, one of the UK's most comprehensive online salary benchmarking tools. This is collected through continuous research into pay and benefits, updated regularly to provide the most up to date and reliable data source.

Employer Attitudes Questionnaire

A total of 25 prominent businesses across the Stockport borough completed a questionnaire relating to attitudes and intentions, as well as contributing pay data and insights relevant to their industry sector. We have highlighted several of these organisations to demonstrate specific examples of best practice.

Market Analysis

As a Stockport-based recruitment consultancy, Grassroots places hundreds of local candidates in permanent jobs and temporary assignments each year. Our consultants have over 80 years combined experience in the recruitment sector and interact with hiring managers daily, giving us a unique insight into the latest trends. We have used this expertise and knowledge of the local candidate market to provide additional analysis.

Contact Us

If you would like more information about the survey, including salary levels for specific job roles or comparison to organisations of a certain size or sector, please get in touch.



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