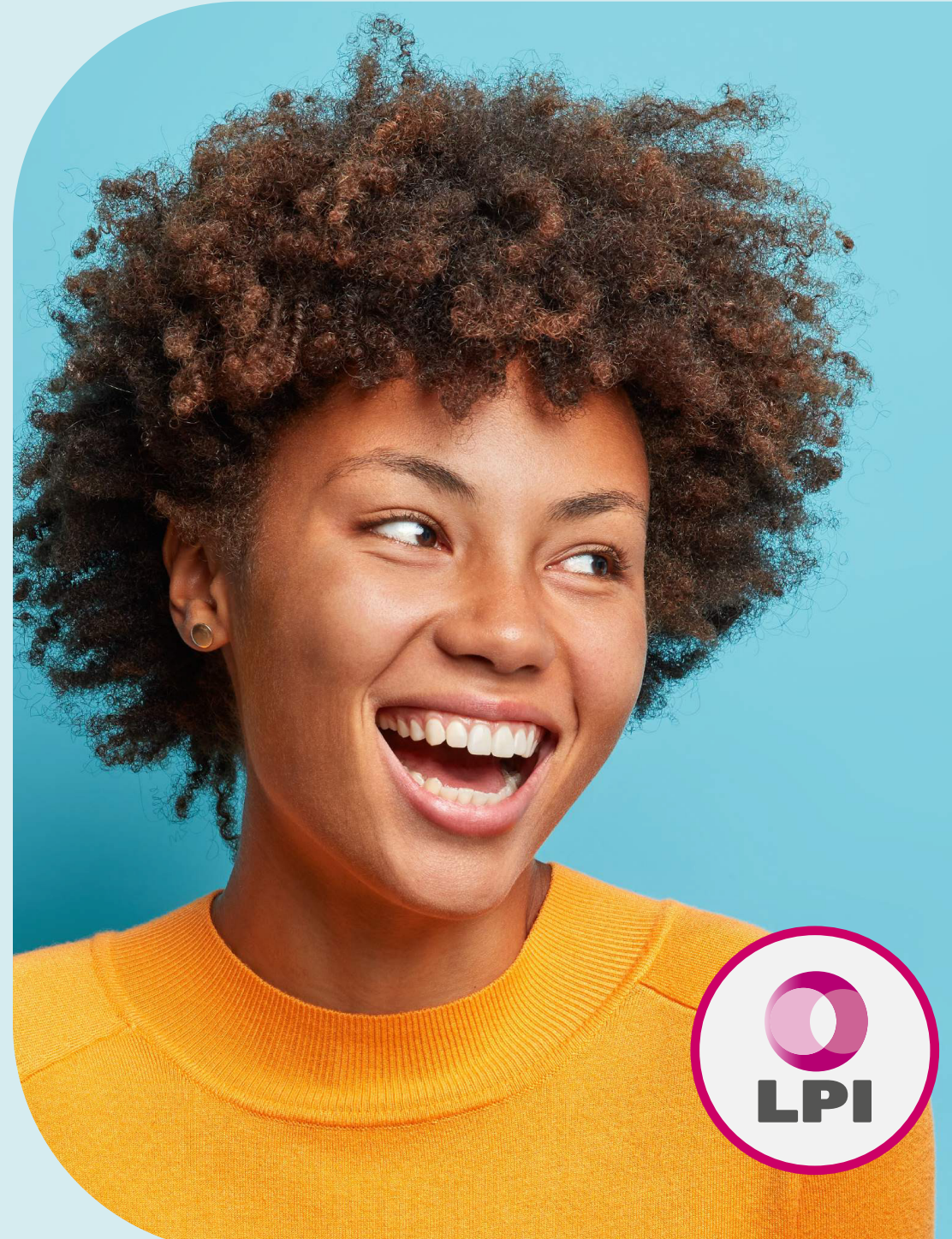


blue eskimo

**Work & Salary
Report for the
L&D Sector**

2022/23



Welcome

Welcome to the 2022/23 Blue Eskimo Work & Salary Report for the L&D Sector.

Blue Eskimo is the leading specialist recruitment company for the L&D industry, helping clients recruit all disciplines within Learning and Development for the last two decades.

This year's Work and Salary Report is based on our 11th annual survey, conducted in the closing weeks of 2022. We collected quantitative survey data from over 2,000 learning and development professionals based in the UK or working remotely with UK based companies.

We have used this data combined with our observations and experience of what is happening in the industry and compared it with the results from last year's annual survey to bring you our 2022 report on Work and Salary for the L&D sector and outline our expectations of what lies ahead for L&D in 2023.

We hope you enjoy it,

The Team at Blue Eskimo.

We collected data across the UK from 2124 respondents. This was used to draw a representative sample of 288 surveys which is the data we have based this report on. We make broad comparisons to our 2021 survey results, but the sample is not benchmarked it is a new sample each year.

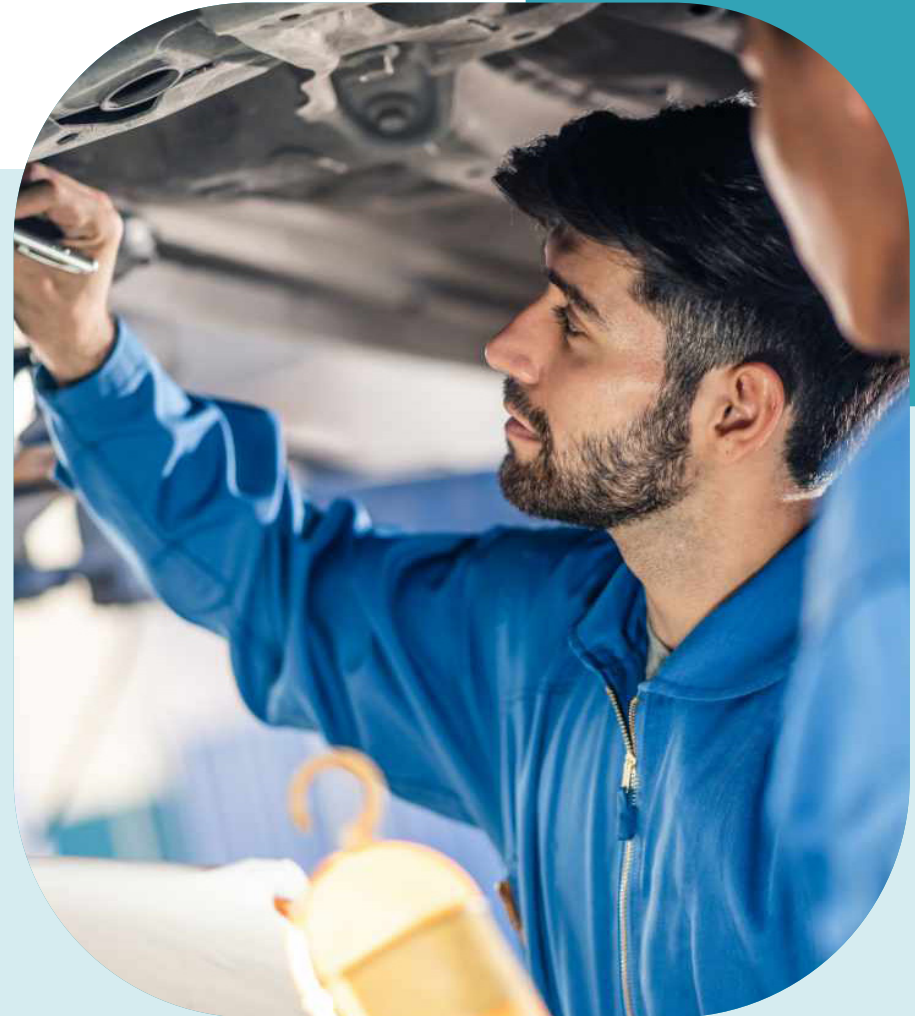
Where are we now?

As we enter 2023 we are still living in uncertain and turbulent times. In the gap between our annual surveys, we have seen three Prime Ministers, the war continuing in Ukraine, the cost-of-living crisis and recession looming in the UK.

In contrast to this gloomy background the L&D industry has continued to thrive and, in 2022 we welcomed the full return of live industry events.

Hybrid working is now the norm for many of us as we move to combine working from home with days in the office and face to face meetings, in a way that would not have been thought possible two years ago during lockdown and would not have been imaginable to most of us previously.

The combination of high demand for certain skills and experience within the industry coupled with a subdued economy means that 2023 is already proving to be another interesting year.





Within our own recruitment business, the last 12 to 18 months in the learning technologies sector have been unlike anything we have ever witnessed in 20 years of recruiting, such is the demand within the market. We have seen record salary inflation and pay increases gained by many of our candidates who have moved jobs. However, we are also beginning to see the impact of the recession and the tech crunch on the industry, with companies more closely examining their overheads and wage bills. Unfortunately, this is leading to an increase in redundancies and layoffs, but thankfully in relatively small numbers (as of January 2023).

Nick Bate, Director Blue Eskimo

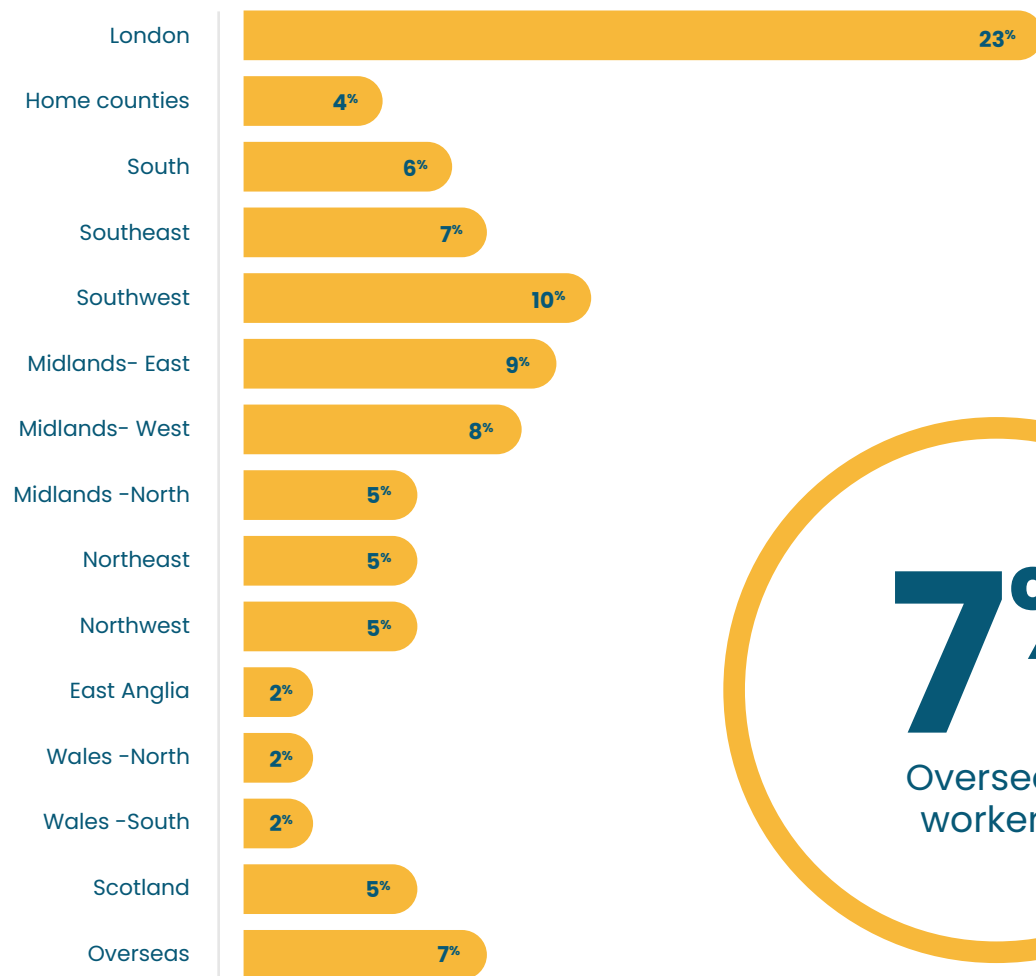
Section 1

Where are you based and what do you do?

In this section of the survey, we asked respondents about their location, their role within L&D, and how their employment had changed over the last 12 months



Where are you primarily based?



23%
Based in London

7%
Overseas workers

Comments

The survey data shows a shift away from London compared to last year's survey. The number of respondents based in London has **dropped from 29% to 23%**.

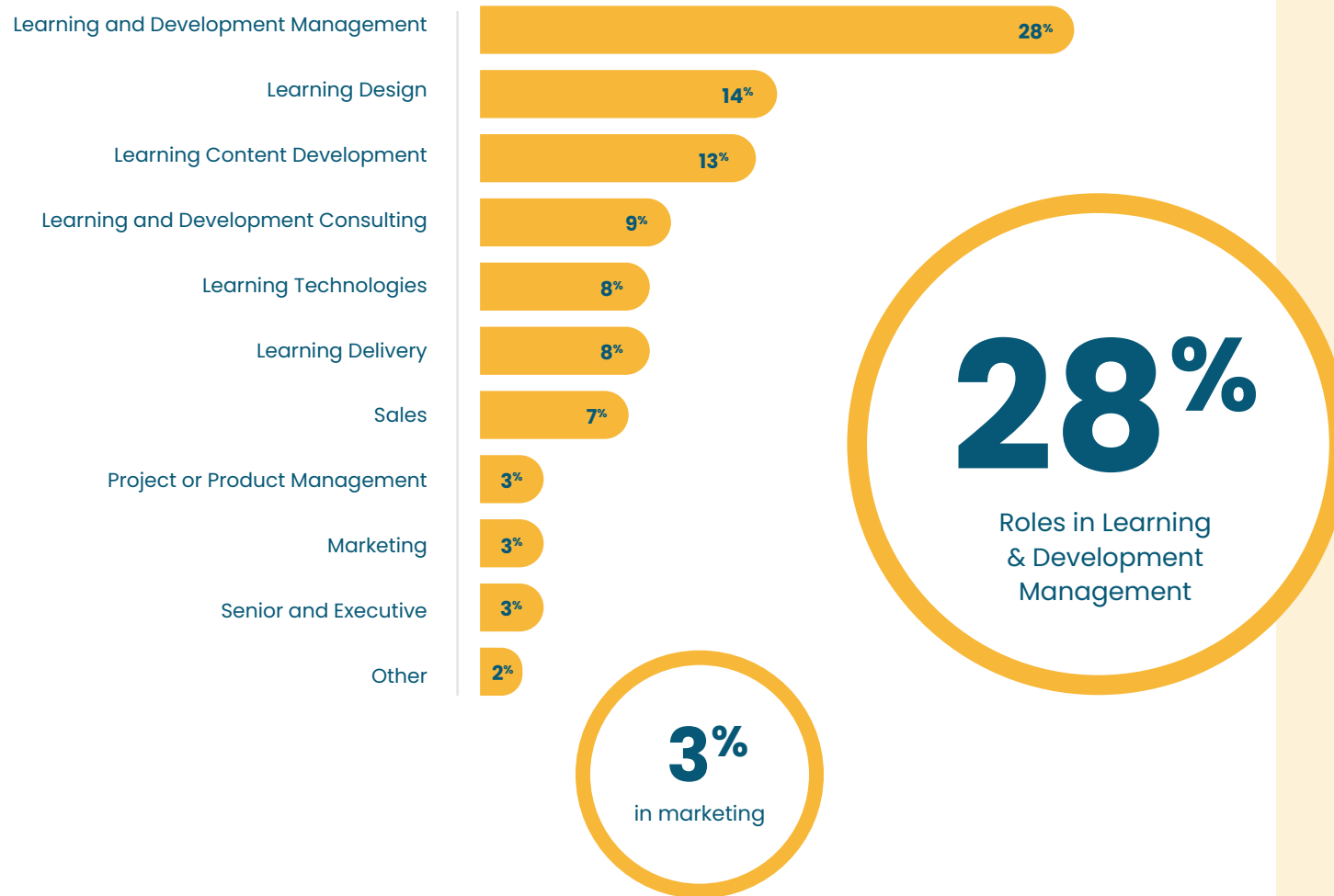
We have also seen a slight **increase in overseas workers in this year's survey up from 6% to 7%**. However, increases in the South and Midlands regions of the UK tell us that most of those London workers may not have moved that far afield.

This shift in working locations is also supported by ONS survey data which has shown:

London was the region most affected by changes to working and commuting preferences over the pandemic. In the first quarter of 2022, the number of those commuting into London or working from offices fell over 30% when compared to the fourth quarter of 2019. This was well above the 19.7% decline seen across the UK as a whole. Regional commuters into London fell 367,000 over the same period.

**Office of National Statistics Labour
market overview, UK: November 2022**

Which of these areas does your role mainly focus on?



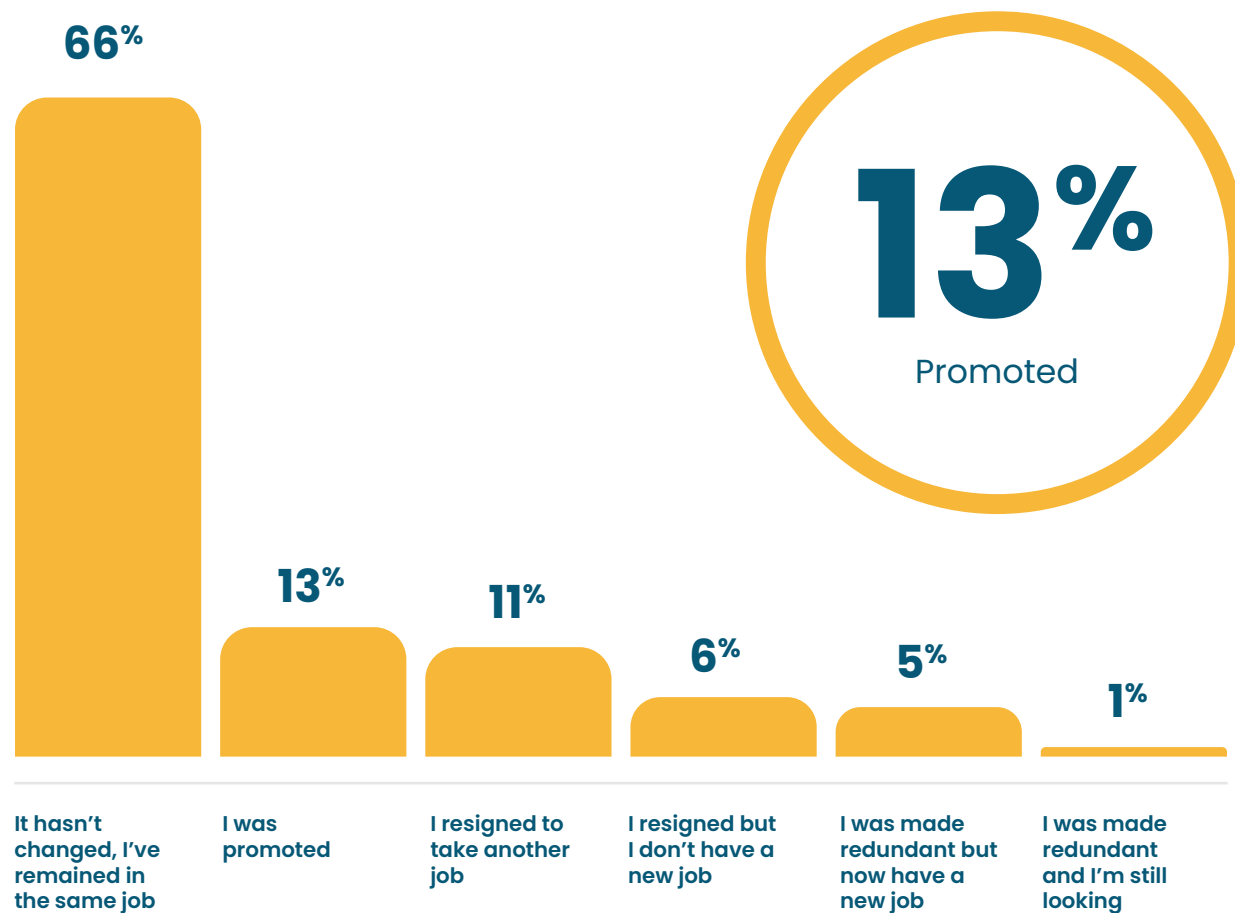
Comments

The survey data suggests increased consolidation of job roles in the market with growth being seen in higher end strategic roles and content design and development.

Roles with a Learning and Development Management focus have increased from 16% in our 2021 survey to 28% this year, this reflects what we have seen on the ground with L&D increasing its importance as a business function and offering more opportunities for promotion and salary increases in senior roles.

Learning Design and Content Management are also key growth areas within the industry as the expansion of online learning and demand for digital assets continues to grow rapidly.

How has your employment changed over the last 12 months?



Comments

2022 saw more stability compared to 2021, with 66% of respondents remaining in the same job compared to 56% in last year's survey. Resignations were also down slightly from 18% in 2021 to 17% in 2022.

Overall, the data for 2022 shows a healthy industry with increased stability as more people stayed in the same jobs. There was a slight fall in promotions compared to 2021 down from 16% to 13% but also a relatively low level of redundancy at 6%, with the vast majority of people finding alternative work at the time of the survey.

Given the current economic outlook we are expecting the trend of more people staying in jobs to continue as uncertain times tend to lead to more cautious behaviour.

The pandemic also forced many companies examine their company structures and overhaul their processes to allow for remote work. This resulted in a lot of change which, for the leading companies, has now been completed and they are experiencing a more "settled" period of rebuilding.

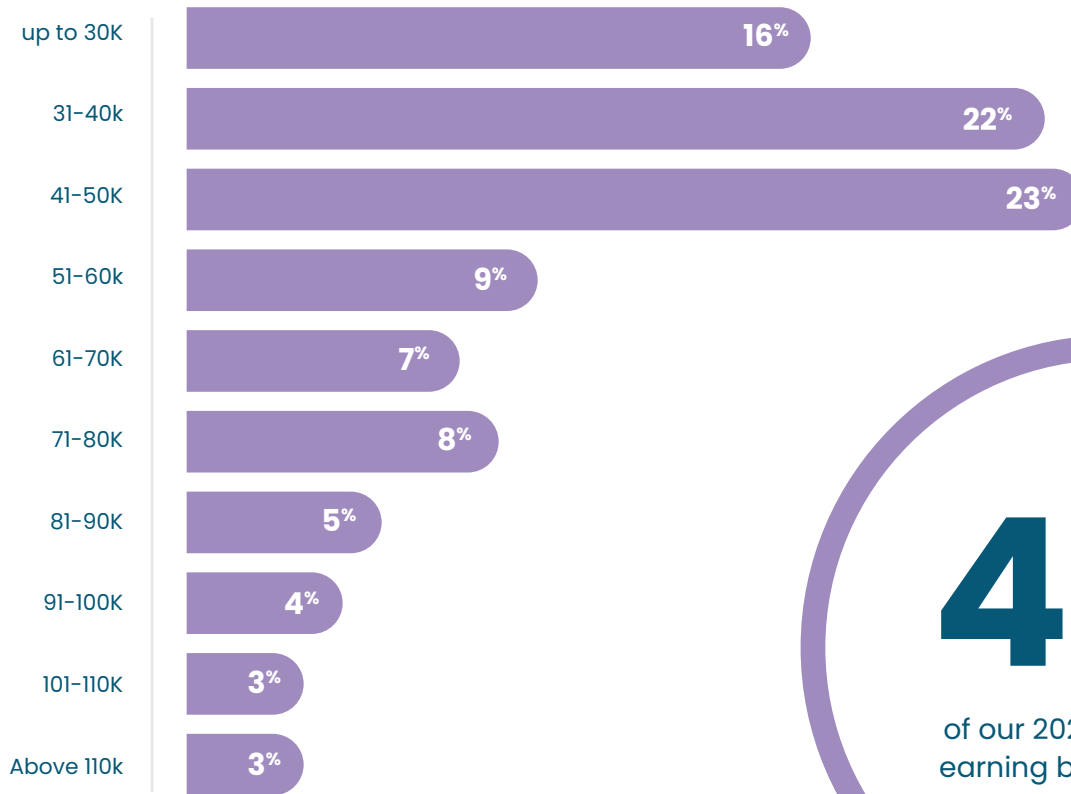
Section 2

All about the money!

In this section of our survey we asked respondents how they felt their salary compared to the industry average, what their salary was, and if it had changed in the last 12 months.



What is your current basic annual salary?



45%

of our 2022 respondents earning between £31,000 and £50,000 a year.

Comments

The salaries within L&D cover a large range of different roles from leadership roles to entry level opportunities, but as an industry we compare well with the average UK salary of £33,000 with **45% of our 2022 respondents earning between £31,000 and £50,000 a year.**

16%

up to £30k

The median average salary for those working full-time in the UK is £33,000. The median average salary for all employees in the UK is £27,756.

Office of National Statistics Labour market overview, UK: November 2022

The L&D industry also offers good opportunities for progression into high level and high earning roles with 10% of 2022 respondents earning over £91,000 a year.

How do you feel your salary compares with the industry average?



About right



Lower than average



Higher than average

Over the last 12 months, your salary has increased, decreased or remained the same?



Increased

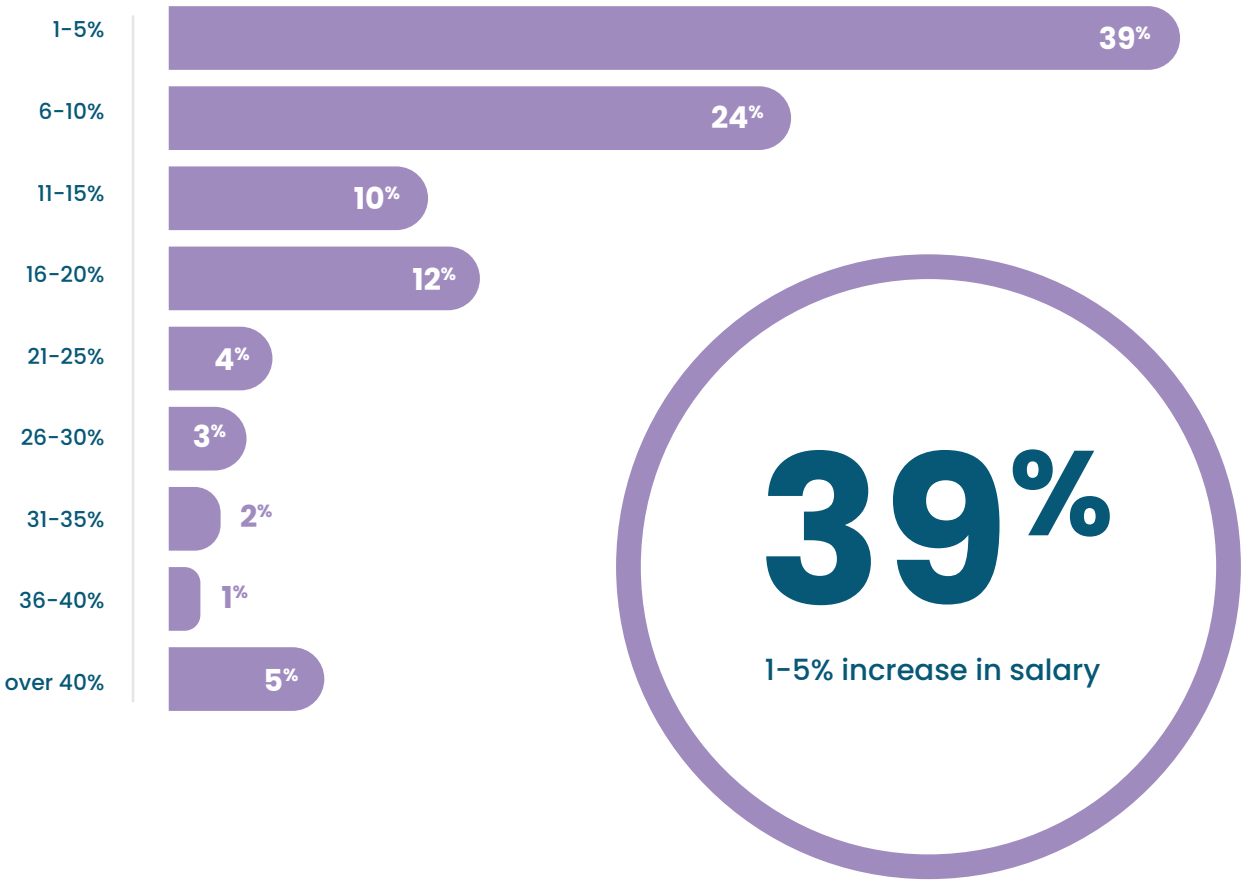


Remained the same



Decreased

If your salary increased what was the percentage increase in salary?



Comments

There was more salary satisfaction in 2022 compared to 2021. 65% of respondents felt their salary was about right compared to 57% of respondents in 2021.

Rates of dissatisfaction had also decreased with 21% of respondents in the 2022 survey feeling that their salary was lower than average, compared to 28% in the 2021 survey. This suggests salary levels and expectations are increasingly converging. The data also support the high levels of salary increase we have seen on the ground in 2022, with 50% of respondents experiencing a salary increase and of those who got a salary increase 15% of them received a salary increase of more than 20%.

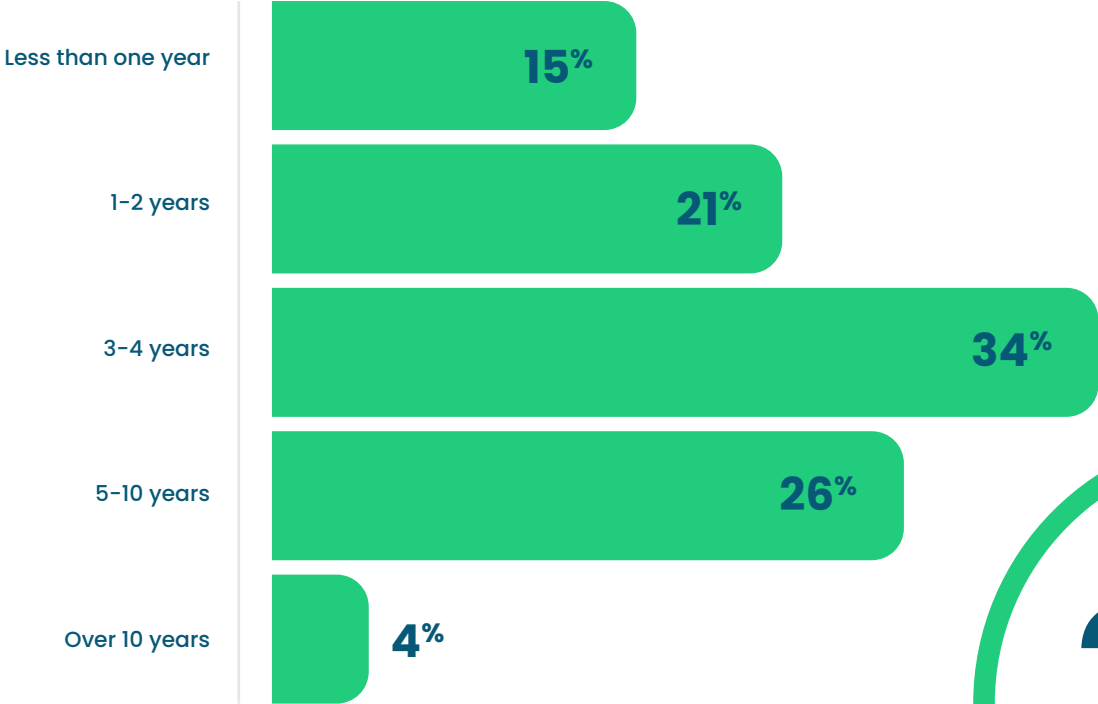
Section 3

Job Satisfaction and Happiness

In this section we look beyond salary expectations to examine other factors that indicate job satisfaction and happiness including length of tenure, employer treatment and working hours.



How long have you been at your current company?



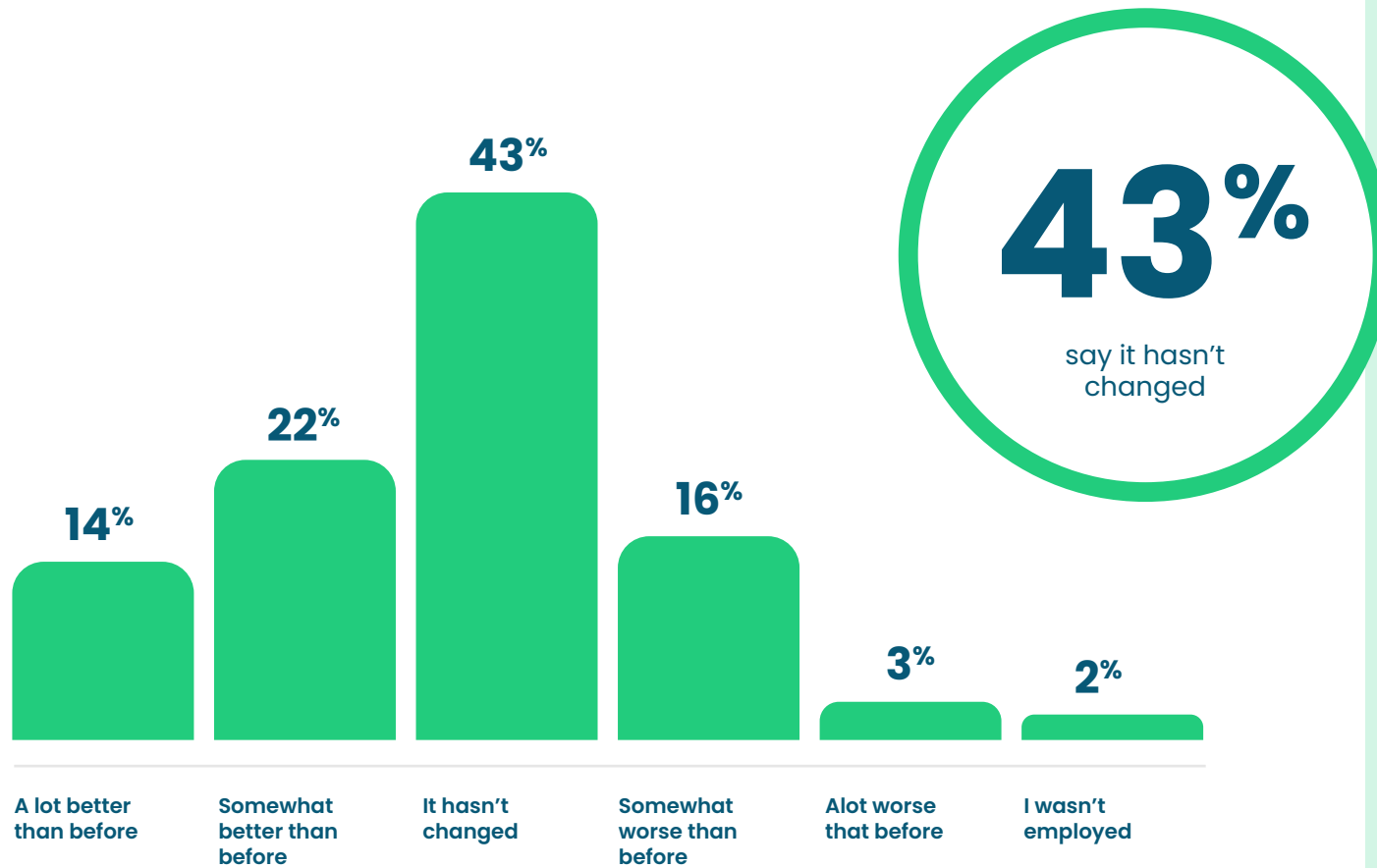
34%
3-4 years

4%
Over 10 years

Comments

There is still a lot of employee movement happening in the industry although things have settled down slightly since 2021. Only 15% of respondents had been in their job less than a year in 2022, compared to 17% of respondents in our 2021 survey. In 2022 we can see that 64% of respondents have been in their job 3 years or more.

Has the Treatment from your Employer changed over the last 12 months?



Comments

Employee treatment has improved in our 2022 survey with 36% of respondents saying that they felt a lot or somewhat better treated compared to 29% in our 2021 survey. 43% experienced no change in treatment, compared to 50% in our 2021 survey.

This supports what we have seen ourselves; in this competitive market companies are working hard at employee retention. However, alongside this we are also entering a post pandemic era and a recession which is seeing some companies reduce staffing levels. This can put pressure on those staff who remain and this may account for the 19% of respondents who feel that in 2022 they were treated somewhat or a lot worse than in 2021.

Do you regularly work longer hours than you are paid for?



27%

27% of respondents felt that they were working longer hours because of hybrid/remote working.



56%

56% of respondents said they worked longer hours than they were paid for.

How happy are you?



12%

12% of respondents reported being very unhappy, or not happy and just turning up at work



88%

88% of respondents said they were quite or very happy with their job. **35% of these said they loved their job!**

Comments

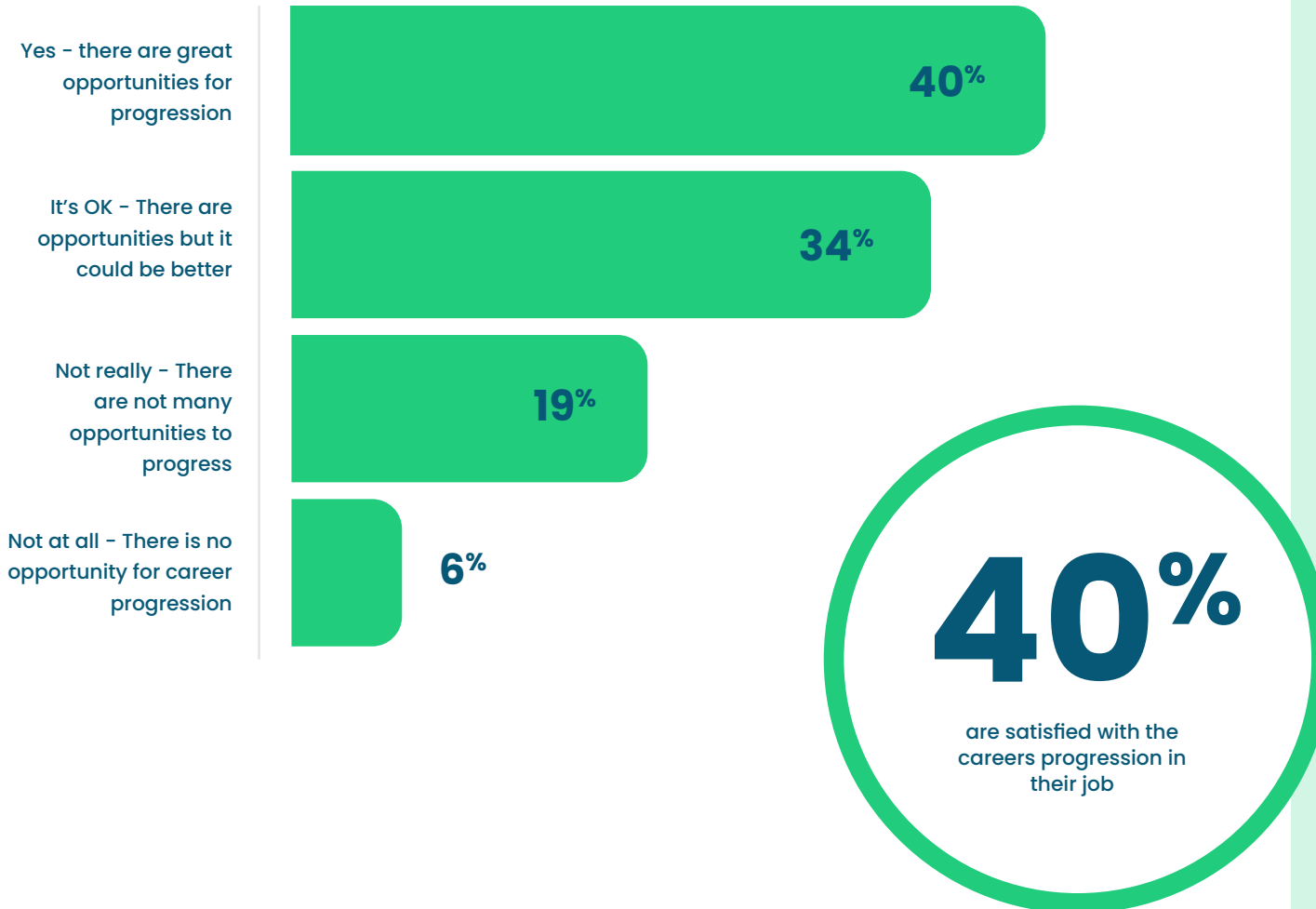
We saw a slight drop in respondents working longer hours than they are paid for with 56% of respondents in 2022 survey saying this was the case, compared to 62% in our 2021 survey.

In 2022 only 27% of respondents felt that longer hours were due to remote and hybrid working, down from 44% in 2021.

During the pandemic many companies had to adjust to new ways of working. The change in data suggests that these changes have now been imbedded for the majority and working hours have become more normal. However, with 56% still working longer hours than they are paid for, it's clear that some people are still struggling to find the ideal work-life balance - but with 88% of respondents quite happy or very happy with their job, it looks like longer hours are a lifestyle choice for some people.



Are you satisfied with career progression?



Comments

Career progression looks broadly positive with 40% of respondents saying there were great opportunities in their current place of work. In a candidate-driven market there are also plenty of opportunities to progress by changing to a new employer. From a retention viewpoint employers really need to offer and communicate opportunities for progression, as we will see in the next section a lack of opportunity to progress is the top reason for people leaving their current job.



Section 4

On the move?

In this section we asked respondents if they were likely to change jobs in the next 12 months and if so, what would be their primary reason for changing jobs.



Are you **likely** to change jobs in the next 12 months?

The pace of change in the market may be slowing, but it certainly hasn't stopped, with 41% of respondents likely to change jobs in the next 12 months.

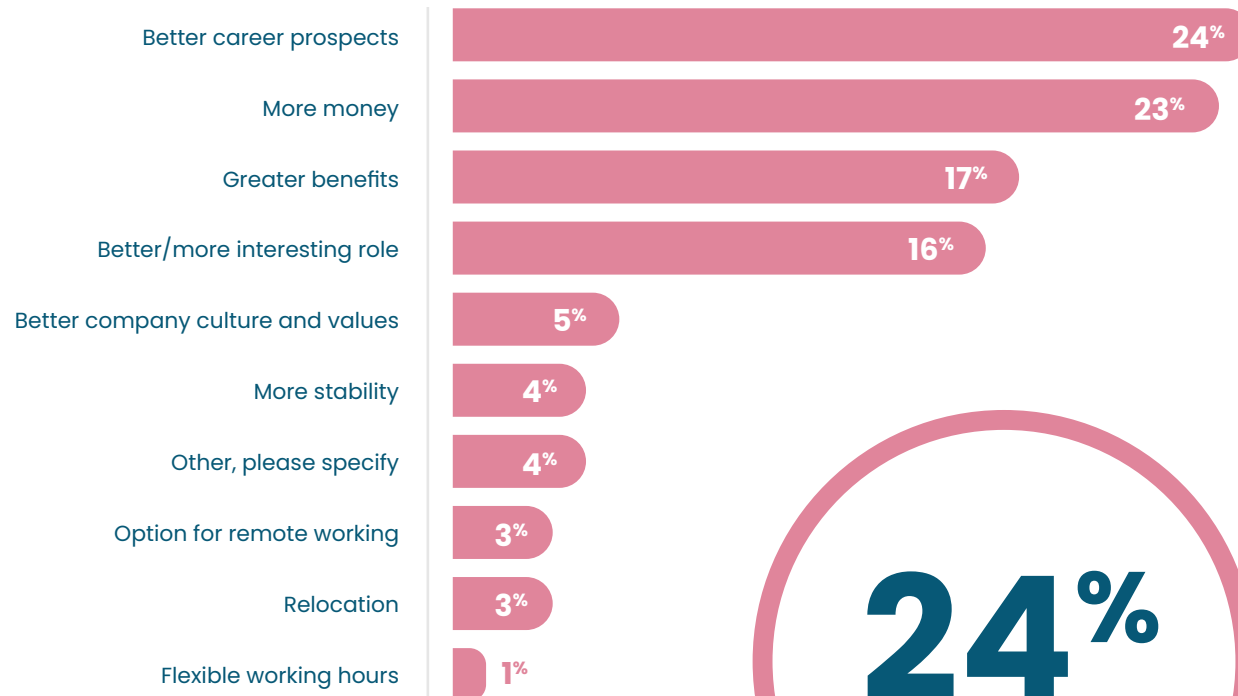
However, we can also see some increased stability in the section of the data with 59% of respondents saying that they didn't think they would leave their current job in the next 12 months, **this is an increase of 12% from our 2021 survey.**



41%

likely to change
jobs in the next 12
months

What would be your primary reason for changing jobs?



Comments

Employers will have to continue to work hard to retain their best people. Opportunity for career progression is the number one factor in influencing peoples' decision to change jobs so offering and communicating career prospects to retain and attract staff should be a key focus.

We did see a decrease in the importance of flexible and remote working as a reason for changing jobs in our 2022 survey. We believe this is in part due to the fact that flexible and remote working has become more the norm, so is no longer seen as a key benefit.

Section 5

Conclusion



2022 was another key year for L&D. We saw a two-tier demand starting to emerge, with demand focused on senior and strategic roles to lead L&D forward, combined with continued strong demand for proven skills and experience in content design and development, as this section of the industry continues to grow.

Hybrid and remote working became our “new normal” and facilitated a slight shift away from London – and a small increase in those working completely remotely overseas.

L&D continues to offer above average salary opportunities and there are also some high-level earning opportunities associated with the demand for higher level strategic roles, as the industry continues to evolve.

We are seeing slightly more stability in the market, but this is relative compared to the accelerated pace of change over the last few years. More people are choosing to stay in their jobs, working hours seem to have settled and overall, most people are happy in their work and feel that they are being better treated by their employer.

However, this is not a time to sit back. Economic pressures continue to mount and demand innovation and efficiency from all of us. Demand in the market is still high and we have skills shortages in certain areas coupled with continued growth, which is painting a mixed picture for 2023, of opportunity and growth alongside layoffs and redundancies. As of the end of 2022, with 41% of respondents saying they were likely to change jobs in the next 12 months we can expect continuing flux in the market for 2023.

It has been suggested by Deloitte that after the Great Resignation we are now entering the era of the Great Reimagining of the workplace. The L&D sector is uniquely placed to help all companies thrive and grow in what is set to be yet another challenging but exciting year ahead.

To overcome the Great Resignation, it's going to take a rethink, reshuffle, refocus, and reset to achieve the Great Reimagination. Organizations have an opportunity to become more human-centric, agile, resilient, and sustainable.

Deloitte 'From Great Resignation to Great Imagination' 2022

Resources

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/bulletins/annualsurveyofhoursandearnings/2022>

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/uklabourmarket/november2022>

<https://www.bnnbloomberg.ca/london-endures-greatest-post-pandemic-shift-in-working-habits-1.1790314>

<https://gethownow.com/blog/23-statistics-every-hr-and-learning-and-development-pro-should-know-for-2023/>

<https://www.bloomberg.com/news/articles/2022-07-11/london-endures-greatest-post-pandemic-shift-in-working-habits#xj4y7vzkg>

<https://www.cnbc.com/2022/05/24/last-in-first-out-risks-of-joining-great-resignation-in-a-recession.html>

<https://www.deloitte.com/global/en/services/consulting/collections/the-great-resignation.html>

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