



Education **labour market** report – April 2024

The education job market is ever-changing, complex, and shaped by various elements, such as economic circumstances, technological progress, societal shifts, and government policies.

Despite being over four years since the onset of the pandemic, the education job market is still grappling with the aftermath of Covid-19. Additionally, the deteriorating economic conditions impact every facet of the labour market in education. This includes staff shortages, retention difficulties, disputes over pay and working conditions, and a crisis in pupil attendance.

This report offers an extensive examination of the current state of the education labour market, drawing on the latest data and insights from Reed.co.uk, one of the UK's leading job sites. We delve into these statistics, providing a comprehensive overview of the developments in 2024 so far. Additionally, we'll explore the implications of these trends for students, educators, policymakers, and employers, offering strategies to navigate this rapidly changing landscape.



903,293 Total candidates



19,556 Live jobs now



5% Candidate pool growth (past year)



39,532 New candidates (past year)



14,163 Jobs posted last 30 days



63,524 Applications made last month



3,075 Candidates registered last month

April's report shows that we are currently experiencing a reduction in the number of open vacancies, but an increase in the amount of people looking for work in the education sector.

In February's report, there had been **16,416 jobs** posted in the previous 30 days, and this month there has been **14,163**. Yet the number of candidates registered has increased from **2,696** to **3,075** and job applications have increased from **53,301** to **63,524**.

These statistics highlight greater urgency among education professionals to secure a new opportunity and people are having to apply for more vacancies. Each job vacancy receives an average of **4.4** applications - increased from **3.37** in February.

However, if we look at the data from the same time last year, April is generally a month where there is a decline in the number of vacancies but picks up rather significantly over the next few months as many schools start to plan for September.

For those that can get ahead, April offers a great opportunity for schools to advertise their roles as the competition is low and the number of candidates is high. Waiting to advertise vacancies in the following months can mean you are fighting to secure the best professionals among many other schools hiring at the same time.

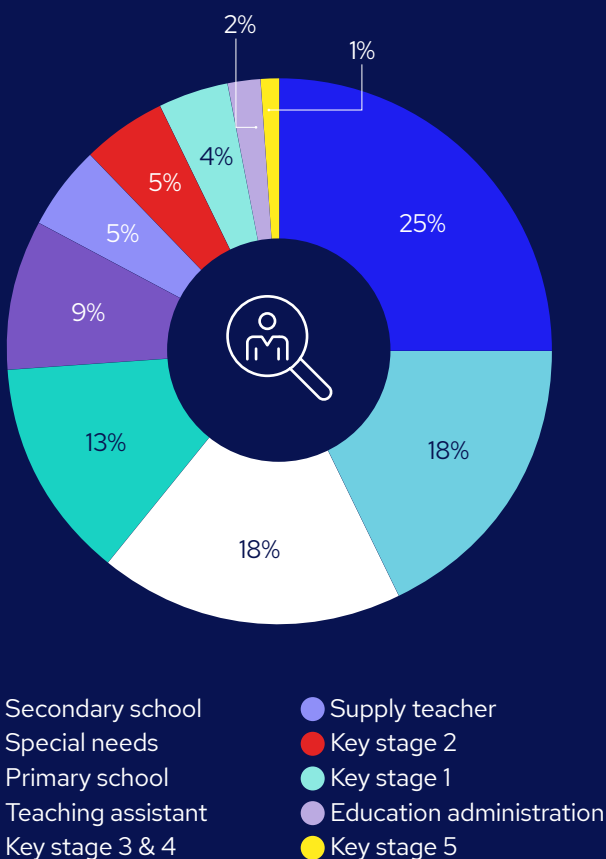
The total number of education jobseekers registered on Reed.co.uk currently stands at almost a million (**903,293**). This is a positive sign and shows that the talent shortages that many schools are facing should hopefully ease if we see this number continue to grow.

Schools looking to attract the best professionals need to consider their overall salary and benefits package. Flexibility is still a priority for many people and professionals are looking elsewhere to gain a better work-life balance, outside of the education sector. Therefore, schools, trusts, and academies need to better advertise the benefits and flexibility that teaching can offer, as well as improve policies where possible.



In-demand jobs

↓ Number of jobs advertised in each sub-sector



↓ Most searched-for jobs by jobseekers

- 1 Teaching assistant **58,947**
- 2 Teacher **38,872**
- 3 Teacher assistant **16,194**
- 4 English teacher **14,516**
- 5 Nursery assistant **12,974**
- 6 Nursery nurse **12,143**
- 7 Primary teacher **8,281**
- 8 SEND teaching assistant **6,801**
- 9 Primary school teacher **6,786**
- 10 Teaching **6,708**
- 11 Administration **6,457**
- 12 Tutor **6,264**
- 13 Student **6,228**
- 14 Learning support assistant **5,940**
- 15 Sales assistant **5,581**
- 16 Lecturer **5,482**
- 17 Tutor jobs available **5,353**
- 18 Spanish teacher **5,228**
- 19 Supply teacher **5,221**
- 20 Trainee teaching assistant **5,171**

Understanding the education vacancies that are most in demand is important for a number of reasons. Firstly, it can help schools to develop strategic hiring plans and invest in targeted recruitment efforts. Secondary schools continue to have the highest number of vacancies, followed by SEND and primary education.

Teaching assistants (TA) are still the most searched-for roles by jobseekers, followed by teachers. This suggests a high attrition rate among TA's. Interestingly, even though there is a high demand for these roles, a significant number of individuals are still actively pursuing these positions. Schools should consider how they can effectively retain their TA's if they want to reduce the turnover rate. Our data suggests an explosion also in SEND specialist support staff with the increase in EHCPs into this new school year.

These figures can help schools allocate their budget more effectively. For instance, they might decide to offer higher salaries or additional benefits for these roles to attract candidates. Schools can also decide to invest in professional development programmes to upskill existing staff to fill these roles. This not only helps address the recruitment challenge but also aids in staff retention.

Additionally, education leaders can use this data to advocate for policy changes. For example, there is a consistent shortage of SEND teachers and more needs to be done to encourage people to enter this field. In a poll of **922** SEND coordinators in

primary and secondary schools across England, conducted by education consultancy Sendco Solutions, only six schools said they did not have a problem with numbers of support staff for children with additional needs.

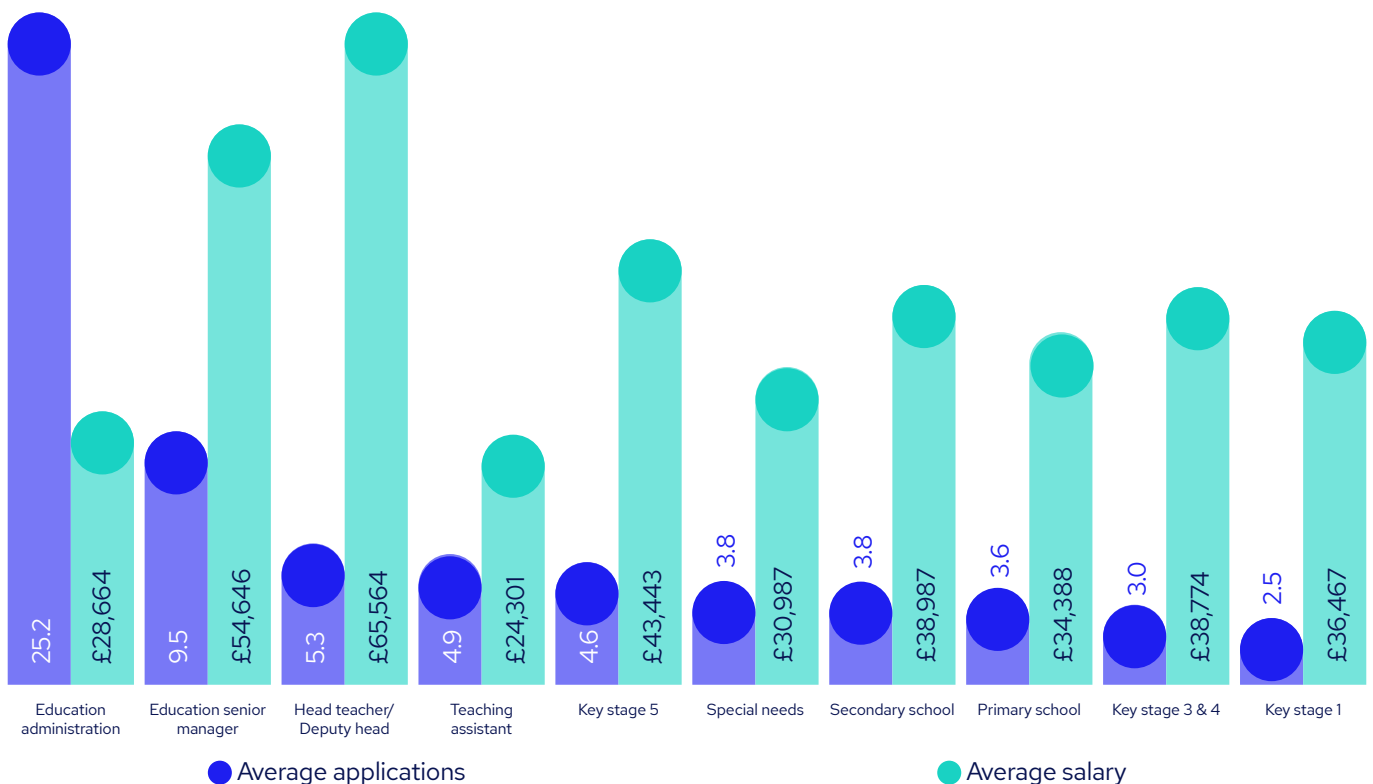
The demand for SEND professionals is only going to continue to grow. The number of children and young people with EHCP's increased to **517,000** in January 2023, up by **nine per cent** from 2022. This has increased each year since 2010. Incorporating SEND courses in higher education and creating apprenticeships for SEND teaching roles is one way to help meet demand. Experts have also suggested introducing universal SEND teacher training to equip all teachers with the necessary experience.

Essentially, these figures can help schools be better prepared for resignation days, particularly in September when the turnover is high, and they can pinpoint where to allocate resources and get ahead on workforce planning before the end of the school year.

Salaries

£34,724 Average salary advertised

↓ Average salary and applications by sub-sector



↓ Number of jobs in each salary bracket



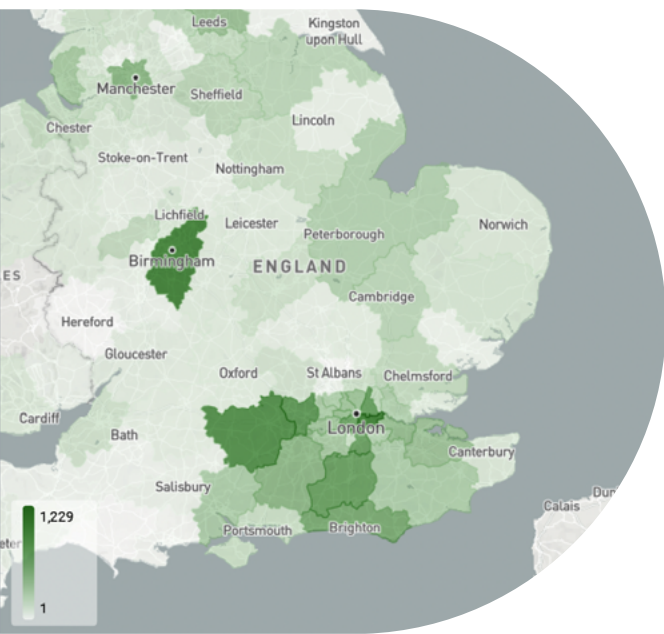
The average salary advertised across all education roles has increased from **£32,509** in February to **£34,724** this month. This is a positive sign that salaries are starting to increase which can only help in attracting and retaining professionals. We are still seeing that the most applications are being made for roles in administration, but this month we have seen the number of applications for education senior managers and headteachers increase. However, the main shortages still lie within the middle salary brackets, where you would typically find qualified teachers in both secondary and primary education.

The issue of teachers' salaries is one that has gathered a lot of media attention this past year, with ongoing pay negotiations and union strikes. This led to a significant number of teachers feeling undercompensated and unappreciated and many decided to leave the profession early - it also caused potential teachers to reconsider their career paths.

Despite the government eventually agreeing to the School Teachers' Review Body's recommendation of a **6.5%** pay increase, only **three per cent** is funded by additional government resources. Schools are expected to cover the remaining **3.5%** from their existing budgets. Given the financial constraints many schools are facing, many education professionals believe this measure will do little to alleviate the ongoing recruitment and retention crisis.

Schools that are struggling to recruit and retain talent due to the issues around pay, need to consider other ways of attracting professionals, such as through a generous benefits package, flexible working opportunities, and perks that make a real impact to educators' lives.

↓ Job location map



Geographical breakdown

From the geographical breakdown of where jobs are being advertised, **London** is by far the most active, with the most jobs advertised (**2,762**). In February, **Birmingham** was the second most active city however this has been moved to third place as **South West London** lies in second place this month with **1,279** jobs. We then see a number of **London** regions taking the highest positions but aside from London, **Manchester**, **Leeds** and **Liverpool** take the eighth, ninth and eleventh positions respectively.

Understanding the regional job market is crucial for schools as it provides insight into the demand for teachers in different regions. This knowledge can help schools adjust their recruitment strategies to stay competitive. Additionally, if a city or town is advertising a high number of education jobs, it could indicate a high turnover of teachers in that area. Schools can use this information to implement measures that improve teacher retention, ensuring they maintain experienced teaching personnel.

↓ Detailed location performance breakdown

Location	No. of jobs	Applications	Views
London	2,762	6.9	61.3
South West London	1,279	6.6	60.7
Birmingham	1,243	7.4	67.9
North London	1,111	5.7	55.6
South East London	935	5.3	50.3
West London	830	6.2	56.0
East London	750	8.3	71.3
Manchester	718	5.7	67.7
Leeds	636	4.9	67.5
Croydon	635	5.3	53.1
Liverpool	574	3.7	53.1
Southampton	536	1.0	40.5
Reading	515	2.5	44.7
North West London	506	8.1	66.3
Bristol	461	2.3	48.1
Plymouth	441	2.4	53.6
Slough	440	3.2	45.8
Sheffield	387	4.5	60.9
Enfield	381	4.7	56.5
Bradford	338	6.0	68.8

In conclusion

This report offers essential insights into the education sector, empowering schools to navigate the dynamic nature of the job market and tailor their strategies accordingly.

Prior to September, the beginning of the new academic year, it becomes crucial for schools to stay ahead of the curve. They should proactively strategise their recruitment efforts based on the data presented in this report. By doing so, they can secure the necessary staff before the peak hiring season, when competition for qualified teachers intensifies.

Ultimately, schools that can swiftly adapt will not only ensure adequate staffing for September but also enhance their ability to deliver quality education in the long term, benefiting both staff and students.



Get in touch with a specialist education consultant today.

