



Education **labour market** report – February 2024

The education labour market is dynamic, complex, and influenced by a multitude of factors, including economic conditions, technological advancements, societal fluctuations, and changes in government policy.

The sector continues to deal with the fallout of the Covid-19 pandemic, but most significantly, the worsening economic situation is affecting every aspect of the education labour market, bringing with it staff shortages, retention challenges, conflicts around pay and employee conditions, and a crisis in pupil attendance.

This report aims to provide an in-depth analysis of the current state of the education labour market, backed by the latest statistics and insights from Reed.co.uk - one of the UK's leading job sites. We will delve deeper into these statistics and insights, providing a comprehensive understanding of the past year. It will explore the implications of these trends for students, educators, policymakers, and employers, and suggest strategies for navigating this rapidly evolving landscape.



887,117 Total candidates



20,707 Live jobs now



6% Candidate pool growth (past year)



47,079 New candidates (past year)



16,416 Jobs posted last 30 days



53,301 Applications made last month



2,696 Candidates registered last month

These statistics provide a fascinating insight into the current state of the education sector in the UK and highlight the struggle that many schools are facing with finding and retaining talent.

With **16,416** jobs posted in the sector over the last 30 days and **20,707** live jobs now, it's clear that there is a significant demand for professionals. This large number of jobs indicates the highly competitive nature of the sector. Official statistics from the Department for Education showed that in 2022, **8.8%** of the education workforce left for reasons other than retirement, almost **13%** of early career teachers (ECT's) left the profession a year after qualifying, and almost **19%** after their second year.

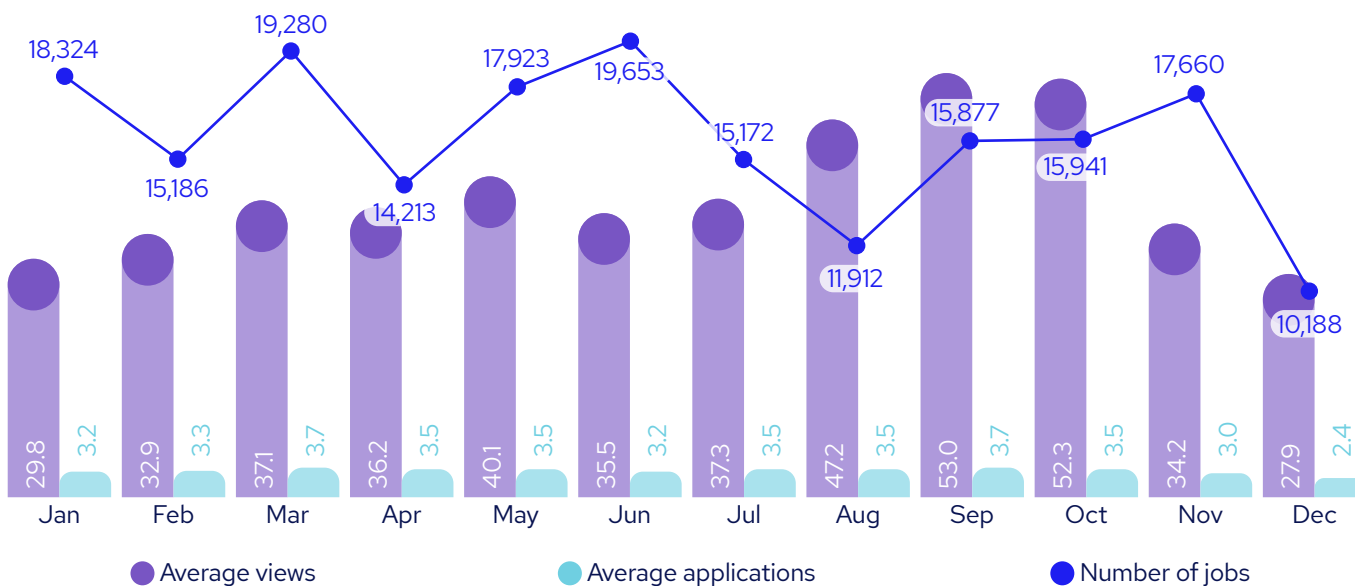
The total number of education candidates on Reed.co.uk stands at **887,117**, with **2,696** new registrations made in the last month and **47,079** new candidates in the past year. This suggests that the sector is attracting a steady stream of new potential employees, which is a positive sign. However, the growth rate of the candidate pool this year is just six per cent. This could be down to the lack of ECT's entering the profession and many seeking more from their employers.

Flexibility is now a priority for many people, and many are looking elsewhere to gain a better work life balance, outside of the education sector. Schools, trusts, and academies, as well as government, need to better advertise the benefits of teaching and the flexibility it can offer, and look at improving their policies where possible.

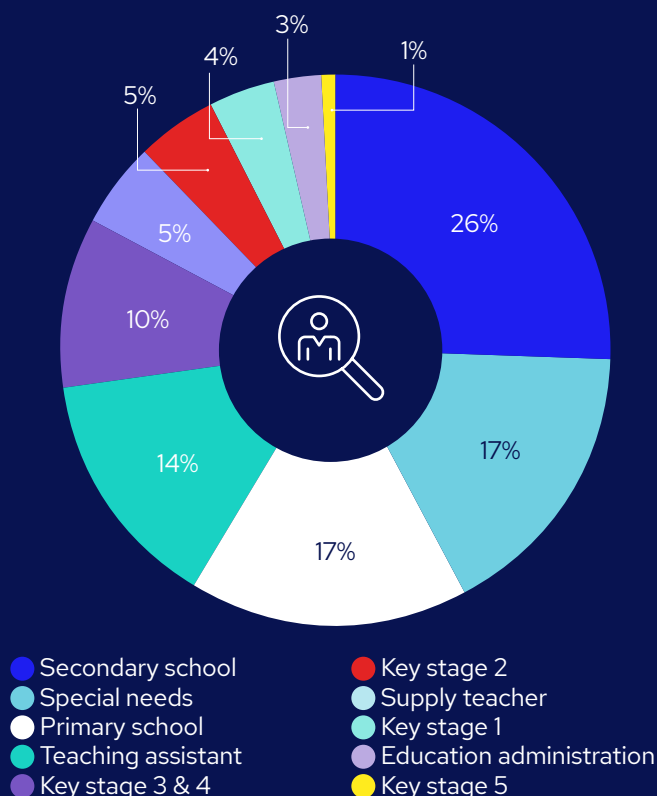
There were **55,301** job applications made last month. If we assume that this rate is constant, it means that each job posting receives approximately **3.37** applications on average (**55,301** applications / **16,416** jobs). This is a relatively low number, suggesting that schools might be facing challenges in attracting suitable candidates.

In-demand jobs

↓ Average views, average applications, number of jobs



↓ Number of jobs advertised in each sub-sector



↓ Most searched-for jobs by jobseekers

- Teaching assistant **58,078**
- Teacher **38,514**
- Teacher assistant **15,933**
- English teacher **14,295**
- Nursery assistant **12,891**
- Nursery nurse **12,172**
- Primary teacher **8,189**
- SEN teaching assistant **6,688**
- Primary school teacher **6,676**
- Teaching **6,598**
- Administration **6,242**
- Student **6,229**
- Tutor **6,161**
- Learning support assistant **5,857**
- Sales assistant **5,501**
- Lecturer **5,396**
- Tutor jobs available **5,372**
- Spanish teacher **5,207**
- Trainee teaching assistant **5,182**
- Supply teacher **5,167**

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 have the highest number of vacancies, followed by SEND, with primary education being the third most in-demand phase of education. However, the most highly sought-after job is teaching assistant (TA).

Teaching assistants are also the most searched-for roles by jobseekers. 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 also help schools to 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.

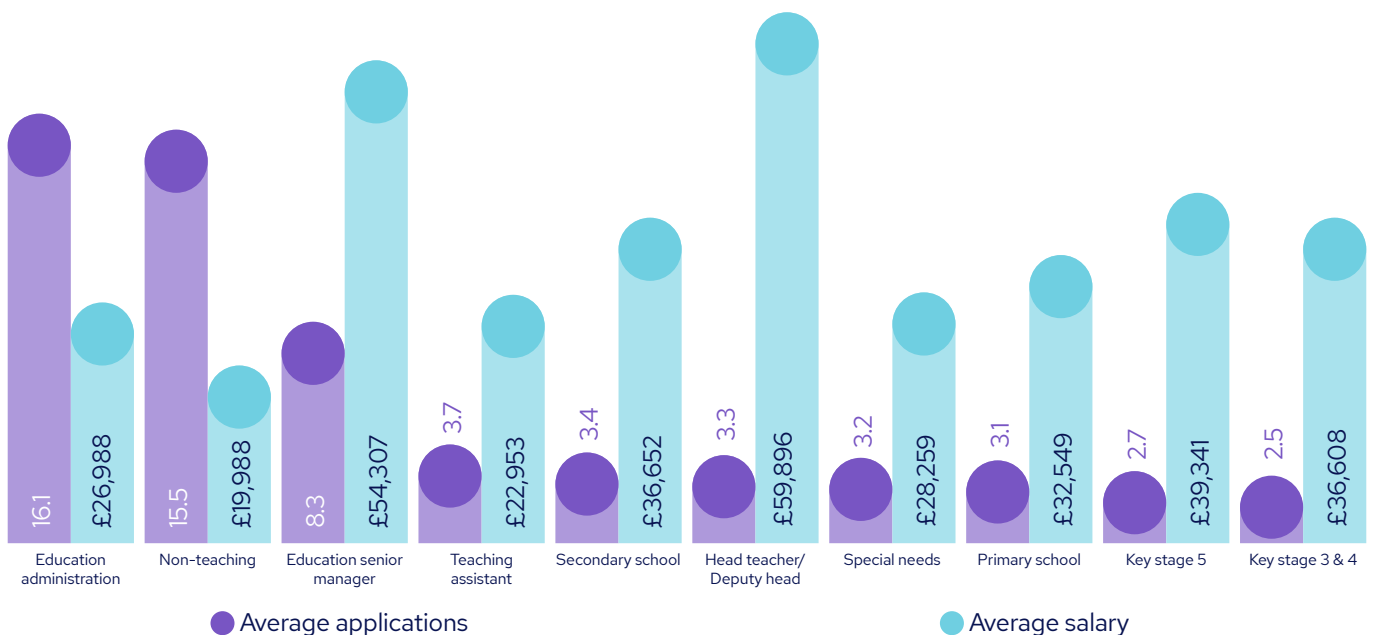


Salaries

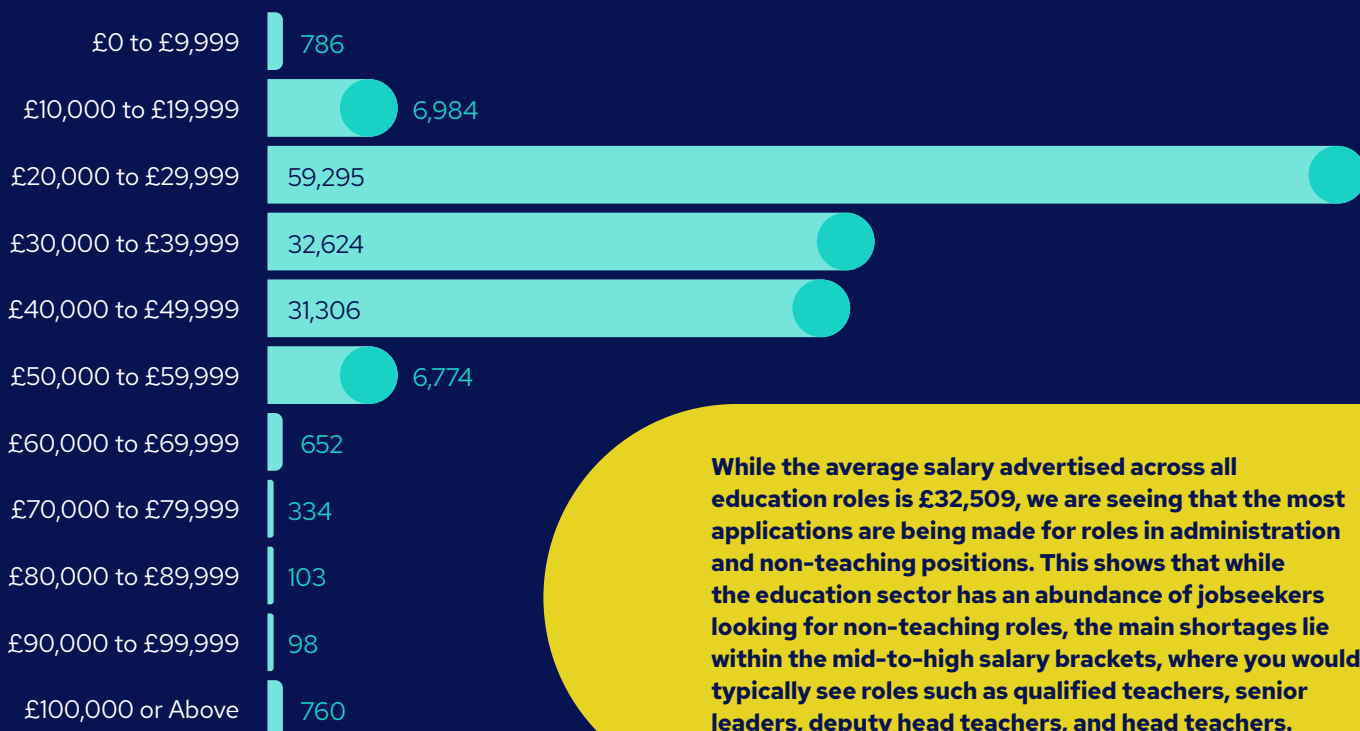
£32,509

Average salary advertised

↓ Average salary and applications by sub-sector



↓ Number of jobs in each salary bracket



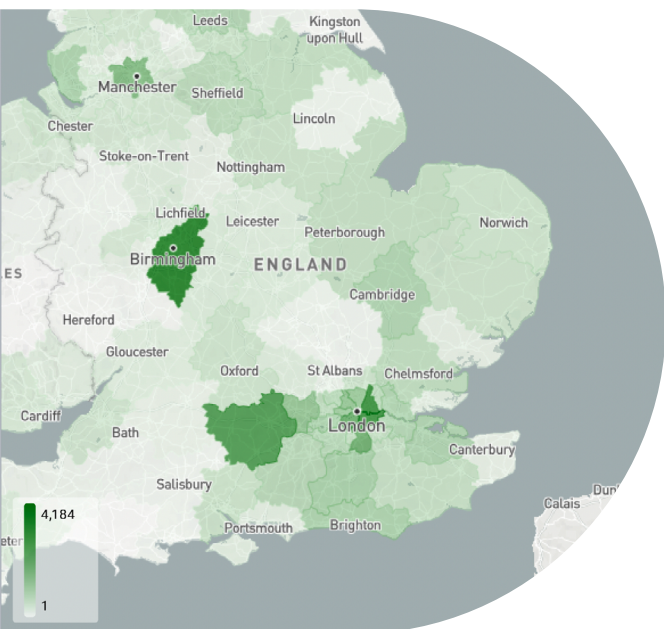
While the average salary advertised across all education roles is £32,509, we are seeing that the most applications are being made for roles in administration and non-teaching positions. This shows that while the education sector has an abundance of jobseekers looking for non-teaching roles, the main shortages lie within the mid-to-high salary brackets, where you would typically see roles such as qualified teachers, senior leaders, deputy head teachers, and head teachers.

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 (13,612). East London in particular has the most job advert views as well as the most applications made. Birmingham is the second most active city which is to be expected as it’s the second largest after London, followed by Manchester and Bristol.

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	13,612	5.2	45.3
Birmingham	5,774	4.7	44.3
South East London	3,889	4.3	40.5
East London	3,736	8.8	66.5
Manchester	3,715	4.0	38.1
South West London	3,678	5.0	45.7
Croydon	2,507	3.4	36.2
North London	2,369	6.0	52.7
West London	2,226	6.0	50.5
Bristol	2,095	1.8	29.4
Leeds	2,094	3.5	41.0
Liverpool	2,090	3.2	36.9
Reading	2,076	1.7	31.4
North West London	1,878	5.8	48.9
Wembley	1,672	4.7	39.4
Bradford	1,624	4.2	45.0
Slough	1,522	2.7	34.5
Enfield	1,494	3.7	38.4
Southampton	1,321	1.3	28.3
Sheffield	1,194	3.7	44.2

In conclusion

This report provides crucial insight into the education labour market, enabling schools to understand the job market dynamics and adjust their strategies accordingly.

Before September, the start of the new academic year, it is imperative for schools to get ahead of the curve. They should proactively plan their recruitment efforts based on the data presented in this report and by doing so, can secure the necessary staff before the peak hiring season when the competition for qualified educators intensifies.

Ultimately, schools that are able to adapt quickly will not only ensure they are adequately staffed for September but will also be better positioned to provide quality education in the long run, raising attainment and wellbeing among staff and pupils.



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