

Reed
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Health & care

Salary guide 2024



The cost of winning in 2024



The end of 2023 saw slowing inflation, a positive sign for the year ahead. But no matter what happens with the inflation rate, people will still be feeling the pinch of the cost-of-living crisis. Many will be looking for jobs that can offer the salary and benefits they need to stay afloat.

It's the people working in organisations that make the difference, so it is important that companies do all they can to offer the best remuneration packages to attract new, good quality hires and to retain their best people.

Towards the end of last year, we conducted our annual survey of 5,000 workers to provide you with a representative picture of the wants and needs of the UK workforce. You can see an in-depth analysis of the results of the survey further on in this guide, but interestingly, 55% of people are currently looking for, or considering looking for, a new job. The top reasons for looking to leave their current role include pay being insufficient or perceived to be better elsewhere, benefits not being good enough, and a toxic workplace culture.

On top of this, just over half of workers (56%) are happy with the pay they receive, but this does mean that many are not. Of those who aren't satisfied with what they are earning, over half (57%) stated that this is because their salary hasn't risen with the cost of living. Over a third (39%) say it's not enough for them to live the lifestyle they want, and (38%) feel they are unable to save enough money to meet their financial goals.

As a business leader, I know it isn't always possible to increase salaries, especially with rising costs, the burden of overheads and higher business rates looming. However, it's important that if you can, you consider doing so, because even a small amount can make a big difference.

In my experience, the best investment you can make is in people, and in return, you will see improvements to productivity, employee retention, customer satisfaction and ultimately your bottom line. But if there really isn't anything you can do with salary, focus on the benefits you can offer – make your place of work difficult to leave and become a 'star player' when it comes to added value. Our research highlights the disparity between what is being offered and what people really want, so don't be afraid to ask your colleagues what they actually want and keep doing this on a regular basis to ensure you have your finger on the pulse.

This year, our research has also highlighted some significant gender disparities. According to our survey, women are earning on average £10,000 less than their male counterparts. 57% of men feel confident they will achieve their dream salary, as opposed to just 44% of women. Women's mental health is also more likely to be impacted negatively by their current financial situation (40% vs 29% of men). And overall, women are less likely to receive any work benefits (35% vs 25% of men), but when they do get them, they are more likely to prefer flexi time (40% vs 32% of men) and are less likely to get a salary increment (16% vs 20% of men).

These disturbing statistics highlight that there is still much work to be done to close the gender pay gap. According to the Office for National Statistics, the gap in median hourly pay between full-time male and female employees increased to 7.7% in 2023. Organisations should continue to address women's inequality in the workplace and it's certainly something we are working on here at Reed. Addressing gender pay will bring a range of benefits to your business including improved morale, higher retention, increased innovation, improved productivity and lower legal risks.

Not only must we bridge the pay gap, but business leaders also need to ensure that no matter what journey you find your organisations are on in 2024, inclusion and belonging should remain paramount in the workplace. This will ensure you widen your doors to access the best talent available. In an environment where you will need innovative, creative and productive people more than ever, this makes perfect business sense.

Remember, your people are your superpower!

Wishing you all the best for the year ahead.

James Reed CBE
Chairman and Chief Executive, Reed

Why use Reed's health & care salary guide?

For both jobseekers and employers alike, Reed's salary guide stands as an invaluable resource, offering unparalleled insights to keep you well-informed and ahead of the curve in 2024.



Extensive view

This guide covers a wide range of jobs at all seniorities across the health & care sector. Whether you're a seasoned professional or just starting out, you'll find valuable insights to help you succeed.



Superior insight

Our health & care experts provide key insight into the sector, with Reed's practice specialists discussing the job landscape at a deeper level. This means you'll get a unique perspective on the job market that is not available elsewhere.



Stay well informed

The data in this guide is based on salaries expected today, so you can use the information to steer your decisions and make informed choices on the salaries you offer your employees or accept yourself. You'll be able to stay up to date on the latest trends and developments in the sector.

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Shifting towards a person-centred approach to healthcare



Helen Clark

Divisional Director - Health & Care, Reed

Transformation is the watchword for the health and care sector, which is entering a new phase shaped by technological advancements, policy shifts, and the evolving needs of an ageing population. These groundbreaking developments are igniting fresh opportunities in the jobs market.

The integration of telemedicine, electronic health records, and AI-driven diagnostics is streamlining healthcare delivery, enhancing efficiency and patient outcomes. Healthcare tech has also improved the accuracy of disease detection and treatment plans, leading to more personalised services. This digital revolution has created a demand for tech-savvy professionals who understand the potential of these innovations to drive progress.

Enthusiasm to learn new technology will enhance the prospects of any jobseeker or professional looking for a step up. Staying updated with the latest advancements in medical technology and treatments is essential to provide high-quality care.

↓ A continued focus on mental health

This year, we can expect a continued focus on mental health services, addressing an area that was historically underfunded. A greater appreciation of the links between mental and physical health means more time may be spent investigating treatment and recovery strategies. Professionals specialising in psychiatry, counselling and therapy will find a host of opportunities, fuelled by investment in mental health support programmes. Holistic approaches will create roles for those adept at interdisciplinary collaboration.

↓ An ageing population

The UK, like many developed nations, faces an ageing population. Consequently, there is a growing need for geriatric specialists, care workers, and nurses with expertise in elderly care. As more people prefer to receive care in the comfort of their homes, the demand for care staff and community health workers will continue, shifting towards a person-centred approach to healthcare.

↓ The need for more resource

Analysis by the Health Foundation shows the NHS is on course for a waiting list of over eight million people for routine hospital treatment in England. The worrying data points to a need for preventive healthcare and holistic wellness strategies. Nutritionists, fitness experts, and public health professionals will be needed to educate communities and individuals about healthy living, thereby reducing the burden on the healthcare system.

Last year, the NHS received news that staff would receive bonus payments. Whether this will be enough to maintain current employees – and encourage newcomers – remains to be seen, but it's a step in the right direction amid stories of rising unemployment across the country.

↓ Attracting talent

What can be done to attract people to a career in health and care? The challenging conditions faced by workers over the past few years has been well documented, but as we move on from the pandemic, the sector needs to reinspire people to

choose this vocational path – to highlight the rewards and exciting developments reshaping old processes.

Addressing the staff shortage requires long-term strategies, such as investment in education and training programmes. To help place people in the right roles, partnerships between healthcare providers and educational institutions are essential. A continued emphasis on diversity and inclusion will help ensure the sector remains reflective of the communities it serves. By actively engaging with universities and vocational training centres, employers can shape curricula to match industry needs, producing job-ready graduates.

These partnerships also facilitate research and development, driving continuous innovation.

Government initiatives focusing on staff wellbeing are expected to result in improved benefits packages, including comprehensive healthcare coverage, mental health support, and professional development opportunities. Additionally, flexible work arrangements and remote options might become more common, promoting a healthier work-life balance.



Our **survey** says...

At the end of 2023, Reed conducted its annual snap survey of 5,000 professionals. The research asked UK workers about their current and preferred salary and benefits, their organisation's performance and priorities, how they rated their job satisfaction and career prospects, as well as the key recruitment and skills trends they're witnessing. Here's what their answers revealed:



Salaries

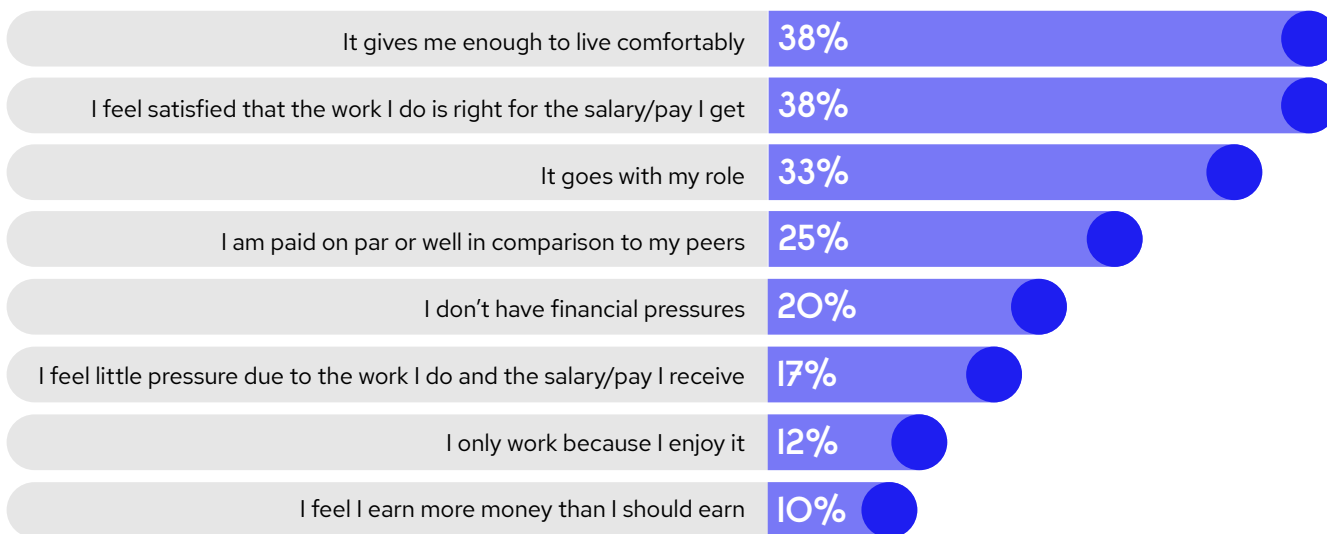
With ongoing cost-of-living challenges, salaries will continue to be a huge area of discussion in the employment market, for both professionals and businesses.

As many are feeling the pinch, we've seen more talent move around to secure higher paid roles, with businesses analysing how much they can stretch to get the people they need. Getting professionals' take on their salaries is critical for businesses looking to benchmark what they can offer. Interestingly, the data has also revealed a gulf between men and women when it comes to attitudes to salary.

Currently, over half (56%) of workers are happy with the pay they receive, a slight incline from the previous year (53%). Although, around one-in-four (24%) professionals feel unhappy with their current salary.

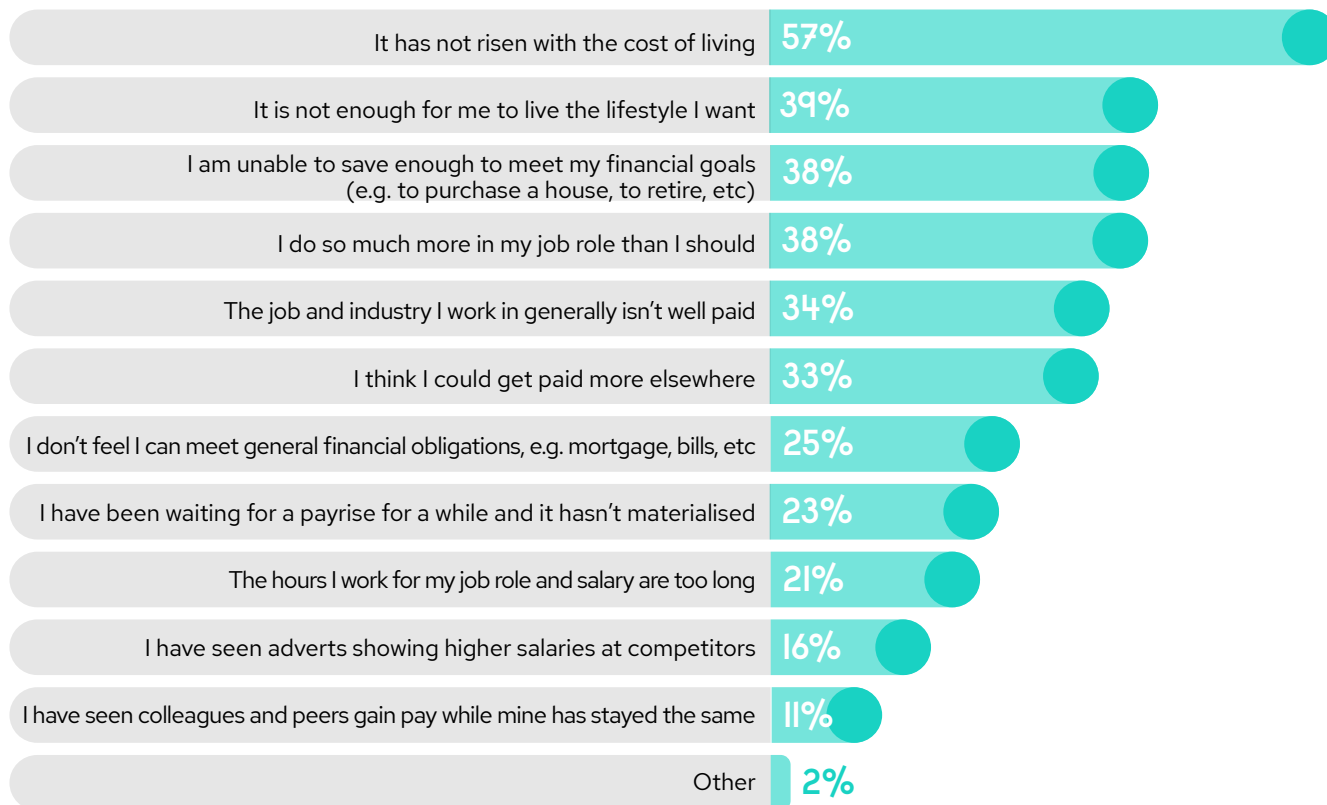
Of those who are happy with their pay, 38% say it's because it's enough for them to live comfortably on, 38% feel satisfied that the work they do is right for the salary they receive, and 33% believe it goes well with their role.

↓ Why are workers happy with their current salary/earnings?



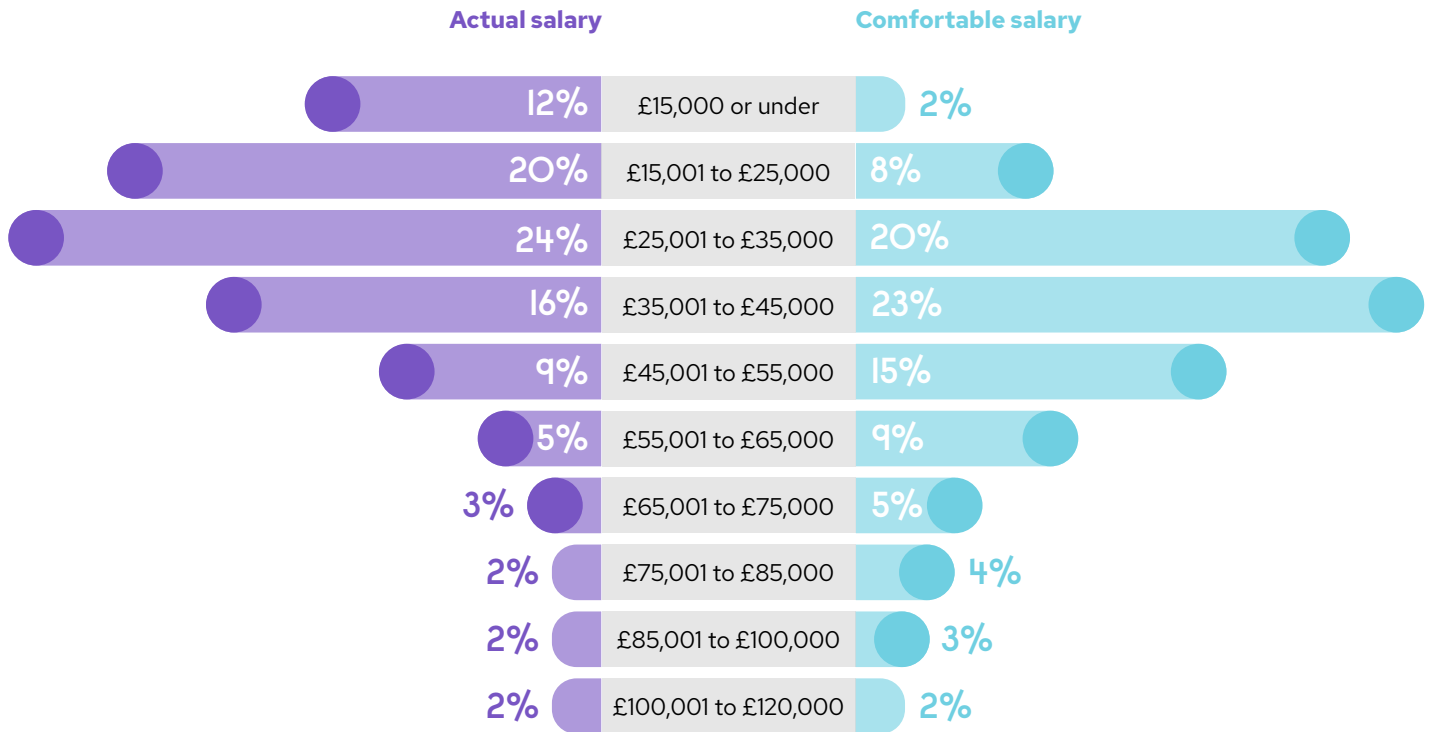
But, as expected, continued increases in inflation and bills have put many under greater financial pressure. Over half (57%) of those who aren't satisfied with their salary shared that this is because it hasn't risen with the cost of living, over a third (39%) say it's not enough for them to live the lifestyle they want, and 38% feel they are unable to save enough money to meet their financial goals.

↓ Why are workers unhappy with their current salary/earnings?



The disparity between the average wage and the salary people would be comfortable with remains quite large. This year, the average ideal salary is **£48,500**, whereas the average wage for survey respondents stands **£13,200** short at **£35,200**. Last year, this gap was **£13,800** – showing a small shift in expectations.

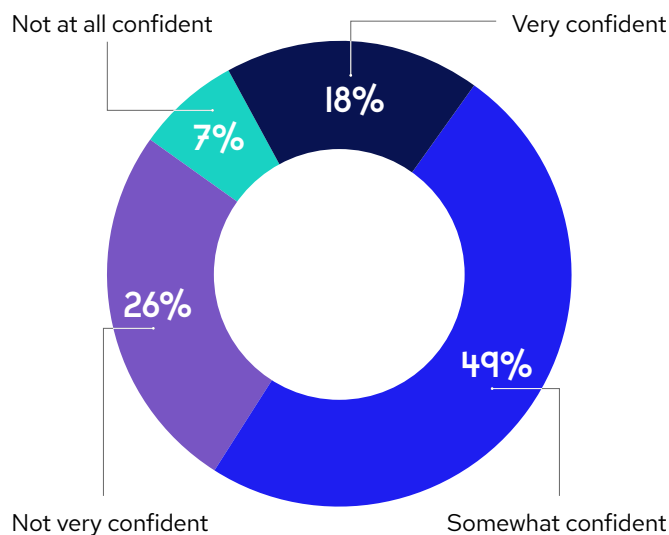
↓ Actual vs comfortable salary



Half (50%) feel confident that they will achieve their comfortable salary at some point. Depending on whether you take a glass half empty, or half full approach, this may be an indication that those who wish to earn more may consider moving companies to secure a higher wage.

It's worth noting that there's a difference between men and women. Men have a higher comfortable salary of £52,000 compared to women (£45,000). And more men (57%) feel confident they will hit that salary, compared to less than half of women (44%).

↓ Confidence in achieving financial goals in time



As the economy has continued to take its toll on professionals over the past two years, we also asked people how they have been managing their wages, and whether the current financial climate has impacted their financial goals and savings.

On average, people are spending 60% of their monthly wage on essential purchases – including bills, mortgages, food, etc – with the remainder being split evenly between luxury spending and savings. In comparison to 2021, that’s an increase of six per cent going to essential purchases and a four per cent drop in luxury items. Additionally, over one-in-five (22%) aren’t saving any of their salary because they can’t afford to do so, with a third (33%) not feeling confident they will meet their financial saving goals on time. The cost-of-living crisis seems to be taking a heavier toll on women – they are more likely to say they can’t afford to save money – 24% compared with 19% for men. They are also less confident in achieving their financial goals: 61% of women feel confident, compared with 75% of men.

Women’s mental health is also suffering due to finances. Forty per cent of women say their financial situation is impacting their mental health negatively, compared with 29% of men.

All about the **benefits**

It seems that offering a higher salary remains the most ideal way to attract and retain employees – but this isn’t viable for every business, as they are also battling rising bills and tighter overheads.



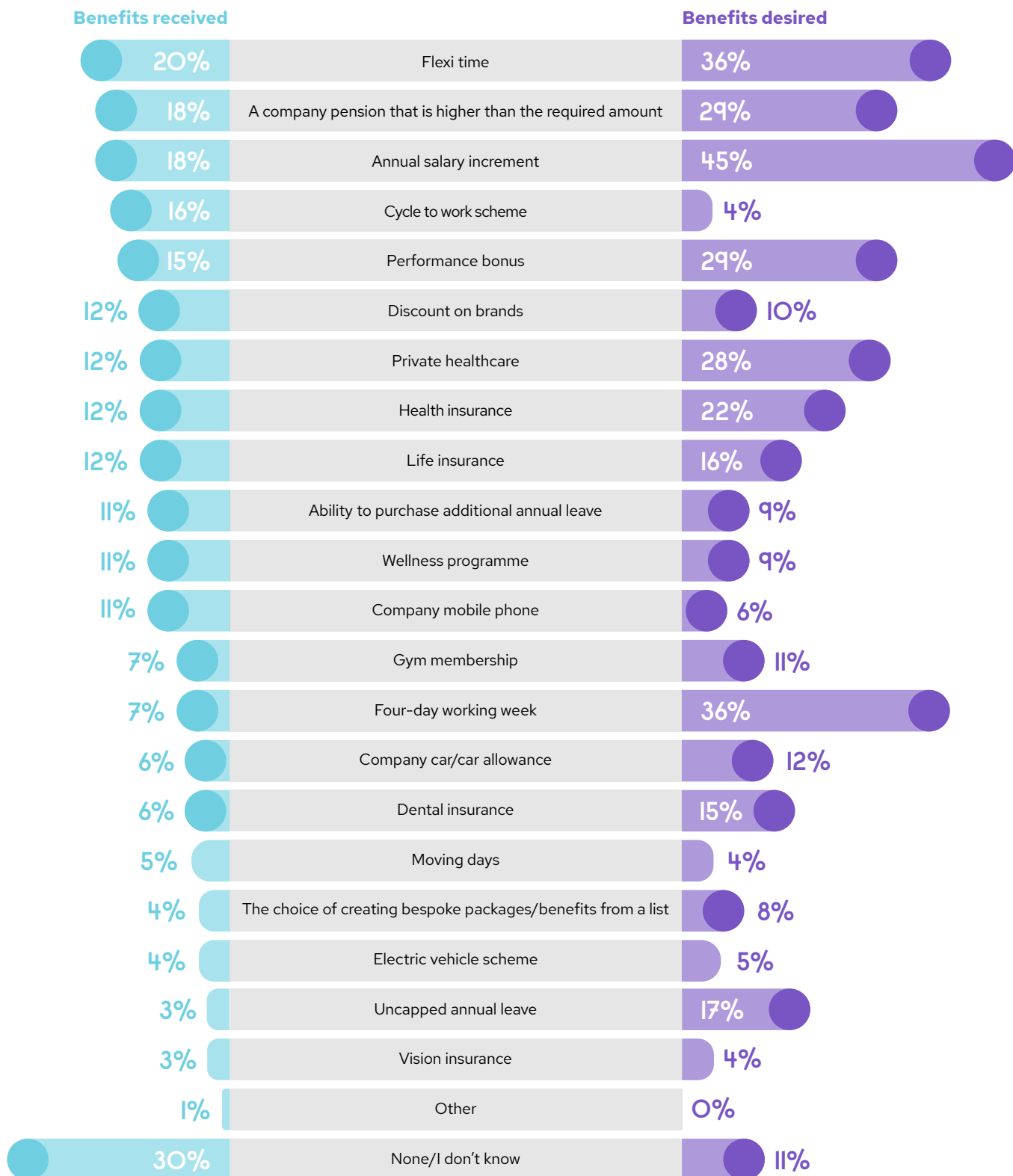
Where raising salaries isn’t an option, the benefits businesses offer can potentially tip the balance when people are considering changing jobs. Surprisingly, however, three-in-10 (30%) say they don’t receive any workplace benefits at all.

There seems to be a more even playing field when it comes to the benefits in demand this year versus the last few years. In 2021, we saw higher demand for health-related benefits, which reflected the stress the pandemic had on workers. Last year, workers were feeling the initial impact of rising energy bills and inflation, which was reflected in their desire for more financial-led benefits, such as salary increments and pensions. This year, however, there’s a greater balance between money and flexibility.

There also seems to be some disconnect when it comes to offering workplace benefits. For those that do get workplace benefits, the three most common are: flexi time (20%), a company pension higher than the required amount (18%), and an annual salary increment (18%).

In comparison, the top-three desired benefits are: an annual salary increment (45%), a four-day working week (36%), and flexi time (36%). There’s a disparity between what is being offered and what is desired, especially as only seven per cent of workers currently receive the second most demanded benefit – a four-day working week. Women are less likely to receive any work benefits. But the benefits they want vary – and they are most interested in flexi time.

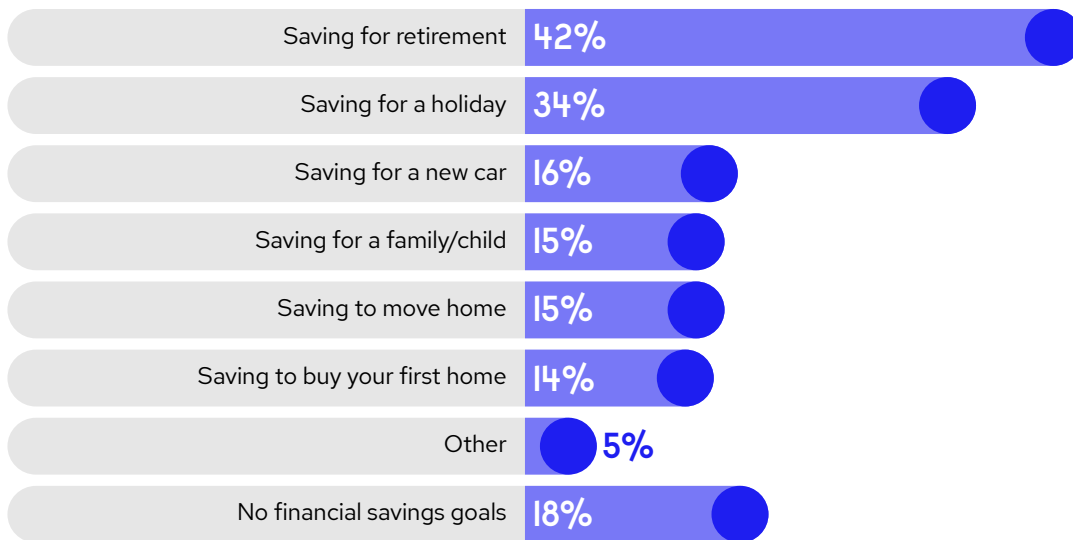
↓ Company benefits - received vs desired



Looking into people's savings priorities, we can also pinpoint where businesses may be able to help. The top thing people are saving for is retirement (42%), meaning businesses that offer better pension support can be more attractive – a benefit that only 18% of workers are currently receiving but 29% would prefer.

Another top item people are saving for is a holiday (34%). In such cases, offering a performance bonus may help; a benefit that only 15% receive but, again, 29% would like.

↓ What are your financial savings goals?



In summary

Over half of professionals (55%) are currently looking, or considering looking, for a new job – highlighting a need for businesses to audit what they are offering their current and future talent. Two of the top-five reasons for people looking elsewhere pertain to the salary not being enough or being better elsewhere, with another top reason being that the benefits package isn't sufficient.

There are some areas where businesses could better align their benefits packages to the wishes of candidates. Aside from the four-day working week, the most popular benefits do fall into the top benefits employers offer but aren't as high up in terms of importance when compared with employee preferences.

There are also some areas where companies could save money by removing less popular benefits from their offering. Cycle to work schemes are the fourth most popular benefit supplied by workplaces (16%) but fall into one of the least desired benefits for employees, with only four per cent finding it an attractive add-on. Only 12% receive private healthcare, whereas 28% find it an attractive benefit; the same trend is found in health insurance, with only 12% of businesses offering it, but 22% of employees wanting it.

Businesses should consider evaluating the benefits they offer and whether they appeal to their workers today, as the money they save on removing undesirable benefits could be better spent on more costly rewards that attract and retain top talent.

The gender differences also can't be ignored. Women are less likely to reach their financial goals and be more negatively affected by the cost-of-living crisis.





Why **Reed?**

We've pioneered specialist recruitment since 1960 and each year we help tens of thousands of businesses find the talent they need to flourish.



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covering 20 sectors



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Direct care

North East

Role	Min	Max
Activities Worker	£22,000	£30,000
Advocates	£24,000	£26,000
Care Assistant	£22,250	£25,500
Care Worker	£22,250	£24,000
Carer	£22,000	£23,000
Healthcare Assistant	£21,500	£23,000
Live in Workers	£27,000	£32,500
Outreach Worker	£22,500	£26,000
Personal Assistant	£21,500	£25,000
Rehabilitation Worker	£25,000	£28,000
Senior Care Assistant	£23,500	£26,000
Senior Support Worker	£24,000	£27,000
Shared Lives Carer	£24,000	£28,000
Support Worker	£22,800	£25,500

North West

Min	Max
£22,000	£30,000
£26,000	£38,000
£22,500	£25,750
£22,250	£25,000
£22,000	£23,000
£22,000	£27,500
£27,400	£32,500
£23,750	£25,350
£21,500	£24,000
£25,350	£28,850
£23,500	£26,000
£24,000	£27,000
£21,750	£26,000
£22,000	£27,300

Yorkshire & Humberside

Min	Max
£22,000	£30,000
£24,000	£24,800
£23,000	£26,000
£22,500	£25,750
£21,500	£23,000
£21,500	£23,000
£27,000	£33,000
£22,500	£26,000
£22,000	£25,000
£28,000	£35,100
£21,500	£23,000
£25,000	£27,000
£24,000	£28,000
£22,000	£27,000

East Midlands

Min	Max
£22,000	£23,000
£26,000	£36,000
£22,000	£23,000
£22,000	£23,000
£22,000	£23,000
£22,000	£27,500
£27,000	£33,000
£23,750	£28,000
£21,000	£29,000
£24,500	£27,500
£24,500	£26,500
£24,500	£27,500
£24,000	£28,000
£21,000	£25,000

West Midlands

Role	Min	Max
Activities Worker	£22,000	£23,000
Advocates	£26,000	£36,000
Care Assistant	£22,000	£23,000
Care Worker	£22,000	£23,000
Carer	£22,000	£23,000
Healthcare Assistant	£22,000	£27,500
Live in Workers	£27,000	£34,000
Outreach Worker	£24,000	£28,750
Personal Assistant	£21,000	£23,000
Rehabilitation Worker	£25,000	£28,000
Senior Care Assistant	£25,000	£26,750
Senior Support Worker	£24,500	£28,000
Shared Lives Carer	£24,000	£28,000
Support Worker	£22,000	£27,000

South East

Min	Max
£24,200	£30,000
£28,000	£36,000
£22,500	£26,325
£22,500	£28,000
£22,500	£28,000
£22,500	£28,000
£24,000	£28,000
£28,000	£34,000
£24,000	£28,950
£21,500	£25,000
£25,000	£29,000
£23,500	£28,000
£23,500	£27,000
£25,000	£30,000
£21,500	£30,650

London

Min	Max
£24,200	£30,000
£28,000	£36,000
£23,300	£26,325
£24,000	£28,000
£24,000	£28,000
£24,000	£28,000
£28,000	£34,000
£24,000	£28,950
£22,250	£25,000
£27,200	£29,000
£25,000	£29,000
£23,000	£28,000
£25,000	£30,000
£21,500	£30,650

South West

Min	Max
£24,200	£30,000
£28,000	£36,000
£22,500	£26,325
£22,500	£28,000
£22,500	£28,000
£22,500	£28,000
£28,000	£34,000
£24,000	£28,950
£21,500	£25,000
£25,000	£29,000
£23,500	£28,000
£23,500	£27,000
£25,000	£30,000
£21,500	£30,650



Direct care

Wales

Northern Ireland

Scotland

Role	Min	Max	Min	Max	Min	Max
Activities Worker	£21,000	£22,000	£22,000	£30,000	£22,000	£30,000
Advocates	£26,000	£36,000	£24,000	£26,000	£24,000	£26,000
Care Assistant	£21,000	£23,000	£23,500	£26,500	£22,000	£25,000
Care Worker	£21,000	£23,000	£24,000	£28,000	£24,000	£28,000
Carer	£21,000	£23,000	£21,500	£28,000	£21,500	£28,000
Healthcare Assistant	£22,000	£27,500	£23,500	£28,000	£22,500	£28,000
Live in Workers	£27,000	£33,000	£27,000	£32,500	£27,000	£32,500
Outreach Worker	£23,750	£25,350	£22,000	£25,500	£22,000	£25,000
Personal Assistant	£22,000	£27,000	£23,500	£26,000	£23,500	£26,000
Rehabilitation Worker	£24,500	£27,750	£25,000	£28,000	£25,000	£28,000
Senior Care Assistant	£22,250	£23,750	£23,600	£27,200	£23,600	£26,000
Senior Support Worker	£23,000	£26,500	£24,000	£26,800	£24,000	£26,800
Shared Lives Carer	£21,750	£26,000	£24,000	£28,000	£24,000	£28,000
Support Worker	£21,000	£28,000	£24,000	£26,800	£24,000	£26,800

Direct care insight

Leonie Goldson
Direct Care Expert, Reed



“ Over the past year, direct care support has witnessed significant shifts in the wake of the pandemic. One noticeable trend has been the increased demand for personalised care services, reflecting a growing awareness of the importance of tailored healthcare solutions.

The sector continues to grapple with workforce shortages, which are impacting the quality and continuity of care services. The industry has also faced regulatory changes, requiring businesses to adapt swiftly to comply with evolving standards.

Navigating these challenges has necessitated agility and innovation within the market, with digital solutions and employee upskilling providing the answers. The increased adoption of remote monitoring technologies has enabled direct care providers to extend their reach, providing essential services to patients in the safety and comfort of their homes. Collaborations between public and private sectors have also paved the way for more streamlined healthcare delivery systems.

Embracing technology and investing in ongoing training for staff can enhance the

quality of care and create a competitive edge. Moreover, supporting a compassionate and patient-centred approach can build trust and long-lasting relationships – crucial in a sector where empathy is as vital as expertise.

This year, the labour market is anticipated to remain competitive. Businesses that prioritise employee wellbeing, offer attractive benefits, and invest in continuous training will likely attract and retain top talent. While challenges persist, the sector’s ability to adapt has created a more patient-focused, technologically advanced, and collaborative future. ”



Management

North East

North West

Yorkshire & Humberside

East Midlands

Role	Min	Max	Min	Max	Min	Max	Min	Max
Care Co-ordinator	£23,000	£26,500	£20,000	£25,350	£23,000	£26,450	£22,000	£26,000
Care Home Manager	£35,000	£45,000	£33,250	£42,500	£30,000	£40,000	£34,000	£43,000
Care Manager	£32,250	£43,500	£35,000	£43,000	£32,250	£43,500	£33,500	£40,000
Deputy Manager	£28,000	£35,000	£34,000	£37,000	£28,000	£35,000	£28,000	£38,000
Learning Disabilities Manager	£38,000	£50,000	£39,000	£44,750	£38,000	£50,000	£33,000	£36,500
Registered Care Home Manager	£35,000	£50,000	£33,000	£40,500	£35,000	£50,000	£33,000	£45,000
Registered Manager	£35,000	£50,000	£38,950	£47,000	£38,000	£47,000	£36,000	£50,000
Specialist Co-ordinator	£23,500	£27,000	£23,500	£27,000	£23,500	£27,000	£24,000	£27,000
Supervisor	£24,000	£28,000	£24,000	£28,000	£24,000	£28,000	£24,000	£28,000
Team Leader	£26,000	£28,000	£26,000	£28,000	£26,000	£28,000	£25,500	£28,000
Team Manager	£28,000	£34,000	£27,850	£34,000	£28,000	£34,000	£24,500	£31,000

West Midlands

South East

London

South West

Role	Min	Max	Min	Max	Min	Max	Min	Max
Care Co-ordinator	£22,000	£26,750	£22,000	£26,000	£22,000	£26,000	£22,000	£26,000
Care Home Manager	£34,000	£44,000	£35,000	£45,000	£38,000	£47,000	£35,000	£45,000
Care Manager	£33,500	£41,000	£30,000	£35,000	£38,750	£46,500	£30,000	£35,000
Deputy Manager	£24,000	£36,000	£24,500	£32,500	£34,200	£40,000	£24,500	£32,500
Learning Disabilities Manager	£33,500	£37,000	£30,000	£35,000	£37,000	£48,000	£30,000	£35,000
Registered Care Home Manager	£35,000	£45,000	£35,000	£45,000	£38,000	£47,000	£35,000	£45,000
Registered Manager	£37,000	£40,000	£35,000	£45,000	£42,500	£49,000	£35,000	£45,000
Specialist Co-ordinator	£24,500	£28,500	£29,000	£35,000	£29,000	£35,000	£29,000	£35,000
Supervisor	£24,250	£28,000	£25,000	£28,000	£25,000	£28,000	£25,000	£28,000
Team Leader	£25,500	£29,000	£25,000	£30,000	£28,000	£33,000	£25,000	£30,000
Team Manager	£24,500	£32,000	£24,500	£31,000	£24,500	£31,000	£24,500	£31,000



Management

Wales

Northern Ireland

Scotland

Role	Min	Max	Min	Max	Min	Max
Care Co-ordinator	£21,000	£26,250	£25,000	£30,000	£25,000	£30,000
Care Home Manager	£34,000	£42,500	£38,000	£48,000	£38,000	£48,000
Care Manager	£31,000	£36,000	£38,500	£43,000	£38,500	£43,000
Deputy Manager	£27,500	£35,000	£39,800	£42,000	£39,800	£42,000
Learning Disabilities Manager	£33,000	£35,750	£38,000	£49,000	£38,000	£48,000
Registered Care Home Manager	£33,750	£44,000	£35,000	£50,000	£35,000	£50,000
Registered Manager	£35,000	£45,000	£36,000	£50,000	£36,000	£50,000
Specialist Co-ordinator	£23,500	£27,000	£23,500	£28,000	£23,500	£28,000
Supervisor	£23,000	£28,000	£24,000	£30,000	£24,000	£30,000
Team Leader	£24,750	£27,500	£25,000	£35,000	£25,000	£35,000
Team Manager	£23,750	£30,500	£28,000	£35,000	£28,000	£35,000

Management insight



Helen Clark

Management Expert, Reed

Management in the health and care sector has undergone many changes, reflecting broader global trends in healthcare. One notable trend has been the accelerated adoption of digital technologies, such as data analytics tools, to enhance patient care and optimise operational efficiency. Such innovations have not only improved the overall quality of healthcare services but opened new avenues for businesses and professionals to explore.

However, the sector has also grappled with workforce shortages, exacerbated by the pandemic. The strain on professionals has highlighted the urgent need for effective

talent management strategies: businesses must invest in employee wellbeing, training and development to retain skilled staff and ensure high-quality patient care.

Despite the hurdles, there are promising opportunities for employers and jobseekers. The growing focus on preventive healthcare and personalised medicine has created openings for innovative service providers and professionals specialising in these areas.

Employers can distinguish themselves by offering tailored solutions and allowing technology to ease administrative burdens, freeing staff up for more client/patient care.

This falls in step with NHS England's latest business plan which includes tackling health inequalities, improving access to primary care services, and using technology to upgrade standards of care.

For professionals, continuous learning and adaptability are key. Keeping abreast of the latest healthcare trends, regulations, and technologies is vital to staying competitive in the job market. It's wise to consider upskilling in areas such as healthcare informatics, healthcare policy, and healthcare quality management to enhance both expertise and career prospects. //

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The screenshot shows the 'Interview question generator' interface. It is divided into two main sections: 'About the role' and 'Interview questions'.

About the role: This section includes four dropdown menus: 'JOB TITLE*' (set to 'HR manager'), 'LEVEL OF SENIORITY*' (set to 'Head of Department'), 'INDUSTRY*' (set to 'Healthcare'), and 'Soft skills'. The 'Soft skills' section has a sub-header 'Select up to three skills' and four buttons: 'ADAPTABILITY', 'COLLABORATION', 'COMMERCIAL AWARENESS' (which is highlighted in green), and 'COMMUNICATION'.

Interview questions: This section is labeled 'AI powered' and contains four questions (Q1-Q4) with dotted lines below them for answers. The questions are: Q1: 'What motivated you to pursue a career in healthcare?'; Q2: 'How familiar are you with the current market trends in the healthcare industry?'; Q3: 'Can you describe a project you have led that required you to balance technical expertise with business acumen?'; Q4: 'How do you prioritise which projects to pursue based on their potential impact on the company's bottom line?'. On the right side of this section, there are social sharing icons for 'SHARE', Facebook, LinkedIn, and Twitter.

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Professional

North East

Role	Min	Max
Advanced Nurse Practitioner	£48,000	£65,000
Dental Nurse	£26,000	£30,000
Doctor	£82,000	£94,000
General Practitioner	£60,000	£120,000
Occupational Therapist	£37,500	£44,500
Physiotherapist	£34,500	£45,400
Registered General Nurse	£38,000	£50,600
Registered Mental Health Nurse	£38,000	£50,600
Speech & Language Therapist	£38,500	£49,500

North West

Min	Max
£48,000	£65,000
£26,000	£30,000
£82,000	£94,000
£60,000	£120,000
£37,500	£44,500
£34,500	£45,400
£38,000	£50,600
£38,000	£50,600
£38,500	£49,500

Yorkshire & Humberside

Min	Max
£48,000	£65,000
£27,000	£32,000
£82,000	£94,500
£60,000	£120,000
£37,500	£44,500
£35,300	£47,500
£38,000	£50,600
£38,000	£50,600
£39,000	£50,500

East Midlands

Min	Max
£48,000	£65,000
£27,000	£32,500
£82,000	£95,000
£66,000	£120,000
£37,100	£45,100
£38,500	£49,500
£38,000	£50,600
£38,000	£50,600
£39,000	£51,000

West Midlands

Role	Min	Max
Advanced Nurse Practitioner	£48,000	£65,000
Dental Nurse	£27,000	£33,000
Doctor	£82,000	£98,000
General Practitioner	£66,000	£120,000
Occupational Therapist	£37,100	£45,100
Physiotherapist	£38,500	£49,500
Registered General Nurse	£38,000	£50,600
Registered Mental Health Nurse	£38,000	£50,600
Speech & Language Therapist	£39,100	£50,500

South East

Min	Max
£65,000	£75,000
£28,000	£33,500
£84,000	£98,000
£69,000	£130,000
£37,500	£47,000
£38,900	£49,500
£38,000	£54,000
£38,000	£54,000
£39,500	£50,500

London

Min	Max
£65,000	£88,000
£28,000	£33,000
£92,000	£103,000
£72,000	£140,000
£38,000	£47,000
£41,500	£52,500
£38,000	£54,000
£38,000	£54,000
£39,100	£51,500

South West

Min	Max
£65,000	£75,000
£28,000	£33,500
£89,000	£101,000
£69,000	£130,000
£39,600	£49,100
£41,500	£48,900
£38,000	£54,000
£38,000	£54,000
£46,000	£51,000



Professional

Wales

Northern Ireland

Scotland

Role	Min	Max	Min	Max	Min	Max
Advanced Nurse Practitioner	£64,000	£87,000	£62,000	£85,000	£54,000	£55,000
Dental Nurse	£28,000	£32,000	£26,000	£31,000	£26,000	£31,000
Doctor	£78,000	£94,000	£78,000	£94,000	£78,000	£94,000
General Practitioner	£65,000	£120,000	£65,000	£120,000	£65,000	£110,000
Occupational Therapist	£37,500	£49,200	£38,000	£47,800	£38,000	£47,800
Physiotherapist	£43,000	£49,500	£39,000	£51,500	£39,500	£51,500
Registered General Nurse	£44,500	£57,000	£39,000	£48,700	£38,000	£45,300
Registered Mental Health Nurse	£39,000	£56,000	£41,400	£58,000	£38,000	£45,300
Speech & Language Therapist	£47,000	£52,000	£39,500	£52,000	£39,500	£52,000

Professional insight



Gladys Wright

Professional Expert, Reed

“ The aftermath of the pandemic has led to high demand for healthcare services and skilled professionals – with staffing shortages among the biggest challenges. Resolving this issue requires strategic workforce planning, investment in education and training, and domestic and international collaborations to attract talent. Additionally, investing in employee wellbeing and professional development can enhance workforce satisfaction and retention.

One positive trend has been the accelerated adoption of digital

technologies in healthcare delivery. Telemedicine and remote monitoring have become essential tools, giving patients care and attention while reducing unnecessary visits to the GP or hospital. Tech also helps improve communication between professionals, leading to faster, more effective outcomes.

Diversification and innovation are key to employers staying competitive. This means a readiness to learn to use relevant technology designed to ease workloads, and spotting opportunities to branch out. For example,

providing specialist services, such as mental health support or personalised care plans, can set businesses apart.

Professionals with expertise or interest in digital health, geriatrics, and mental health will be sought after. As tech transforms the sector, it would be wise for those looking to join it to take a multidisciplinary approach and keep their skills fresh with the latest advancements. Jumping on any chance for continued professional development shows a progressive mindset and boosts employability. ”

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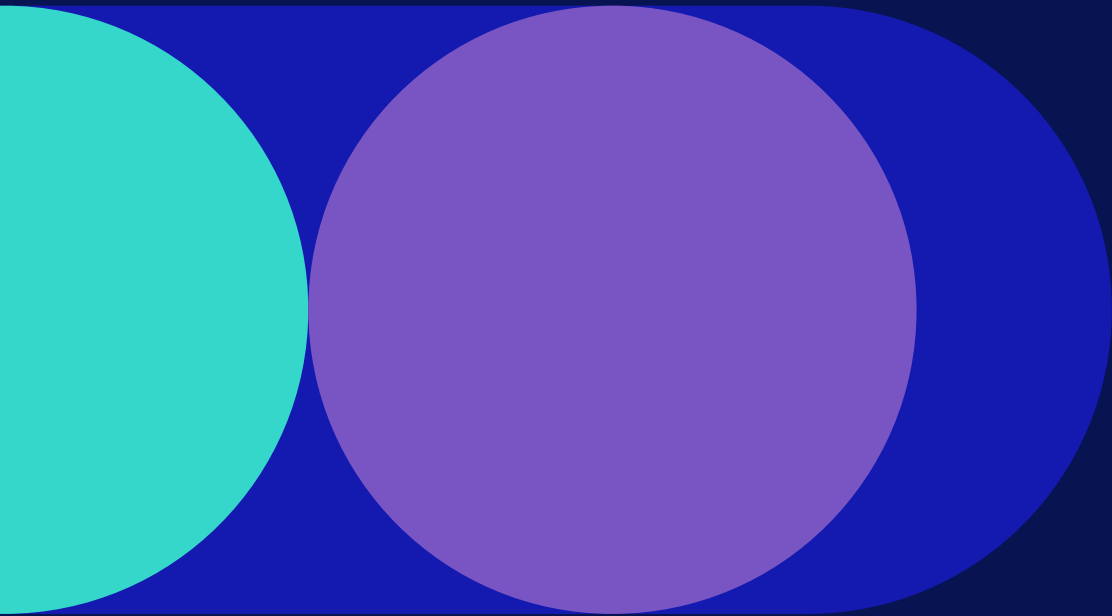
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