

Reed
...

Human resources

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 human resources 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.



Unmatched data insights

This comprehensive guide draws upon a vast dataset derived from over 17 million jobs posted on **Reed.co.uk** since 2016, solidifying its status as the most trusted salary guide in existence. The analysis of such an extensive volume of data offers an unparalleled view of the sector, ensuring accuracy and reliability.



Local and national expertise

Our specialism experts provide key insight into the sector, with Reed's regional directors discussing the local job landscape. This distinctive perspective, not available elsewhere, enhances the guide's richness and relevance.



Evolving landscapes and emerging trends

Delving into the intricacies of roles across 12 UK regions, our guide highlights noteworthy developments using graphics to depict key salary changes over the past year. With a robust dataset spanning four years, it includes salary projections for the upcoming year and average salary data dating back to 2016.

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Employee engagement remains a core HR function as businesses look to **boost productivity**



Bukola Odofin

Human Resources Expert, Reed

The human resources sector has been undergoing a major transformation over the past 12 months, driven by a convergence of economic, technological, and societal factors. As companies look to improve their employee offerings, the role of HR teams becomes even more valuable – helping businesses to enhance their reputation and provide supportive workplaces.

This year, the sector looks to hold its fair share of challenges and opportunities. Companies that can proactively promote their employee value proposition (EVP) and organisational culture will be in the best position to secure top HR talent, while an increased focus on employee engagement will help increase productivity among their staff.

The HR sector is adaptable and will remain responsive to any ongoing changes in the UK economy and business landscape, further outlining the importance of having a strong HR team.

↓ The evolving HR landscape

In response to the tight labour market we saw last year, organisations have realigned their focus from attraction to employee retention. This includes increasing learning and development budgets, upskilling staff and focusing on developing the roles of HR professionals. HR teams are no longer just personnel administrators; they have become strategic partners in organisations. This shift is driven by several factors, including the growing importance of diverse teams, the rise of remote work, and the ever-increasing emphasis on employee wellbeing, support, and engagement.

Diversity and inclusion have become key priorities for businesses in 2024, as companies further recognise that a diverse workforce brings fresh perspectives and can drive innovation. The change in priorities has created a huge task for HR teams, as they are now at the forefront of implementing inclusive hiring practices and building diverse workplaces.

The pandemic accelerated the adoption of remote work, making it a permanent feature in many organisations. HR departments remain responsible for sustaining policies that support flexible work arrangements, ensuring employees continue to have the tools and help they need to be productive, and addressing the ongoing challenges of remote team dynamics.

Over the last few years, mental health has been brought to the forefront of the business agenda, and HR professionals play a pivotal role in supporting employees through any difficulties. In 2024, HR departments will continue to invest in programmes that promote wellbeing, keeping a close eye on opportunities to enhance their offering.

Generative AI has emerged as a significant technology with the potential to develop the field of HR. Leaders are actively developing and deploying generative AI to streamline and enhance different aspects of talent acquisition, employee engagement and workforce management. AI algorithms are being used to create job descriptions and listings, analysing an array of datasets to determine the most effective wording to use. Companies are also harnessing generative AI to develop interactive chatbots or virtual assistants to handle routine HR inquiries and provide prompt responses, freeing up professionals to focus on more strategic business tasks.

↓ Navigating the job market

For employers, navigating the jobs market requires adaptability and a people-first approach. As HR employees look to progress their careers, investing in their training and development can help keep their skills sharp and shows that you care about your workforce. This will enable them to drive innovation and effectiveness in HR practices, helping to reduce turnover and attract the right talent.

As flexible work options remain popular, HR departments should continue to prioritise benefits that cater to work-life balance. Expectations around mental health support, paid family leave, and professional development opportunities will be on the rise, while HR will also be at the forefront of designing inclusive benefits packages to address the diverse needs of a multigenerational workforce. Conversely, HR professionals often struggle to achieve a good work-life balance – so it's important to provide a fair working environment for these hardworking teams as you would for everyone else.

Salaries for HR professionals are likely to continue their upward trajectory, with a strong focus on attracting and retaining top talent. Salary reviews, pay equity and benchmarking are all likely to be high priorities for HR managers to avoid losing existing talent. The demand for skilled practitioners will remain high as organisations recognise the strategic value of effective talent management.

This means that experienced HR leaders, such as HR directors and chief human resources officers, can anticipate substantial increases in their pay packages, as they play pivotal roles in shaping organisational culture and performance.

↓ Job opportunities aplenty

The HR sector itself is not immune to the changes it manages. Job opportunities in HR will continue to grow, but the roles will be more specialised. Employee engagement, inclusion and diversity, and talent acquisition will be top priority for employers.

Data analytics in HR is set to revolutionise the sector; owing to the increasing availability of data, HR professionals can use analytics tools to inform decisions about talent management, recruitment, and employee engagement. This will lead to more efficient and effective practices across the department – not to mention exciting new roles for tech-savvy professionals.

The competition for top talent will intensify, and organisations seek HR professionals who can identify, attract, and retain the best candidates. Employer branding and a compelling EVP will also remain key factors as companies value their reputation, meaning that professionals well versed in these areas will be in high demand.



Our survey says...

Reed conducted a snap survey of 5,000 professionals at the end of 2022. The questionnaire asked about their current and preferred salary and benefits, their organisation's performance and priorities, how they rated their job security and the future of their sector, and the key recruitment and skills trends they're witnessing. Here is what their answers revealed:



Salaries

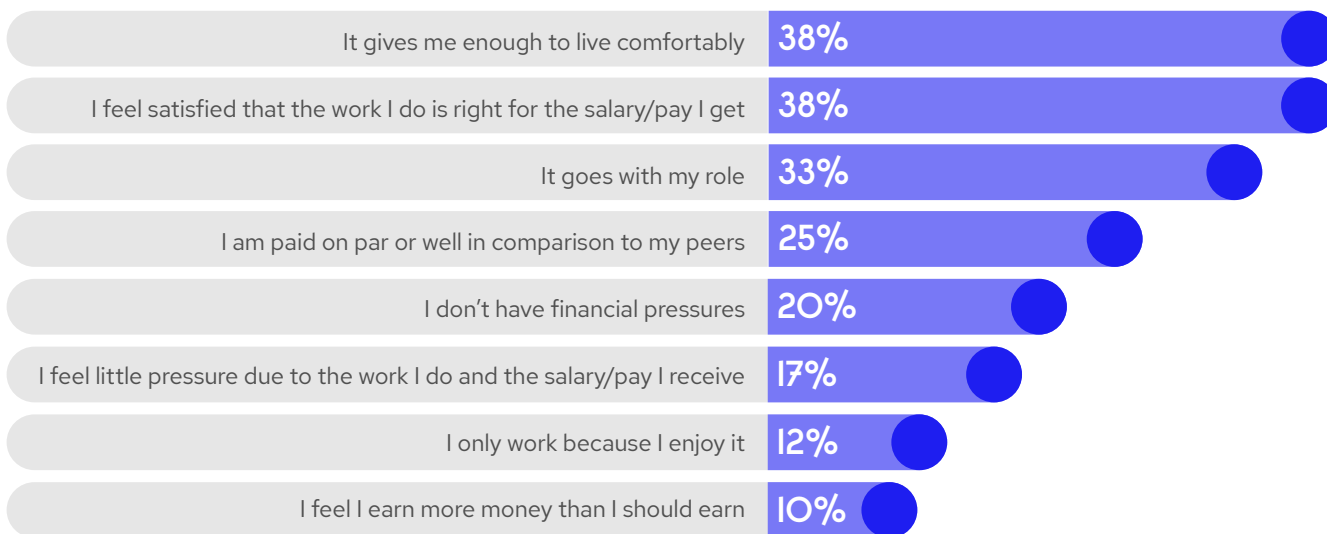
With ongoing cost-of-living challenges, salaries will continue to be a huge area of discussion in the employment market, for both professionals and businesses.

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.

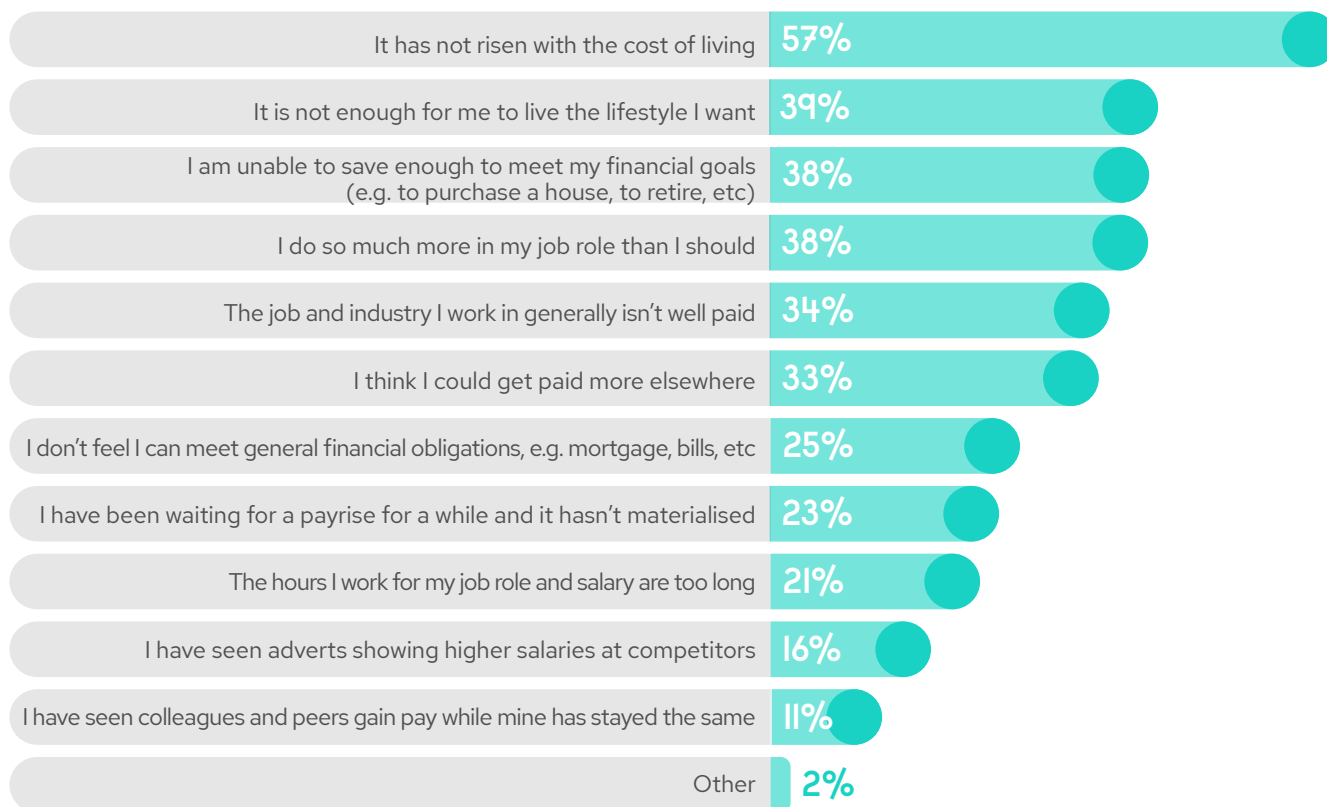
Of those who are happy with their pay, 38% say it's because it's enough for them to live comfortably on, 38% feel satisfied that the work they do is right for the salary they receive, and 33% believe it goes well with their role.

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



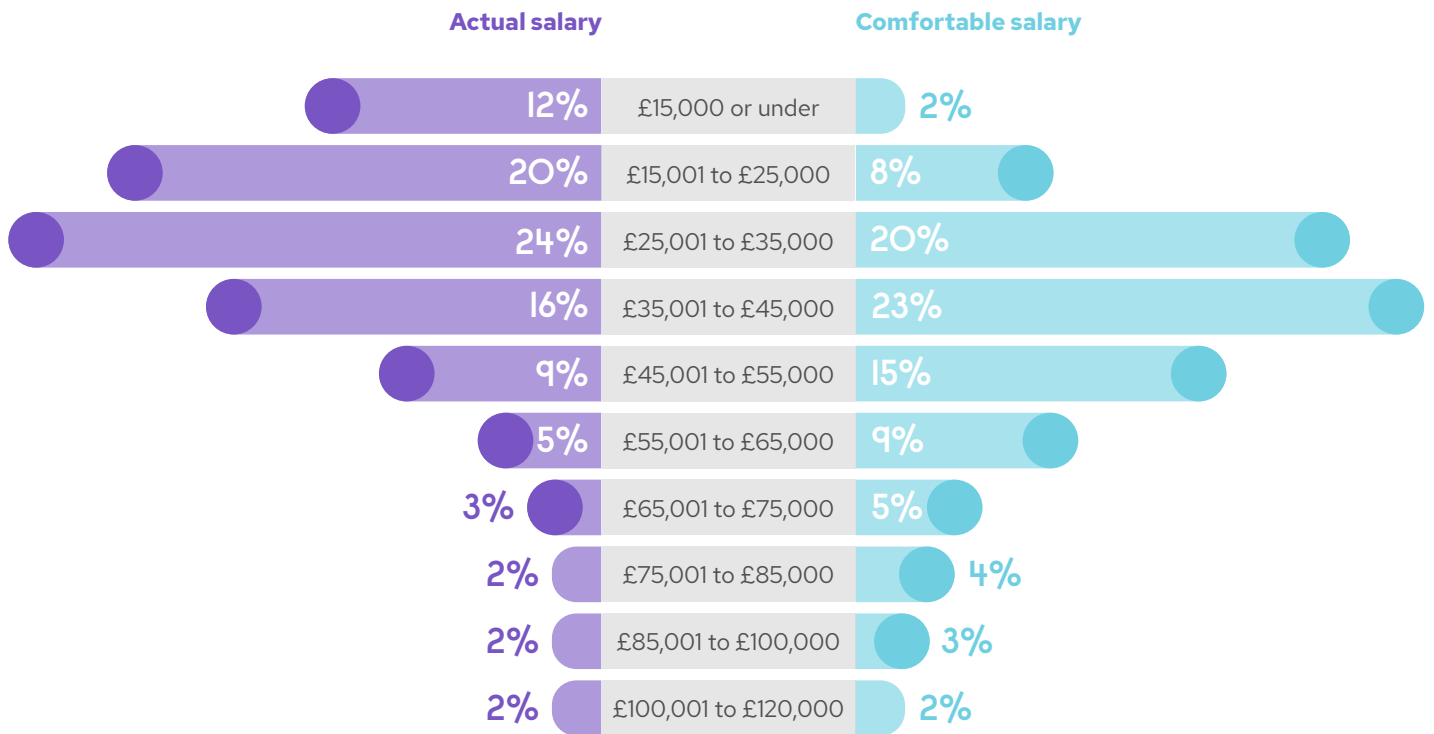
But, as expected, continued increases in inflation and bills have put many under greater financial pressure. Over half (57%) of those who aren't satisfied with their salary shared that this is because it hasn't risen with the cost of living, over a third (39%) say it's not enough for them to live the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

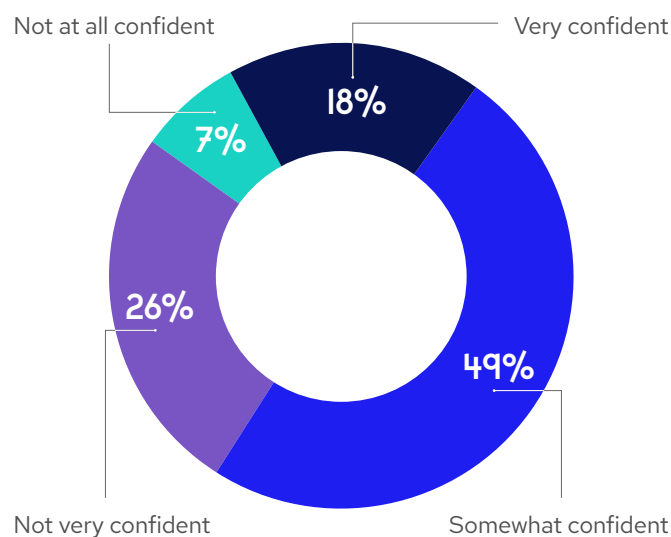
↓ Actual vs comfortable salary



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.



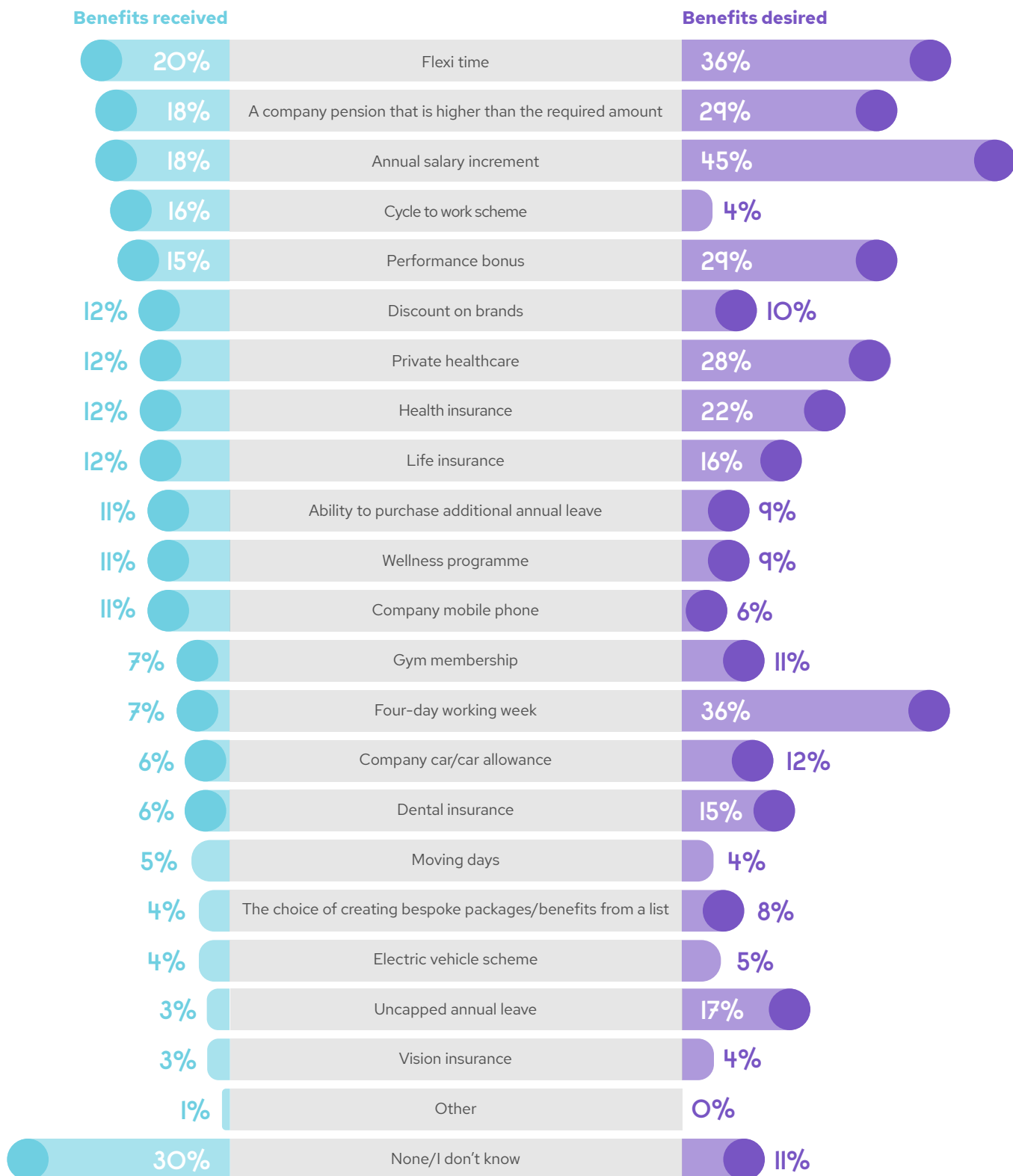
Where raising salaries isn’t an option, the benefits businesses offer can potentially tip the balance when people are considering changing jobs. Surprisingly, however, three-in-10 (30%) say they don’t receive any workplace benefits at all.

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.

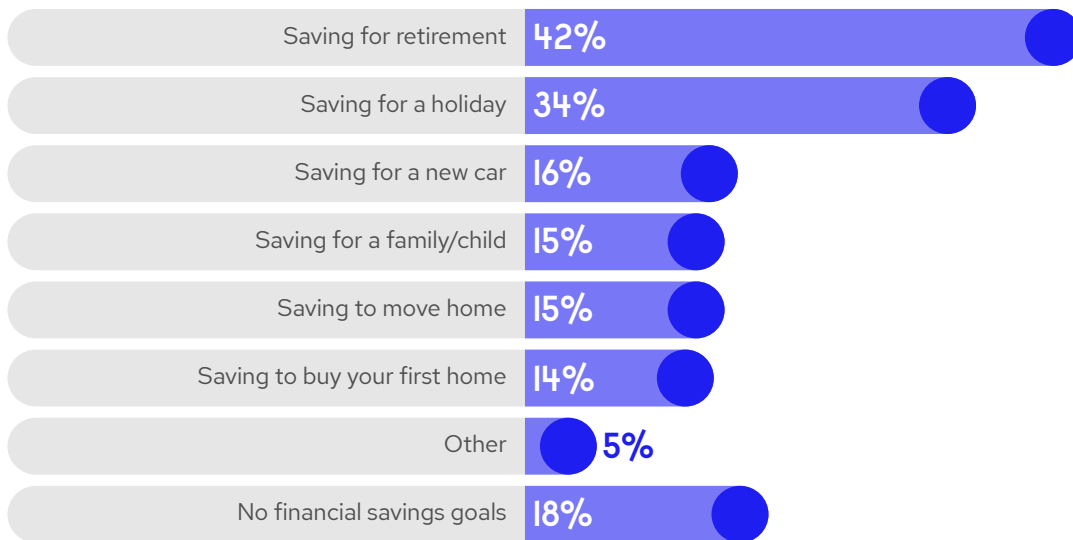
↓ Company benefits - received vs desired



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.



Recruitment experts
covering 20 sectors



Longest guarantees on the market - up to **18 months**



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Leadership

Chief People Officer

Private sector

Employees	Average salary		
	<1000	1000-5000	5000+
London	£163,000	£182,000	£200,000
Midlands and East	£127,000	£142,000	£156,000
North	£125,000	£140,000	£154,000
Scotland	£124,000	£139,000	£152,000
South	£134,000	£149,000	£164,000
Wales	£122,000	£137,000	£150,000
Northern Ireland	£121,000	£135,000	£148,000

Public sector

Min	Average	Max
£143,000	£151,000	£176,000
£112,000	£118,000	£137,000
£110,000	£116,000	£135,000
£109,000	£115,000	£133,000
£118,000	£124,000	£144,000
£107,000	£113,000	£132,000
£106,000	£112,000	£130,000

HR Director

Private sector

Employees	Average salary		
	<1000	1000-5000	5000+
London	£126,000	£147,000	£161,000
Midlands and East	£98,000	£114,000	£125,000
North	£97,000	£113,000	£124,000
Scotland	£96,000	£111,000	£122,000
South	£103,000	£120,000	£132,000
Wales	£94,000	£110,000	£120,000
Northern Ireland	£93,000	£109,000	£119,000

Public sector

Min	Average	Max
£93,000	£109,000	£123,000
£72,000	£85,000	£96,000
£71,000	£84,000	£95,000
£70,000	£83,000	£93,000
£76,000	£89,000	£101,000
£70,000	£82,000	£92,000
£69,000	£81,000	£91,000

Head of HR

Private sector

Employees	Average salary		
	<1000	1000-5000	5000+
London	£81,000	£106,000	£113,000
Midlands and East	£63,000	£83,000	£88,000
North	£62,000	£82,000	£87,000
Scotland	£61,000	£81,000	£86,000
South	£66,000	£87,000	£92,000
Wales	£60,000	£80,000	£85,000
Northern Ireland	£60,000	£79,000	£83,000

Public sector

Min	Average	Max
£84,000	£90,000	£100,000
£65,000	£70,000	£78,000
£64,000	£69,000	£77,000
£64,000	£68,000	£76,000
£69,000	£74,000	£82,000
£63,000	£67,000	£75,000
£62,000	£67,000	£74,000

Leadership insight



Leon Morley

Leadership Expert, Reed

“ One of the most noticeable shifts we’ve seen across the HR function is the continued demand to add to the financial success of an organisation through continued efforts on enhancing employee wellbeing, employee experience, equality, diversity and inclusion (ED&I) and environmental, social and corporate governance (ESG). This evolution of HR has led to an increased demand for HR executives with strong business acumen and strategic thinking capabilities.

Technology plays a pivotal role in this transformation too. The integration of artificial intelligence, data analytics, and automation tools in HR operations has streamlined processes and enabled data-driven decision-making. Senior HR personnel are increasingly focusing on workforce analytics to make informed decisions about talent acquisition, development, and retention.

As we move further into 2024, the importance of these skills is only expected

to grow, offering professionals an opportunity to thrive in leadership roles.

When looking to attract executive talent, companies must offer competitive compensation packages, professional development prospects, and, if possible, the chance to help shape the organisation’s workforce and culture. ED&I have also become a top priority, which means companies need to recognise the benefits of a diverse workforce and actively seek HR leaders who can drive forward inclusion initiatives.

The remote and hybrid work trends triggered by the pandemic forced HR leaders to adapt to new challenges, managing a dispersed workforce, ensuring employee engagement, and addressing mental health concerns became integral to HR responsibilities. These changes have led to a surge in demand for executive-level professionals who possess strong interpersonal skills, empathy, and the ability to foster a positive workplace culture.

HR’s image and relationships with other functions of the workforce is changing.

HR professionals seeking job opportunities often prioritise people-focused organisations with a strong commitment to strategic HR. Look for roles that allow you to align relevant HR strategies with overall business objectives to help further contribute to company growth. A supportive company culture, including a focus on employee engagement and interaction, is also something to greatly consider when exploring options.

The gig economy and rise of freelancers has meant that HR leaders must adapt to managing a blended workforce. This scenario presents new complexities in talent management, legal compliance, and compensation strategies. It’s clear that the role of HR is becoming increasingly strategic and integral to an organisation’s success, and those who can navigate these changes effectively will be at the forefront of HR leadership in the years to come. ”





East Anglia

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Business Partner	£43,600	£46,800 ↗	£50,100	£44,900	£47,000	£46,800
Employee Relations Advisor	£31,300	£32,900 ↗	£34,400	£29,100	£28,900	£34,900
Employee Relations Manager	£48,400	£51,800 ↗	£55,200	£43,200	£45,400	£54,900
Health Safety Advisor	£33,400	£36,000 ↗	£38,600	£31,100	£32,000	£38,200
Health Safety Manager	£48,400	£52,000 ↗	£55,500	£49,900	£42,600	£54,600
HR Administrator	£23,500	£25,100 ↗	£26,600	£23,400	£22,300	£26,300
HR Advisor	£30,500	£33,100 ↗	£35,600	£31,000	£29,800	£34,700
HR Analyst	£38,800	£42,500 ↗	£46,200	£37,600	£37,400	£45,100
Internal Recruiter	£26,800	£28,800 ↗	£30,800	£28,300	£27,700	£30,500
Learning Development Manager	£43,300	£46,200 ↗	£49,200	£43,200	£43,800	£48,900
Manager	£43,700	£47,500 ↗	£51,300	£46,100	£46,300	£49,900
Operations Manager	£44,600	£48,500 ↗	£52,400	£42,700	£42,900	£51,500

↗ **4.1%** increase in Business Partner average salaries this year.

↗ **18.9%** increase in Employee Relations Manager average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Organisational Development Specialist	£41,600	£44,500 ↗	£47,400	£42,200	£47,800	£47,000
Project Manager	£60,600	£65,100 ↗	£69,600	£55,300	£53,100	£69,100
Recruitment Co-ordinator	£23,100	£24,100 ↗	£25,000	£22,300	£23,000	£25,600
Recruitment Manager	£31,900	£36,600 ↘	£41,400	£37,800	£34,800	£38,400
Recruitment Officer	£25,300	£26,400 ↗	£27,500	£24,000	£23,200	£28,000
Reward Manager	£55,100	£58,700 ↗	£62,400	£55,200	£53,000	£62,300
Shared Services Manager	£46,200	£48,600 ↗	£51,000	£40,800	£43,100	£51,600
Talent Acquisition Consultant	£28,600	£32,400 ↗	£36,100	£31,600	£31,900	£34,400
Talent Acquisition Manager	£43,600	£46,800 ↗	£49,900	£42,900	£41,500	£49,700
Talent Acquisition Specialist	£31,000	£33,300 ↘	£35,600	£33,800	£32,700	£35,300
Training Manager	£41,400	£44,600 ↗	£47,700	£41,200	£41,400	£47,300

↘ **3.4%** decrease in Recruitment Manager average salaries this year.

↗ **9.4%** increase in Talent Acquisition Manager average salaries this year.

Roles on the rise

Employee Relations Advisor

2022	£28,900
2023	£29,100
2024	£32,900

Health Safety Manager

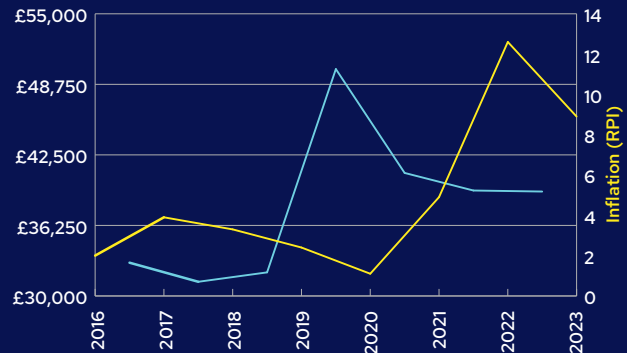
2022	£42,600
2023	£49,900
2024	£52,000

Project Manager

2022	£53,100
2023	£55,300
2024	£65,100



Average salary in region vs UK inflation rate



Regional insight

Melanie Marjoram
Regional Director, Reed



Driven by both regional and global trends, companies across East Anglia need to adapt their HR functions to remain competitive and attractive to top talent.

One key development we've seen recently is the increasing importance of employee wellbeing. The pandemic accelerated the need for flexible work arrangements, mental health support, and a strong focus on work-life balance, meaning to retain the best talent, companies must prioritise these aspects throughout their HR strategies.

The role of technology has become central to HR operations, from virtual recruitment processes to employee engagement platforms. Companies should continue to invest in HR technology to streamline

processes, enhance communication, and provide data-driven insights to help elevate their talent acquisition strategies.

Diversity, equity, and inclusion initiatives are gaining momentum across the region, and employers that embrace inclusive workplaces and diverse talent will have a competitive advantage. When looking for HR professionals, companies should encourage their staff to lead on these efforts, ensuring that ED&I is integrated throughout the company culture.

Job opportunities in the HR sector are expected to expand, with roles related to analytics, remote workforce management, and talent acquisition in high demand. Jobseekers should focus on developing

skills in these areas to remain competitive, and when applying for roles, candidates should emphasise adaptability and digital literacy.

Demonstrating a strong understanding of HR technology and its role in enhancing efficiency and employee experiences is crucial – as too is showcasing knowledge or interest in a breadth of HR functions.

If you are looking to make your next career move, think about what you want from your role – be it an increased salary, development opportunities or a more senior position. Even though a salary increase is important in the current landscape, don't lose focus of how a career move could enhance your prospects in other ways. //



East Midlands

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Business Partner	£44,100	£50,400 ↗	£56,700	£46,900	£45,300	£51,800
Employee Relations Advisor	£31,100	£32,900 ↗	£34,700	£30,800	£30,000	£34,700
Employee Relations Manager	£48,000	£51,800 ↗	£55,600	£45,700	£47,200	£54,600
Health Safety Advisor	£34,900	£37,200 ↗	£39,500	£35,200	£33,400	£39,000
Health Safety Manager	£44,000	£48,200 ↗	£52,500	£48,000	£45,800	£50,500
HR Administrator	£22,800	£24,400 ↗	£26,100	£22,800	£23,100	£25,600
HR Advisor	£30,400	£32,900 ↗	£35,300	£31,200	£30,200	£34,500
HR Analyst	£35,100	£38,400 ↘	£41,600	£39,200	£37,100	£40,300
Internal Recruiter	£29,100	£32,200 ↘	£35,300	£32,900	£27,600	£33,800
Learning Development Manager	£42,900	£46,200 ↗	£49,500	£45,700	£45,600	£48,600
Manager	£45,000	£48,600 ↗	£52,100	£46,500	£47,800	£51,000

↗ **7%** increase in **Employee Relations Advisor** average salaries this year.

↗ **6.9%** increase in **HR Administrator** average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£44,300	£48,500 ↗	£52,800	£45,200	£44,700	£51,100
Organisational Development Specialist	£41,300	£44,500 ↘	£47,700	£44,600	£49,700	£46,800
Project Manager	£60,100	£65,100 ↗	£70,100	£58,500	£55,200	£68,600
Recruitment Co-ordinator	£22,900	£24,100 ↗	£25,200	£23,600	£23,900	£25,400
Recruitment Manager	£33,600	£38,000 ↘	£42,400	£38,100	£36,800	£40,000
Recruitment Officer	£25,100	£26,400 ↗	£27,700	£25,400	£24,200	£27,800
Reward Manager	£54,700	£58,700 ↗	£62,800	£58,400	£55,100	£61,800
Shared Services Manager	£45,800	£48,600 ↗	£51,400	£43,200	£44,800	£51,200
Talent Acquisition Consultant	£28,400	£32,400 ↘	£36,400	£33,400	£33,100	£34,200
Talent Acquisition Manager	£43,300	£46,800 ↗	£50,300	£45,400	£43,200	£49,300
Talent Acquisition Specialist	£30,700	£33,300 ↘	£35,800	£35,800	£34,100	£35,100
Training Manager	£41,100	£44,600 ↗	£48,100	£43,600	£43,000	£47,000

↗ **4.1%** increase in **Recruitment Officer** average salaries this year.

↘ **3%** decrease in **Talent Acquisition Consultant** average salaries this year.

Roles on the rise

Talent Acquisition Manager

2022	£43,200
2023	£45,400
2024	£46,800

Project Manager

2022	£55,200
2023	£58,500
2024	£65,100

Business Partner

2022	£45,300
2023	£46,900
2024	£50,400

↑
3.6% salary growth
versus 2.8% UK
average growth

Average salary in region vs UK inflation rate



Regional insight

Chris Willsher
Senior Regional Director, Reed



As many companies continue to promote a 'people-first' culture, it's highly likely that we'll see HR take on an even greater role in employee engagement and change. To stay ahead, companies should focus on several key areas that can make a huge difference to departmental growth and talent acquisition. First and foremost, embracing technology has become vital, as leveraging HR software for recruitment, performance management, and employee engagement can streamline processes and enhance the overall employee experience.

In a tight labour market, attracting and retaining top talent remains paramount. Employers need to create a workplace

culture that promotes diversity and inclusion, provides opportunities for growth, and offers competitive compensation and benefits packages for new and existing employees. Flexibility in work arrangements, including remote and hybrid options which came onto the scene during the pandemic, is also a crucial factor in keeping today's workforce productive and loyal. In industries that contain a mix of blue- and white-collar workers, this can present challenges.

As companies invest in their HR functions, roles such as HR managers, talent acquisition specialists, and inclusion, diversity and equality experts will continue

to be in high demand. Jobseekers should not only focus on traditional qualifications but also on developing soft skills, like adaptability, communication, and emotional intelligence, to stand out in the competitive job market.

When negotiating with prospective employers, jobseekers should emphasise the value they can bring to an organisation, highlighting their ability to drive positive workplace culture, cost-saving measures, implement innovative HR strategies, and adapt to changing workforce dynamics – which may help secure favourable compensation and benefits packages along the way. //



London

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Business Partner	£57,000	£61,400 ↗	£65,800	£60,800	£59,600	£63,000
Chief Operating Officer	£106,600	£126,700 ↗	£146,800	£122,500	£124,900	£133,300
Employee Relations Advisor	£43,000	£46,000 ↗	£49,000	£44,300	£41,600	£48,500
Employee Relations Manager	£66,400	£72,500 ↗	£78,600	£65,800	£65,400	£76,400
Health Safety Advisor	£41,000	£45,200 ↗	£49,400	£43,700	£44,600	£47,400
Health Safety Manager	£54,500	£59,000 ↗	£63,500	£57,500	£55,600	£61,900
HR Administrator	£27,700	£29,600 ↗	£31,500	£28,000	£27,900	£31,100
HR Advisor	£37,800	£40,900 ↗	£44,000	£39,500	£38,200	£42,900
HR Analyst	£48,300	£53,600 ↗	£59,000	£50,400	£48,800	£56,300
Internal Recruiter	£32,400	£36,700 ↘	£41,000	£42,900	£37,800	£38,500
Learning Development Manager	£57,000	£61,400 ↗	£65,700	£61,200	£57,700	£64,400
Manager	£57,500	£63,800 ↘	£70,100	£64,100	£59,700	£67,000
Operations Manager	£54,300	£60,800 ↗	£67,300	£56,800	£56,700	£63,900

↗ **10.2%** increase in Employee Relations Manager average salaries this year.

↗ **7.1%** increase in Operations Manager average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Organisational Development Specialist	£57,200	£62,300 ↘	£67,400	£64,200	£68,800	£65,500
Project Manager	£80,600	£88,200 ↗	£95,700	£81,400	£76,700	£92,600
Recruitment Co-ordinator	£31,700	£33,700 ↘	£35,600	£34,000	£33,100	£35,500
Recruitment Manager	£44,300	£50,500 ↘	£56,700	£53,000	£52,700	£53,000
Recruitment Officer	£32,200	£33,900 ↗	£35,500	£32,100	£29,600	£35,600
Reward Manager	£69,600	£75,600 ↘	£81,700	£77,900	£71,400	£79,300
Shared Services Manager	£63,400	£68,000 ↗	£72,600	£62,200	£62,100	£71,600
Talent Acquisition Consultant	£39,300	£45,300 ↘	£51,400	£48,100	£45,900	£47,800
Talent Acquisition Manager	£50,500	£54,600 ↘	£58,800	£57,200	£53,100	£57,300
Talent Acquisition Specialist	£35,200	£38,100 ↘	£41,000	£45,900	£42,800	£39,900
Training Manager	£56,900	£62,400 ↘	£67,900	£62,800	£59,500	£65,800

↗ **9.3%** increase in Shared Services Manager average salaries this year.

↘ **6.1%** decrease in Talent Acquisition Consultant average salaries this year.

Roles on the rise

Health Safety Manager

2022	£55,600
2023	£57,500
2024	£59,000

HR Analyst

2022	£48,800
2023	£50,400
2024	£53,600

Learning Development Manager

2022	£57,700
2023	£61,200
2024	£61,400

↑
0.9% salary growth
versus 2.8% UK
average growth

Average salary in region vs UK inflation rate



Regional insight

Alexandra Martin
Senior Regional Director, Reed



As we move further into 2024, companies in the capital should be prioritising several key areas within their HR functions. Embracing technology-driven solutions for workforce management is paramount, while recent advancements in automation and AI-driven tools are here to streamline HR processes, enhance the overall employee experience, and better enable cross-department functionality. With mental health a continued focus for employers, companies should place priority on employee wellbeing and mental health support, recognising the growing importance of a healthy work environment.

Attracting top talent remains a challenge. Employers must emphasise their unique company culture, flexible work

arrangements, and commitment to diversity and inclusion to bring in new talent and keep existing staff. Offering professional development opportunities, mentoring programmes, and competitive compensation packages is essential, while demonstrating a commitment to sustainability and corporate social responsibility can also attract candidates who align with a company's values and ambitions.

Jobseekers will find a range of promising opportunities across a variety of HR functions, from talent acquisition to commercially-facing business partners. As the importance of strategic HR grows, aforementioned business partner roles and director-level positions will be in high demand. We can also expect to see

greater interest in professionals with expertise in remote work policies, hybrid work environments, and data analytics, while roles in employee wellbeing and equality, diversity and inclusion will also see an uptick.

At negotiation stage, jobseekers should consider not only the salary on offer, but also benefits such as flexible work arrangements, professional development opportunities, and mental health support. It's important to emphasise your ability to adapt to changing work environments and your understanding of the role of technology in HR, as well as highlighting any experience of employee wellbeing and diversity and inclusion, as these elements are in the spotlight. //



North East

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Business Partner	£40,600	£46,500 ↗	£56,100	£42,400	£42,000	£47,600
Employee Relations Advisor	£30,000	£32,000 ↗	£34,000	£29,200	£28,200	£33,800
Employee Relations Manager	£46,300	£50,400 ↗	£54,500	£43,400	£44,400	£53,200
Health Safety Advisor	£32,000	£35,000 ↗	£38,100	£31,200	£31,300	£36,900
Health Safety Manager	£40,300	£43,700 ↗	£47,200	£41,500	£39,100	£46,100
HR Administrator	£22,200	£23,600 ↗	£25,000	£22,500	£21,800	£24,800
HR Advisor	£30,600	£33,100 ↗	£35,600	£32,300	£29,800	£34,700
HR Analyst	£37,100	£41,400 ↗	£45,700	£37,700	£36,600	£43,700
Internal Recruiter	£25,700	£28,100 ↘	£30,400	£28,400	£27,000	£29,600
Learning Development Manager	£41,500	£45,000 ↗	£48,500	£45,900	£42,800	£47,400
Manager	£42,700	£46,300 ↗	£50,500	£45,900	£46,100	£48,600
Operations Manager	£42,700	£47,200 ↗	£51,700	£42,900	£41,900	£49,800

↗ **8.8%** increase in Business Partner average salaries this year.

↗ **2.7%** increase in HR Advisor average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Organisational Development Specialist	£39,900	£43,300 ↗	£46,800	£42,400	£46,700	£45,500
Project Manager	£58,100	£63,400 ↗	£68,700	£55,500	£51,900	£66,900
Recruitment Co-ordinator	£22,100	£23,400 ↗	£38,600	£22,500	£22,500	£24,700
Recruitment Manager	£32,000	£35,300 ↗	£38,600	£33,500	£33,300	£37,000
Recruitment Officer	£24,200	£25,700 ↗	£27,200	£24,100	£22,700	£27,100
Reward Manager	£52,800	£57,200 ↗	£61,600	£55,500	£51,800	£60,300
Shared Services Manager	£44,200	£47,300 ↗	£50,400	£41,000	£42,100	£49,900
Talent Acquisition Consultant	£27,400	£31,500 ↘	£35,700	£31,700	£31,100	£33,300
Talent Acquisition Manager	£41,700	£45,500 ↗	£49,300	£43,100	£40,600	£48,000
Talent Acquisition Specialist	£29,700	£32,400 ↘	£35,100	£34,000	£32,000	£34,100
Training Manager	£39,700	£43,400 ↗	£47,100	£41,400	£40,400	£45,800

↗ **7%** increase in Recruitment Officer average salaries this year.

↘ **5%** decrease in Talent Acquisition Specialist average salaries this year.

Roles on the rise

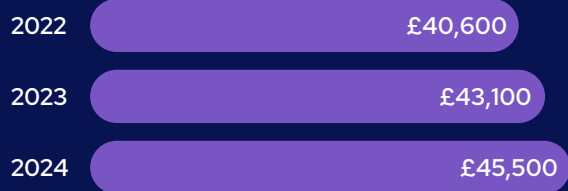
Business Partner



Project Manager



Talent Acquisition Manager



Average salary in region vs UK inflation rate



Regional insight

Charlotte Willey
Senior Regional Manager, Reed



"The North East of England, encompassing vibrant cities like Newcastle and Durham, is witnessing several exciting developments in the HR sector. Businesses in this region should take note of the changing HR dynamics to stay competitive and relevant in what has for some time been considered an essential department.

As with most places across the country, local companies should turn their attention to the rising role of technology, which is helping to streamline HR functions. The adoption of software tools and enhanced data analytics can provide valuable insights, enabling better decision-making and enhancing employee experiences.

Leveraging automation tools for routine tasks will help free up HR professionals so they can engage in more strategic activities aimed at business success and growth.

Attracting talent remains a priority, and leaders should pay close attention to their employer branding. Creating a positive company culture, offering competitive compensation, and providing opportunities for professional growth are essential. Remote and flexible work arrangements have remained highly attractive to candidates, reflecting the changing expectations of the workforce. Those companies lacking flexibility in their working

policies will find themselves in a tougher position than most when recruiting.

For jobseekers across the region, those with expertise in areas like diversity and inclusion, remote work policies, and employee wellness are likely to be in great demand. Jobseekers should also look to acquire skills related to the latest HR systems and technology to stand out from the crowd, and be ready to explain how they would drive positive change for their prospective employers.

If you're working in HR, it's wise to stay abreast of regional and industry-specific HR trends, which can be a valuable asset during applications and interviews. "



North West

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Business Partner	£44,400	£47,200 ↗	£50,100	£44,800	£44,900	£49,100
Employee Relations Advisor	£31,600	£33,400 ↗	£35,300	£30,900	£30,400	£35,000
Employee Relations Manager	£48,900	£52,700 ↗	£56,500	£45,800	£47,800	£55,300
Health Safety Advisor	£34,000	£37,700 ↗	£41,400	£34,800	£34,400	£39,500
Health Safety Manager	£45,000	£48,700 ↘	£52,500	£49,300	£48,100	£51,100
HR Administrator	£23,400	£24,500 ↗	£25,600	£22,900	£23,000	£25,700
HR Advisor	£30,700	£32,700 ↗	£34,600	£31,400	£30,300	£34,300
HR Analyst	£39,600	£43,800 ↗	£47,900	£37,000	£39,400	£46,000
Internal Recruiter	£29,400	£31,400 ↗	£33,300	£30,200	£28,600	£33,000
Learning Development Manager	£43,700	£47,000 ↗	£50,300	£45,700	£46,200	£49,300
Manager	£45,200	£48,800 ↗	£52,400	£46,400	£46,400	£51,200
Operations Manager	£46,800	£51,000 ↗	£55,300	£49,600	£47,800	£53,500

↘ **1.2%** decrease in Health Safety Manager average salaries this year.

↗ **4.3%** increase in HR Advisor average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Organisational Development Specialist	£42,000	£45,300 ↗	£48,500	£44,700	£50,400	£47,400
Project Manager	£55,500	£59,300 ↗	£63,000	£55,700	£55,900	£62,200
Recruitment Co-ordinator	£23,300	£24,500 ↗	£25,600	£23,700	£24,200	£25,700
Recruitment Manager	£34,400	£38,700 ↘	£43,000	£38,800	£35,400	£40,600
Recruitment Officer	£25,600	£26,900 ↗	£28,200	£25,400	£24,500	£28,200
Reward Manager	£55,700	£59,700 ↗	£63,800	£58,500	£55,800	£62,600
Shared Services Manager	£46,600	£49,400 ↗	£52,200	£43,300	£45,400	£51,800
Talent Acquisition Consultant	£28,900	£32,900 ↘	£37,000	£33,500	£33,600	£34,500
Talent Acquisition Manager	£42,500	£45,000 ↘	£47,600	£47,300	£42,900	£47,200
Talent Acquisition Specialist	£34,300	£36,100 ↗	£38,000	£33,100	£33,500	£37,900
Training Manager	£41,800	£45,400 ↗	£48,900	£43,700	£43,600	£47,600

↗ **13.4%** increase in Shared Services Manager average salaries this year.

↗ **3.9%** increase in Training Manager average salaries this year.

Roles on the rise

Recruitment Officer

2022	£24,500
2023	£25,400
2024	£26,900

Health Safety Advisor

2022	£34,400
2023	£34,800
2024	£37,700

Reward Manager

2022	£55,800
2023	£58,500
2024	£59,700



4.8%

salary growth
versus 2.8% UK
average growth

Average salary in region vs UK inflation rate



Regional insight

Douglas Turkington
Regional Director, Reed



“ The North West of England has always been blessed with a large talent pool owing to its dynamic cities including Manchester and Liverpool – allowing employers ample opportunities to secure talented HR professionals, who are still in great demand. As businesses continue to adapt within a post-pandemic world and a changing work environment, there are key considerations that both employers and jobseekers still need to make.

For companies across this region, optimising HR functions is imperative. Employee wellbeing and flexible work arrangements should remain a top priority, with hybrid work models still popular. Investment in upskilling professionals should also remain high on the agenda,

as companies look to streamline their costs and enhance employee experience. Embracing equality, diversity and inclusion initiatives is also key, not only for ethical reasons but also for attracting and retaining top talent.

As remote and hybrid working continues to be the preferred model, employers need to continue to create the best remote onboarding, training, and team-building activities as possible, to help create a sense of belonging for all staff – whether on site or working from home. To ensure they are attracting the right professionals for their vacancies, employers should focus on offering competitive compensation packages, but also emphasise career development opportunities.

Job opportunities across the North West are on the rise, especially in HR roles such as HR business partners and those who manage remote working – the latter now a main responsibility across senior roles.

Professionals looking to change career in the sector, or start out, should look to promote their adaptability and skills, and be confident in discussing their needs and career hopes.

It’s important not to shy away from discussing work-life balance expectations and ask about the company’s future plans for flexible working, as being informed and confident in these discussions will help candidates secure positions that align with their expectations. ”



Northern Ireland

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Business Partner	£36,300	£42,600 ↗	£51,800	£41,500	£42,500	£43,200
Employee Relations Advisor	£26,400	£30,400 ↗	£35,200	£28,700	£28,900	£30,900
Employee Relations Manager	£40,700	£47,700 ↗	£56,300	£42,600	£45,500	£48,700
Health Safety Advisor	£28,100	£33,300 ↗	£39,400	£30,700	£32,100	£33,900
Health Safety Manager	£35,400	£41,400 ↗	£48,700	£40,700	£40,100	£42,300
HR Administrator	£21,400	£21,500 ↗	£24,000	£19,900	£20,800	£23,400
HR Advisor	£24,700	£28,900 ↗	£36,800	£27,500	£28,000	£29,500
HR Analyst	£32,600	£39,200 ↗	£47,200	£37,000	£37,500	£40,000
Internal Recruiter	£22,600	£26,500 ↘	£31,400	£27,900	£27,700	£27,200
Learning Development Manager	£36,400	£42,600 ↗	£50,200	£42,500	£43,900	£43,500
Manager	£37,300	£44,300 ↗	£51,900	£43,400	£44,600	£45,300
Operations Manager	£37,500	£44,800 ↗	£53,400	£42,100	£43,000	£45,700

↗ **10.7%** increase in **Employee Relations Manager** average salaries this year.

↗ **5.7%** increase in **HR Administrator** average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Organisational Development Specialist	£35,000	£41,100 ↘	£48,400	£41,600	£47,900	£41,900
Project Manager	£51,000	£60,500 ↗	£71,000	£54,500	£53,200	£61,300
Recruitment Co-ordinator	£21,200	£22,300 ↗	£25,600	£22,000	£23,100	£22,900
Recruitment Manager	£28,500	£35,100 ↘	£43,000	£35,500	£35,500	£35,800
Recruitment Officer	£21,300	£24,400 ↗	£28,100	£23,700	£23,300	£24,900
Reward Manager	£46,400	£54,000 ↘	£63,700	£54,400	£53,100	£55,300
Shared Services Manager	£38,800	£44,800 ↗	£52,100	£40,300	£43,200	£45,800
Talent Acquisition Consultant	£24,000	£29,700 ↘	£36,900	£31,100	£31,900	£30,500
Talent Acquisition Manager	£36,700	£43,200 ↗	£50,900	£42,300	£41,600	£44,000
Talent Acquisition Specialist	£26,100	£30,400 ↘	£36,300	£33,300	£32,800	£31,400
Training Manager	£34,900	£41,100 ↗	£48,700	£40,600	£41,500	£42,000

↘ **1.2%** decrease in **Organisational Development Specialist** average salaries this year.

↗ **9.9%** increase in **Project Manager** average salaries this year.

Roles on the rise

Health Safety Manager

2022	£40,100
2023	£40,700
2024	£41,400

Project Manager

2022	£53,200
2023	£54,500
2024	£60,500

Talent Acquisition Manager

2022	£41,600
2023	£42,300
2024	£43,200

↑
2.9%
salary growth
versus 2.8% UK
average growth

Average salary in region vs UK inflation rate



Regional insight

Paula Gallagher
Executive Regional Manager, Reed



HR professionals across Northern Ireland continue to be in high demand, as companies embrace innovative HR practices in order to streamline functions and attract professionals to the industry. One notable trend that we're seeing across the country is the increasing focus on employee wellness - in both larger and smaller organisations. In response to the lessons learned from the pandemic, employers are offering flexible work arrangements, mental health support, and wellness programmes to keep their workforce happy, productive, and engaged.

EU legislation transformed how businesses operated in recent decades, but it's very much AI that could disrupt the industry in the years to come. The adoption of technology in HR is another noteworthy

development over the past 12 months, as automation and AI are being used to enhance the recruitment process, making it easier to identify the right candidates quickly. This technology has the potential to help HR professionals address labour shortages and improve succession planning.

It's important that candidates are aware of your company's culture and values - that's why, going into 2024, making sure you have a reflective employee value proposition is important. Jobseekers are increasingly looking for organisations that align with their personal values, so Northern Irish companies that showcase they are focusing on creating inclusive, diverse, and sustainable work environments are more likely to be recognised.

When it comes to jobs in HR, the horizon looks promising, as the demand for professionals skilled in technology and people-centric approaches is on the rise. HR professionals have evolved from administrators to strategic business partners, assuming more responsibility over talent management and organisational development. From HR data analysts to employee wellbeing specialists, there are diverse career paths emerging.

My advice to all of those working in the sector is to never lose track of what you value in a role - be open and honest with prospective employees about salary expectations and working conditions you are looking for. //

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Step 1: Tell us about the role

Step 2: Fine tune your questions

Step 3: Download and share



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 for 'JOB TITLE*' (HR manager), 'LEVEL OF SENIORITY*' (Head of Department), 'INDUSTRY*' (Healthcare), and 'Soft skills'. The 'Soft skills' section has a 'Select up to three skills' instruction and five buttons: 'ADAPTABILITY', 'COLLABORATION', 'COMMERCIAL AWARENESS', and 'COMMUNICATION'. 'COMMERCIAL AWARENESS' is highlighted in green.

Interview questions: This section is labeled 'AI powered' and 'SHARE'. It lists four questions (Q1-Q4) with dotted lines below each for answers. 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, there are social media share icons for Facebook, LinkedIn, and Twitter.

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Scotland

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Business Partner	£47,600	£51,100 ↗	£54,500	£44,300	£49,100	£53,500
Employee Relations Advisor	£32,300	£34,600 ↗	£37,000	£31,800	£32,800	£36,300
Employee Relations Manager	£49,800	£54,600 ↗	£59,300	£47,200	£51,700	£57,400
Health Safety Advisor	£34,400	£37,900 ↗	£41,500	£33,900	£36,400	£39,800
Health Safety Manager	£43,400	£47,300 ↗	£51,300	£45,100	£45,500	£49,600
HR Administrator	£23,200	£24,300 ↔	£25,300	£24,300	£22,500	£25,500
HR Advisor	£32,900	£35,800 ↗	£38,700	£33,400	£32,000	£37,600
HR Analyst	£39,900	£44,800 ↗	£49,700	£41,000	£42,600	£47,100
Internal Recruiter	£27,700	£30,400 ↘	£33,100	£30,800	£31,500	£31,900
Learning Development Manager	£44,600	£48,700 ↗	£52,800	£47,100	£49,800	£51,100
Manager	£45,400	£50,000 ↗	£54,600	£47,800	£50,600	£52,500
Operations Manager	£46,000	£51,100 ↗	£56,200	£46,600	£48,800	£53,700

↗ **11%** increase in Health Safety Advisor average salaries this year.

↘ **1.3%** decrease in Internal Recruiter average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Organisational Development Specialist	£42,900	£46,900 ↗	£50,900	£46,000	£54,400	£49,200
Project Manager	£62,500	£68,600 ↗	£74,700	£60,300	£60,400	£72,000
Recruitment Co-ordinator	£23,800	£25,300 ↗	£26,900	£24,400	£26,200	£26,500
Recruitment Manager	£34,900	£40,100 ↗	£45,300	£39,300	£40,300	£42,000
Recruitment Officer	£26,100	£27,800 ↗	£29,600	£26,200	£26,400	£29,200
Reward Manager	£56,800	£61,900 ↗	£67,000	£60,300	£60,300	£65,000
Shared Services Manager	£47,600	£51,200 ↗	£54,800	£44,600	£49,000	£53,800
Talent Acquisition Consultant	£29,500	£34,100 ↘	£38,800	£34,500	£36,200	£35,800
Talent Acquisition Manager	£44,900	£49,300 ↗	£53,600	£46,800	£47,200	£51,800
Talent Acquisition Specialist	£31,900	£35,100 ↘	£38,200	£36,900	£37,200	£36,900
Training Manager	£42,700	£47,000 ↗	£51,300	£45,000	£47,000	£49,400

↗ **13.7%** increase in Project Manager average salaries this year.

↗ **4.3%** increase in Training Manager average salaries this year.

Roles on the rise

HR Advisor

2022	£32,000
2023	£33,400
2024	£35,800

Most growth this year:

 **14.3%**
increase this year

Employee Relations Manager **£54,600**



6%

salary growth
versus 2.8% UK
average growth

Average salary in region vs UK inflation rate



Regional insight

Gillian Dolan
Regional Director, Reed



“ The HR jobs market in Scotland has stabilised – it’s neither a candidate- nor employer-driven market. The HR industry is still presenting some challenges to employers who are looking to bolster their teams, as the focus remains on people-centric HR strategies to keep the workforce productive and engaged.

With mental health now at the forefront of business practice, companies in Scotland need to prioritise employee wellbeing and engagement initiatives – which is where HR teams play an invaluable role. The events of the past few years have highlighted the importance of mental health support and work-life balance, so HR teams must implement robust wellbeing programmes, continue to offer flexible work

arrangements, and foster a culture that values the health of their employees.

To attract the best HR employees effectively, companies should embrace diversity and inclusion initiatives, which is proven to drive innovation and enhance decision-making throughout the organisation. Having sound investments in training and development programmes will not only attract talent, but also retain it – upskilling existing employees can be more cost-effective than hiring new ones.

For jobseekers, the HR industry is brimming with opportunities. Roles in diversity and inclusion, employee engagement, and digital transformation of HR processes are on the up. With this in mind, professionals

should position themselves as adaptable, tech-savvy, and capable of driving change within organisations. With automation and the role of AI becoming increasingly integrated into HR functions, digital literacy is a valuable skill sought by employers.

When entering negotiations with potential employers, HR professionals should underline their ability to align HR strategies with overall business objectives, ensuring that HR practices contribute to the company’s success. For those candidates considering their career options, think about what’s important in a new job, and make sure the company culture aligns with your own ethos. There’s a lot more to a job than just the salary, so really focus on what matters to you. ”



South East

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Business Partner	£47,200	£51,800 ↗	£56,400	£50,400	£48,700	£53,900
Employee Relations Advisor	£34,200	£36,600 ↗	£39,100	£36,100	£33,700	£38,400
Employee Relations Manager	£51,300	£55,600 ↗	£60,000	£49,900	£50,700	£58,500
Health Safety Advisor	£38,800	£42,500 ↗	£46,200	£38,200	£38,700	£44,600
Health Safety Manager	£45,900	£49,600 ↘	£53,300	£50,700	£45,400	£52,000
HR Administrator	£24,600	£26,100 ↗	£27,600	£24,600	£24,400	£27,400
HR Advisor	£32,800	£35,600 ↗	£38,400	£34,100	£33,100	£37,400
HR Analyst	£38,900	£44,400 ↗	£49,900	£43,800	£39,700	£46,600
Internal Recruiter	£30,500	£33,100 ↘	£35,700	£33,600	£32,100	£34,700
Learning Development Manager	£44,100	£48,000 ↘	£51,900	£50,800	£48,600	£50,300
Manager	£47,500	£52,300 ↗	£57,100	£50,600	£50,500	£54,900
Operations Manager	£47,400	£52,200 ↗	£57,000	£49,900	£51,000	£54,800

↗ **6.1%** increase in HR Administrator average salaries this year.

↘ **5.8%** decrease in Learning Development Manager average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Organisational Development Specialist	£44,200	£47,800 ↘	£51,400	£48,700	£53,400	£50,100
Project Manager	£65,300	£71,100 ↗	£76,900	£62,100	£52,900	£74,600
Recruitment Co-ordinator	£24,500	£25,800 →	£27,200	£25,800	£25,700	£27,100
Recruitment Manager	£36,800	£42,100 →	£47,300	£42,100	£39,800	£44,200
Recruitment Officer	£28,000	£30,000 ↗	£32,000	£29,100	£27,900	£31,500
Reward Manager	£58,400	£63,100 ↘	£67,700	£63,800	£59,100	£66,300
Shared Services Manager	£49,000	£52,200 ↗	£55,400	£47,200	£48,100	£54,900
Talent Acquisition Consultant	£30,300	£34,800 ↘	£39,300	£36,500	£35,600	£36,600
Talent Acquisition Manager	£49,700	£55,900 ↗	£62,200	£48,700	£51,400	£58,700
Talent Acquisition Specialist	£33,600	£37,300 ↘	£40,900	£43,900	£40,300	£39,100
Training Manager	£44,000	£47,900 ↗	£51,800	£47,600	£46,200	£50,400

↗ **10.4%** increase in Shared Services Manager average salaries this year.

↗ **14%** increase in Talent Acquisition Manager average salaries this year.

Roles on the rise

Business Partner



HR Analyst



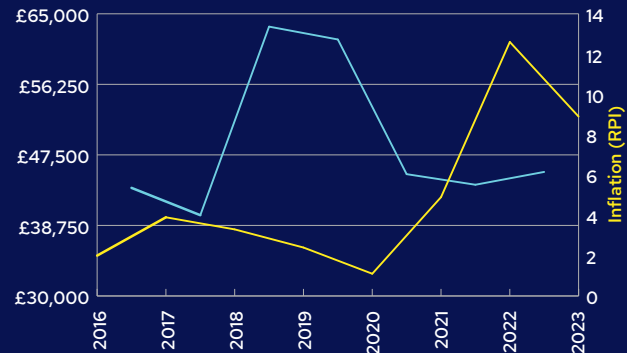
Project Manager



2.7%

salary growth
versus 2.8% UK
average growth

Average salary in region vs UK inflation rate



Regional insight

Grant Rigler

Executive Regional Director, Reed



“ The South East recruitment market has remained resilient over the last 12 months, despite a backdrop of economic challenges, brought about by the cost-of-living crisis and surge in technological advancements, which will have a huge impact on the HR sector and subsequent payroll systems and cloud-based solutions moving forward. Companies across the region must adapt to these challenges in order to remain competitive and attract top talent.

Given the current market conditions, those employers who focus on learning and development opportunities – allowing professionals to grow and be nurtured in their roles – will be able to improve their

retention strategies. While salaries remain important for jobseekers, employers who focus on the entire benefits package, inclusive of rewards, personal development and ongoing employee support, will have the greatest chance of attracting the best people in the region – particularly those looking to move away from the capital.

The demand for HR specialists with expertise in employee experience, rewards, diversity, equality and inclusion, and talent management is on the rise – so candidates with experience in these areas should monitor the market and be responsive when opportunities present themselves. As remote and hybrid work models remain prevalent, HR roles that specialise

in remote workforce management and wellbeing programmes will also be in demand in 2024.

When negotiating salary, jobseekers looking for competitive compensation packages need to know their worth and be proactive with their expectations.

That said, professionals looking for their next career move should also consider the value of non-monetary benefits like professional development opportunities, work-life balance initiatives, and a company’s commitment to diversity and inclusion, before making a final decision – could these enhanced benefits keep you happy and productive in the long term? ”



South West

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Business Partner	£50,600	£54,200 ↗	£57,900	£48,600	£46,700	£56,200
Employee Relations Advisor	£33,000	£35,000 ↗	£37,000	£31,500	£30,400	£36,800
Employee Relations Manager	£51,000	£55,100 ↗	£59,300	£46,700	£47,900	£57,900
Health Safety Advisor	£34,500	£37,700 ↘	£40,900	£38,400	£33,400	£39,500
Health Safety Manager	£50,200	£53,500 ↗	£56,900	£47,900	£44,100	£56,200
HR Administrator	£23,300	£24,400 ↗	£25,500	£22,800	£22,100	£25,600
HR Advisor	£32,200	£34,900 ↗	£37,500	£31,700	£31,300	£36,600
HR Analyst	£39,900	£42,000 ↗	£44,000	£38,900	£42,600	£44,000
Internal Recruiter	£27,300	£29,500 ↘	£31,600	£29,800	£30,400	£30,900
Learning Development Manager	£45,700	£49,200 ↗	£52,800	£46,600	£46,200	£51,700
Manager	£46,700	£50,700 ↗	£54,700	£47,900	£48,000	£53,300

↗ **10.3%** increase in Business Partner average salaries this year.

↘ **2.1%** decrease in Health Safety Advisor average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£47,000	£51,600 ↗	£56,200	£46,200	£45,300	£54,200
Organisational Development Specialist	£43,900	£47,400 ↗	£50,900	£45,500	£50,400	£49,700
Project Manager	£63,900	£69,300 ↗	£74,700	£59,700	£56,000	£72,800
Recruitment Co-ordinator	£24,400	£25,600 ↗	£26,900	£24,100	£24,300	£26,900
Recruitment Manager	£38,000	£42,900 ↗	£47,800	£40,000	£34,800	£45,000
Recruitment Officer	£26,700	£28,100 ↗	£29,600	£25,900	£24,500	£29,500
Reward Manager	£58,100	£62,500 ↗	£67,000	£59,700	£55,900	£65,700
Shared Services Manager	£48,700	£51,700 ↗	£54,800	£44,100	£45,500	£54,400
Talent Acquisition Consultant	£30,100	£34,500 ↗	£38,800	£34,100	£33,600	£36,300
Talent Acquisition Manager	£46,000	£49,800 ↗	£53,600	£46,300	£43,800	£52,300
Talent Acquisition Specialist	£31,900	£34,800 ↗	£37,700	£33,800	£34,300	£36,500
Training Manager	£43,700	£47,500 ↗	£51,300	£44,500	£43,600	£49,900

↗ **11.9%** increase in Operations Manager average salaries this year.

↗ **8%** increase in Talent Acquisition Manager average salaries this year.

Roles on the rise

Training Manager



Reward Manager



Health Safety Manager



Average salary in region vs UK inflation rate



Regional insight

George Sofokleous
Senior Regional Director, Reed



"The South West has witnessed notable developments in the sector, making it imperative for businesses to adapt in order to remain competitive. The temporary market across HR remains fast paced, with the number of organisations needing HR administrative support on a temporary basis still high. This trend is expected to continue throughout 2024.

To attract and retain top talent, local employers should continue to focus talent attraction efforts on workplace flexibility and work-life balance - many professionals now seek hybrid or remote work options. Offering a mix of in-house and remote arrangements can therefore be a powerful draw for

prospective employees, who often feel better able to manage increased cost-of-living pressures through a hybrid work model.

Salary expectations are still high, which continues to impact businesses in the region that are obliged to battle with competitors elsewhere in the UK for hybrid and remote talent. It's important that employers keep their benefits packages up to date and relevant, as HR professionals especially focus on company culture and will want to make sure any prospective company is a great place to work. The South West is culturally diverse, and reflecting this diversity in the workplace is not only ethical but advantageous for business growth.

The job market is evolving, with growth in technology, healthcare, and renewable energy sectors, creating new opportunities for jobseekers. Companies in these sectors often look for HR professionals who understand their unique challenges and can help shape their workforce strategies accordingly.

Professionals are urged to remain flexible in role expectations and consider the whole benefits package and progression opportunities, rather than focusing on salary alone. Employers are spending time and resources adapting the work environment to better suit employees - it's worth taking advantage of that. "



Wales

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Business Partner	£42,800	£45,200 ↗	£47,700	£43,900	£40,600	£46,700
Employee Relations Advisor	£29,900	£31,600 ↗	£33,300	£29,500	£27,700	£32,900
Employee Relations Manager	£46,200	£49,800 ↗	£53,400	£43,800	£43,500	£51,900
Health Safety Advisor	£31,900	£34,600 ↗	£37,400	£31,500	£30,700	£36,000
Health Safety Manager	£43,600	£45,800 ↗	£48,000	£42,800	£44,000	£48,000
HR Administrator	£22,900	£23,800 ↗	£24,700	£22,600	£22,500	£25,000
HR Advisor	£30,500	£32,400 ↗	£34,200	£30,400	£30,400	£34,000
HR Analyst	£37,000	£40,900 ↗	£44,700	£38,100	£35,900	£42,600
Internal Recruiter	£25,600	£27,700 ↘	£29,800	£28,700	£26,500	£28,800
Learning Development Manager	£41,300	£44,400 ↗	£47,500	£43,800	£42,000	£46,200
Manager	£42,400	£45,500 ↗	£48,600	£43,500	£43,300	£47,700

↗ **10.1%** increase in Health Safety Advisor average salaries this year.

↘ **3.8%** decrease in Internal Recruiter average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£42,600	£46,600 ↗	£50,600	£43,400	£41,100	£48,500
Organisational Development Specialist	£39,700	£42,800 ↔	£45,800	£42,800	£45,800	£44,500
Project Manager	£57,900	£62,600 ↗	£67,300	£56,100	£50,900	£65,200
Recruitment Co-ordinator	£22,100	£23,100 ↗	£24,200	£22,700	£22,000	£24,000
Recruitment Manager	£34,800	£39,200 ↗	£43,700	£37,700	£29,300	£41,100
Recruitment Officer	£24,200	£25,400 ↗	£26,600	£24,300	£22,300	£26,400
Reward Manager	£52,600	£56,400 ↗	£60,300	£56,000	£50,800	£58,600
Shared Services Manager	£44,100	£46,700 ↗	£49,300	£41,400	£41,300	£48,600
Talent Acquisition Consultant	£27,300	£31,100 ↘	£34,900	£32,000	£30,500	£32,400
Talent Acquisition Manager	£41,600	£44,900 ↗	£48,300	£43,500	£39,800	£46,700
Talent Acquisition Specialist	£29,600	£32,000 ↘	£34,400	£34,300	£31,400	£33,300
Training Manager	£39,600	£42,900 ↗	£46,200	£41,800	£39,600	£44,700

↗ **7.8%** increase in Operations Manager average salaries this year.

↗ **12.8%** increase in Shared Services Manager average salaries this year.

Roles on the rise

Employee Relations Advisor

2022	£27,700
2023	£29,500
2024	£31,600

HR Analyst

2022	£35,900
2023	£38,100
2024	£40,900

Project Manager

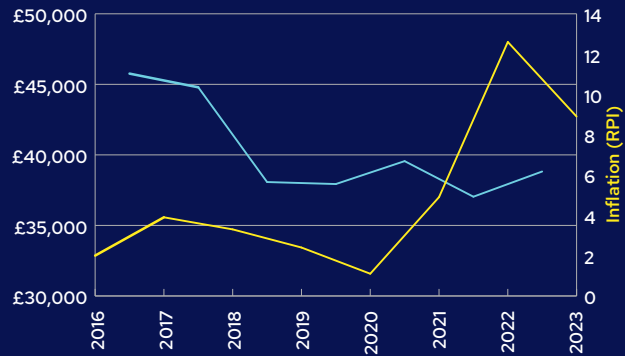
2022	£50,900
2023	£56,100
2024	£62,600



4.5%

salary growth
versus 2.8% UK
average growth

Average salary in region vs UK inflation rate



Regional insight

Becky Hole

Senior Regional Director, Reed



“ The jobs market across Wales continues to suffer from a skills shortage, with plenty of SMEs and HR teams looking at ways to combat this concerning trend. However, opportunities and growth are being seen across a variety of HR functions including recruitment, equality, diversity and inclusion, and learning and development.

As consulting work remains popular within the region, companies are still looking to outsource specific parts of their HR functions, including talent acquisition divisions. To stay ahead in HR, employers must embrace several key strategies, including a greater focus on employee wellbeing and engagement, while acknowledging that the pandemic has

redefined work-life balance and remote work preferences. This means that offering flexible work arrangements and a positive workplace culture is now a must rather than an afterthought.

Attracting talent in the HR market requires a change in mindset, as we’re seeing a growing emphasis on diversity and inclusion in the hiring practice to appeal to a broader talent pool. Offering professional development and upskilling opportunities is also crucial, as employees increasingly seek growth within their organisations – investment in these areas will help to address the skills gaps and improve workplace productivity. Employers need to be aware of the state of the

market and act quickly, continuing to focus on company values and benefits rather than salary alone.

With increased attention paid to providing a great employee experience, professionals have plenty of scope in their work. Roles related to employee wellbeing, HR analytics, and organisational development are on the rise, while HR advisors and HR business partners with strong interpersonal and communication skills remain highly sought after.

Professionals looking for their next career challenge are encouraged to first understand what they want from a new role before moving on. ”



West Midlands

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Business Partner	£45,800	£49,500 ↗	£53,200	£48,700	£46,900	£50,500
Employee Relations Advisor	£32,700	£35,200 ↗	£37,700	£34,300	£32,700	£37,100
Employee Relations Manager	£50,600	£55,500 ↗	£60,500	£51,000	£51,500	£58,500
Health Safety Advisor	£36,100	£39,800 ↗	£43,500	£36,500	£34,600	£41,800
Health Safety Manager	£44,700	£48,500 ↔	£52,300	£48,500	£45,000	£50,900
HR Administrator	£23,000	£24,400 ↗	£25,800	£23,400	£23,400	£25,600
HR Advisor	£31,300	£33,500 ↗	£35,800	£31,800	£31,000	£35,200
HR Analyst	£44,600	£48,100 ↘	£51,600	£48,500	£44,800	£50,500
Internal Recruiter	£27,700	£30,200 ↘	£32,700	£31,500	£30,100	£31,700
Learning Development Manager	£45,300	£49,600 ↘	£53,800	£50,900	£49,700	£52,200
Manager	£47,000	£51,800 ↗	£56,500	£50,600	£49,500	£54,400
Operations Manager	£46,600	£52,000 ↗	£57,400	£50,400	£48,600	£54,800

↗ **8.7%** increase in **Employee Relations Manager** average salaries this year.

↗ **9.5%** increase in **Health Safety Advisor** average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Organisational Development Specialist	£43,500	£47,700 ↘	£51,900	£49,700	£54,200	£50,100
Project Manager	£51,300	£59,200 ↘	£67,200	£63,100	£61,200	£62,200
Recruitment Co-ordinator	£24,100	£25,800 ↘	£27,400	£26,400	£26,100	£27,200
Recruitment Manager	£36,800	£41,100 ↗	£45,400	£39,900	£38,300	£43,100
Recruitment Officer	£26,500	£28,300 ↔	£30,100	£28,300	£26,300	£29,800
Reward Manager	£57,600	£63,000 ↘	£68,300	£65,100	£60,000	£66,300
Shared Services Manager	£48,200	£52,100 ↗	£55,900	£48,200	£48,800	£54,900
Talent Acquisition Consultant	£29,900	£34,700 ↘	£39,600	£37,200	£36,100	£36,600
Talent Acquisition Manager	£45,600	£50,100 ↘	£54,700	£50,600	£47,000	£52,800
Talent Acquisition Specialist	£32,400	£35,700 ↘	£38,900	£39,900	£37,100	£37,600
Training Manager	£43,300	£47,800 ↘	£52,300	£48,600	£46,900	£50,400

↗ **3.1%** increase in **Recruitment Manager** average salaries this year.

↘ **3.8%** decrease in **Talent Acquisition Specialist** average salaries this year.

Roles on the rise

Business Partner

2022	£46,900
2023	£48,700
2024	£49,500

Recruitment Manager

2022	£38,300
2023	£39,900
2024	£41,100

Manager

2022	£49,500
2023	£50,600
2024	£51,800



Average salary in region vs UK inflation rate



Regional insight

Chris Willsher
Senior Regional Director, Reed



Companies are faced with a unique set of challenges and opportunities induced by the cost-of-living crisis and increased inflation rates. As a result, HR teams in the West Midlands are striving to maintain the wellbeing and satisfaction levels of their employees. To stay competitive and agile, employers must continue to offer attractive salary and benefits packages alongside flexibility to prospective employees, to access the best local talent.

The HR sector across the region is witnessing a technology-driven transformation, as companies invest further into HR software and automation tools to help streamline administrative tasks, and create a blended recruitment process for

new starters. With AI usage expected to expand, it's imperative that organisations embrace the latest technology to remain attractive to top talent.

Creating a diverse, inclusive, and equal workplace is at the forefront of the agenda. Employers should not only have inclusive hiring practices, but an inclusive culture that values its employees and their opinions. The West Midlands is known for its diverse population, and embracing this diversity can be a competitive advantage. Hiring managers need to ensure that each applicant who interacts with their company has a positive recruitment experience from the application and interview stage, to job offers and onboarding.

Employers are looking for professionals with a varied skill set, so jobseekers should consider upskilling in a range of areas to make themselves more attractive. As companies adapt to new trends, roles in talent acquisition, and inclusion, diversity, and equality are on the rise. When considering a career change, professionals should emphasise their ability to adapt to changing HR trends, showcase their understanding of technology, and highlight their commitment to employee experiences. Highlighting soft skills like communication, empathy, and adaptability are also essential to landing those sought-after HR roles. //



Yorkshire & Humberside

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Business Partner	£48,700	£52,600 ↗	£52,700	£44,800	£44,300	£51,300
Employee Relations Advisor	£31,200	£33,300 ↗	£35,400	£30,400	£29,400	£35,100
Employee Relations Manager	£48,200	£52,500 ↗	£56,800	£45,000	£46,200	£55,300
Health Safety Advisor	£33,900	£37,100 ↗	£40,300	£34,700	£35,100	£38,900
Health Safety Manager	£43,800	£47,900 ↗	£51,900	£46,300	£44,000	£50,300
HR Administrator	£22,500	£23,600 ↗	£24,700	£22,500	£22,000	£24,800
HR Advisor	£30,400	£33,200 ↗	£36,000	£31,300	£29,500	£34,800
HR Analyst	£33,200	£39,300 ↗	£45,500	£34,400	£36,000	£41,300
Internal Recruiter	£30,100	£32,300 ↗	£34,500	£31,200	£27,400	£33,900
Learning Development Manager	£43,100	£46,800 ↗	£50,500	£45,000	£44,600	£49,200
Manager	£43,700	£48,200 ↗	£52,800	£46,800	£45,400	£50,600

↗ **6.8%** increase in Health Safety Advisor average salaries this year.

↗ **4%** increase in Internal Recruiter average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£44,300	£51,300 ↗	£58,300	£44,800	£42,800	£53,900
Organisational Development Specialist	£41,500	£45,100 ↗	£48,700	£44,000	£48,600	£47,400
Project Manager	£60,400	£66,000 ↗	£71,500	£57,600	£54,000	£69,500
Recruitment Co-ordinator	£23,000	£24,400 ↗	£25,700	£23,300	£23,400	£25,700
Recruitment Manager	£34,300	£40,100 ↗	£45,800	£36,100	£32,800	£42,100
Recruitment Officer	£25,200	£26,800 ↗	£28,300	£25,000	£23,600	£28,200
Reward Manager	£54,900	£59,500 ↗	£64,100	£57,600	£53,900	£62,600
Shared Services Manager	£46,000	£49,200 ↗	£52,500	£42,600	£43,900	£51,800
Talent Acquisition Consultant	£28,500	£32,800 ↘	£37,200	£32,900	£32,400	£34,600
Talent Acquisition Manager	£43,400	£47,400 ↗	£51,300	£44,700	£42,200	£49,900
Talent Acquisition Specialist	£30,800	£33,700 ↘	£36,600	£35,200	£33,300	£35,500
Training Manager	£41,300	£45,200 ↗	£49,100	£43,000	£42,100	£47,600

↗ **3.5%** increase in Reward Manager average salaries this year.

↘ **4.5%** decrease in Talent Acquisition Specialist average salaries this year.

Roles on the rise

Employee Relations Advisor

2022	£29,400
2023	£30,400
2024	£33,300

Operations Manager

2022	£42,800
2023	£44,800
2024	£51,300

Reward Manager

2022	£53,900
2023	£57,600
2024	£59,500

↑
7.1%
salary growth
versus 2.8% UK
average growth

Average salary in region vs UK inflation rate



Regional insight

Helen Barber
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“ The HR sector is still experiencing substantial growth of in-house HR teams, and we’re seeing a huge demand across key functions, in particular roles within inclusion, equality and diversity, and in commercially-aware business partnerships. As we continue through 2024, success in the HR sector across the region will be defined by those who welcome innovation, prioritise people, and lead with purpose.

As companies across the region continue to address talent attraction and retention, hiring managers should be prioritising flexible work arrangements and wellbeing – this is imperative as the workforce struggles with concerns brought about by the cost-of-living crisis. The pandemic

accelerated the acceptance of remote work, and companies that continue to support this way of working will stand a greater chance of winning the candidates they seek. While the workforce does benefit from office days, the freedom of flexibility has enhanced productivity and helped businesses save money.

Businesses need to make sure their employee value proposition, values, and ambitions are clear and visible, so any potential applicant can see and understand what it’s like to work there. Make sure salary and benefits packages remain competitive, as HR professionals will know their worth from the outset. Remember to explain how professionals

can progress and develop their careers with the organisation, to help them map out their future.

Job opportunities for HR professionals are fruitful, with a growing demand for expertise in change management, talent acquisition, and digital HR solutions. The region’s diverse industries, including manufacturing, technology, and healthcare, will also help to create various HR roles. At application stage, jobseekers should showcase their adaptability and commitment to diversity and inclusion. Building on their own personal brand within the HR community can help ensure they stand out in a competitive job market. ”

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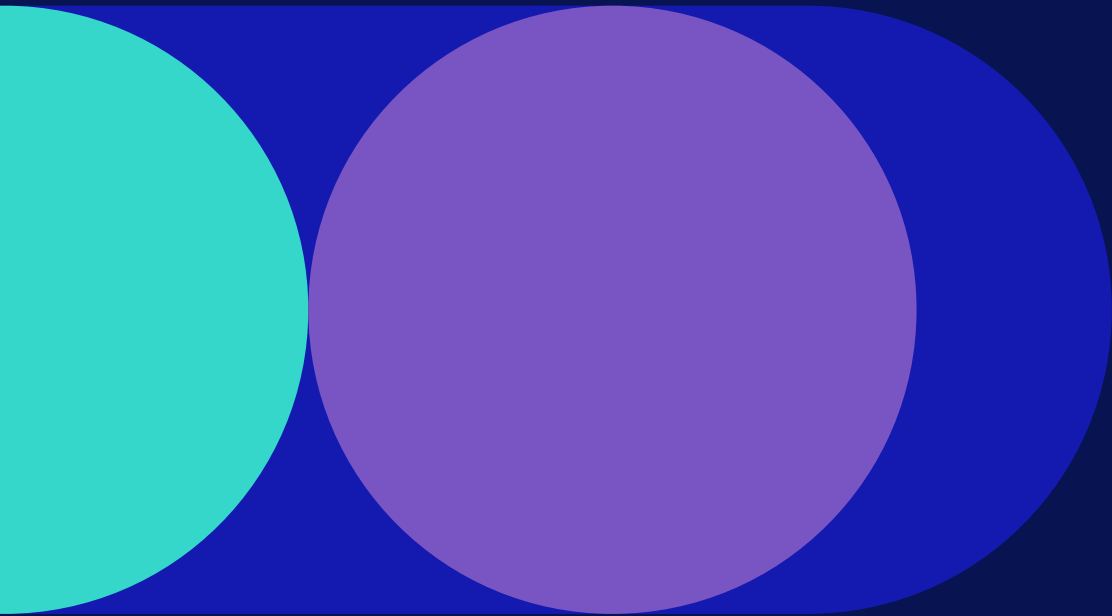
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