



HR RECRUITMENT SALARY SURVEY 2024

We are the **highest rated** agency on
Google for the **East Midlands**



4.9 (515 reviews)



Having worked with Cherry Professional as a candidate, placing me in my current role as People Services Director and then having them support me in recruiting for my team, they truly invest time in building strong relationships and understanding the requirements of any role they are supporting with. They are resilient, empathetic and demonstrate integrity at all stages of the process. I've always enjoyed working with them as they always demonstrate a positive attitude and deliver great results.

Nimira Kassam

-People Services Director, PPL PRS



CONTENTS

Introduction	01
The Hybrid Work Tightrope	02
From Surviving To Thriving	04
Doing More With Less	05
Salary Survey	07
Regional Variation Outlook	09
Sector Variances	10
Benefits And Conditions Snapshot	11
Conclusion	20

INTRODUCTION

Welcome to the Cherry Professional 2024 HR Salary Survey, providing valuable insights into the latest remuneration trends for HR professionals in the East Midlands. This comprehensive survey covers a wide range of roles, from entry-level positions to senior executive roles, as well as specialist functions such as talent acquisition, learning and development and reward. Our data is based on extensive research from our own database and a thorough participation survey, ensuring an accurate overview of the salaries, benefits, and conditions offered to HR professionals in the region.

In this survey, we delve into the key issues shaping the HR landscape:

- The shift to hybrid work has transformed organisations across the UK, but it has also exposed a rift between employer and employee expectations. HR departments must navigate the delicate balance between employee preferences for flexibility and business needs.
- Benefits have gained critical importance for attracting top talent and retaining valued employees, with 60% of survey respondents rating benefits as 'very important' when considering job offers. Employers are responding by offering a range of perks, with over 95% currently providing some form of hybrid or flexible working arrangements.
- In the face of ongoing disruption, HR's role continues to evolve. HR must serve as strategic partners, anticipating future challenges, developing agile workforce capabilities, and supporting leaders and employees through change.
- Investing in employee development remains crucial, even during lean times. By providing low-cost, creative development initiatives, organisations can boost engagement, retention, and productivity.
- The survey uncovers moderate employee retention scores, with resignation rates and counter-offers sharply increasing compared to pre-pandemic levels. To combat this trend, HR must adopt a proactive approach to predict and prevent retention issues.
- Average tenure of HR employees is 3.6 years. It is on average 6.4 years for those who are at Head of HR and above level.
- Salary ranges are provided for various HR roles in the East Midlands, covering core HR functions, talent acquisition, learning and development, and specialist roles.

If you require additional custom analysis on salary expectations and packages needed to attract, retain, and motivate top HR talent in today's competitive hiring market, let us know. We are happy to lend our expertise to help you optimise your recruitment strategy and employer brand. As the highest-rated finance, HR, marketing and business support recruitment consultancy in the East Midlands, we take pride in sharing insights like the data in this report, continuing our commitment to the local business community.

Danielle Asano
- Managing Director



THE HYBRID WORK TIGHTROPE
HOW HR CAN BALANCE CONFLICTING EMPLOYER AND EMPLOYEE DEMANDS

The shift to hybrid work has been a transformative change for organisations across the UK, but it has also exposed a deep rift between employer and employee expectations. While many employees have embraced the flexibility and improved work-life balance that hybrid arrangements offer, some employers are pushing for a return to the traditional office-centric model. This tension has been further amplified by the recent changes in the Employment Relations (Flexible Working) Act 2023, which came into force on 6 April 2024. The new law allows employees to make flexible working requests from their first day of employment, rather than after 26 weeks of continuous service, and requires employers to consult with employees before rejecting a request. This has created a tense tug-of-war between the two sides, leaving HR departments to navigate the delicate balance between employee preferences and business needs.

THE EMPLOYER PERSPECTIVE. A CLASH OF CULTURES

Many business leaders fear that remote work will erode company culture, hinder collaboration, and diminish productivity. Some high-profile executives and businesses have taken hardline stances, urging employees to return to the office full-time. They have been vocal proponents of this view, with one former minister famously leaving notes on empty desks to pressure civil servants back into the office.

Their concerns are not entirely unfounded, as remote work can make it more challenging to foster the serendipitous interactions and close-knit relationships that drive trust, teamwork and innovation. However, this uncompromising approach has been met with fierce resistance from employees who value the flexibility and autonomy that hybrid work provides.

While some employers are eager for workers to return to the office, they must also acknowledge the cost savings they have enjoyed during the pandemic, such as reduced office space and utility expenses. To incentivise employees to come back, companies may need to consider offering financial compensation, such as commuter benefits, meal allowances, or even salary increases, to offset the additional costs incurred by workers.

While the imbalance is beginning to stabilise, the pandemic afforded HR professionals in the East Midlands a rare opportunity to secure once-in-a-career pay rises. The psychology shift may also lead to greater mobility going forward as people saw the power of changing jobs.

THE EMPLOYEE PERSPECTIVE. A FIGHT FOR FLEXIBILITY

On the other hand, employees have grown accustomed to the benefits of hybrid work and are reluctant to give them up. Surveys consistently show that a majority of workers prefer the flexibility to choose where and when they work. Many feel that they are more productive at home and resent the implied lack of trust from their employers.

In addition to the desire for flexibility, employees are also concerned about the increased costs associated with returning to the office. Commuting expenses, work attire, meals, and even childcare costs can add up quickly, putting a strain on workers' budgets. Many employees feel that these additional expenses should be taken into consideration by their employers when developing return-to-office policies.

This tension has been further exacerbated by the tight labour market, which has given employees more leverage in negotiations. Workers are increasingly willing to leave organisations that don't offer the flexibility they desire, putting pressure on employers to adapt or risk losing talented staff.





THE ROLE OF HR. WALKING THE TIGHTROPE

HR departments find themselves at the centre of this conflict, tasked with finding a compromise that satisfies both parties. It's a delicate balancing act that requires careful consideration of both business needs and employee well-being. Here are some strategies they can employ:

- **Focus on outcomes, not location.**
Rather than mandating a set number of office days, HR can encourage teams to decide how, when, and where they work based on the tasks at hand and the needs of the group. This approach recognises that different roles and projects may require different levels of in-person collaboration.
- **Involve employees in decision-making.**
By engaging workers in the process of designing hybrid policies, HR can foster a sense of ownership and ensure that individual circumstances are considered. This collaborative approach can help to defuse tensions and build trust between employers and employees.
- **Develop guiding principles.**
HR can create a framework for hybrid work that provides clarity and consistency while still allowing for flexibility. These principles should be based on the organisation's values and goals, and should be communicated clearly to all staff.
- **Invest in manager training.**
Managing hybrid teams requires a different skill set than traditional management. HR should focus on recruiting empathetic leaders and training existing managers to better support their teams in a hybrid environment. This includes developing skills in remote communication, performance management, and fostering team cohesion.
- **Embrace experimentation.**
The shift to hybrid work is still in its early stages, and organisations will need to learn by trial and error. HR should be prepared to continuously assess and adjust their approach as needed, based on feedback from both managers and employees.
- **Assess the financial impact.**
HR should carefully evaluate the costs and benefits of return-to-office policies for both the company and its employees. This includes analysing potential savings for the organisation and exploring ways to mitigate the financial burden on workers through benefits, allowances, or other compensation adjustments against the cost of the risk of losing great employees.

CONCLUSION: SUPPORTING BUSINESS DECISIONS

Ultimately, HR's role is to support and deliver on business decisions. If they are unable to persuade organisations to fully embrace hybrid work, they must put in place practices that support employees returning to the office while still maintaining engagement and productivity.

This may involve implementing phased return-to-office plans, providing additional resources for in-office work (such as ergonomic equipment or commuter benefits), and ensuring that the office environment is safe, comfortable, and conducive to collaboration. HR may also need to focus on recruiting new talent that aligns with the organisation's preferred working model, while simultaneously working to retain and engage existing employees who may be resistant to the change.

The key is to find a balance that allows the business to achieve its goals while still respecting the needs and preferences of employees. By taking a proactive, empathetic approach and maintaining open lines of communication, HR can help to smooth the transition and ensure that the organisation emerges from this challenging period stronger and more united.



FROM SURVIVING TO THRIVING: HR'S BLUEPRINT FOR SUCCESS IN AN ERA OF DISRUPTION

In today's fast-paced, ever-changing business landscape, the ability to adapt and thrive in the face of disruption has become a critical success factor. As organisations navigate through uncertain times, the role of HR in driving effective change management has never been more crucial. This article explores the challenges and opportunities HR professionals face in leading their organisations through disruptive change, and offers practical strategies to help leaders and employees not just survive, but thrive in the process.

THE CHANGING ROLE OF HR IN DISRUPTIVE TIMES

Gone are the days when HR was merely a support function, focused on administrative tasks and policy enforcement. In the age of disruption, HR has evolved into a strategic partner, playing a pivotal role in driving organisational change and fostering a culture of resilience. As change agents, HR professionals are tasked with a number of responsibilities:

- 1

Anticipating and preparing for future disruptions
- 2

Aligning people strategies with business objectives
- 3

Developing agile and adaptable workforce capabilities
- 4

Fostering a growth mindset among leaders and employees
- 5

Creating a psychologically safe environment for experimentation and learning

HELPING LEADERS EMBRACE CHANGE

One of the biggest challenges HR faces in driving change is getting leaders on board. Many leaders, comfortable with the status quo, may resist new approaches and cling to outdated practices. To help leaders embrace change, HR can:

- 1

Encourage a growth mindset. Help leaders see change as an opportunity for learning and development, rather than a threat to their competence.
- 2

Provide a safe space for experimentation. Create a culture where leaders feel comfortable trying new things without fear of failure or judgement.
- 3

Break change down into manageable chunks. Instead of overwhelming leaders with massive change initiatives, start small and celebrate incremental progress.
- 4

Facilitate peer learning. Encourage leaders to share their experiences, challenges, and successes with each other, fostering a sense of community and support.

ENGAGING EMPLOYEES IN THE CHANGE JOURNEY

While getting leaders on board is crucial, change cannot succeed without the active participation and buy-in of employees. HR can help engage employees in the change journey by adopting a range of strategies:

- 1

Communicating the "why" behind the change. Help employees understand the rationale and benefits of the change, both for the organisation and for them personally.
- 2

Involving employees in the process. Seek input and feedback from employees, and give them a voice in shaping the change initiative.
- 3

Providing training and support. Equip employees with the skills and resources they need to navigate the change successfully.
- 4

Celebrating successes and learning from setbacks. Recognise and reward employees who embrace change, and use setbacks as opportunities for learning and growth.

ACTIVELY MANAGE CHANGE

In disruptive times, the role of HR in driving effective change management cannot be overstated. By helping leaders embrace change, engaging employees in the process, and fostering a culture of resilience and adaptability, HR professionals can position their organisations to not just survive, but thrive in the face of disruption. As the business landscape continues to evolve at an unprecedented pace, the ability to navigate change successfully will be the key differentiator between organisations that merely survive, and those that truly thrive.



DOING MORE WITH LESS:

CREATIVE WAYS TO INVEST IN YOUR EMPLOYEES DURING LEAN TIMES

In the face of economic uncertainty and tightening budgets, it can be tempting for organisations to cut back on employee development and training. However, investing in your people is more important than ever during challenging times. By fostering a culture of continuous learning and growth, you can boost employee engagement, retention, and productivity, ultimately positioning your organisation for long-term success.

THE IMPORTANCE OF EMPLOYEE DEVELOPMENT

Investing in employee development is not just a "nice-to-have" – it's a strategic imperative. When employees feel that their organisation is committed to their growth and success, they are more likely to be engaged, motivated, and loyal. Conversely, neglecting employee development can lead to a disengaged workforce, high turnover rates, and a lack of innovation.

Moreover, in today's rapidly changing business landscape, the skills and knowledge required for success are constantly evolving. By providing ongoing learning opportunities, you can ensure that your employees are equipped with the tools they need to adapt and thrive in the face of new challenges.

LOW-COST DEVELOPMENT STRATEGIES

While traditional training programmes can be costly, there are many low-cost ways to invest in your people. Here are a few strategies to consider:

- **On-the-job learning.**
Encourage employees to take on new challenges and responsibilities within their current roles. This can include stretch assignments, cross-functional projects, and job rotations.
- **Mentoring and coaching.**
Leverage the expertise within your organisation by pairing experienced employees with newer team members. This not only facilitates knowledge sharing but also helps build strong relationships and a sense of community.
- **Peer-to-peer learning.**
Create opportunities for employees to learn from each other through lunch-and-learns, or internal conferences. Encourage employees to share their skills, experiences, and best practices with their colleagues.
- **Online learning.**
Utilise free or low-cost online resources such as webinars, podcasts, and e-learning courses. Many reputable organisations offer high-quality content that can help employees develop new skills and stay up-to-date with industry trends.
- **Stretch assignments.**
Give employees the opportunity to take on projects or tasks that are slightly outside their comfort zone. This can help them develop new skills, gain exposure to different parts of the business, and build their confidence.
- **Making use of the Apprenticeship Levy.**
The Apprenticeship Levy provides a valuable opportunity for businesses to upskill their workforce at minimal cost. By utilising this fund, organisations can enrol existing employees, regardless of their current level, in apprenticeship programmes that align with their career goals and the company's needs, ultimately boosting productivity and fostering a culture of continuous learning and development.



THE ROLE OF MANAGERS

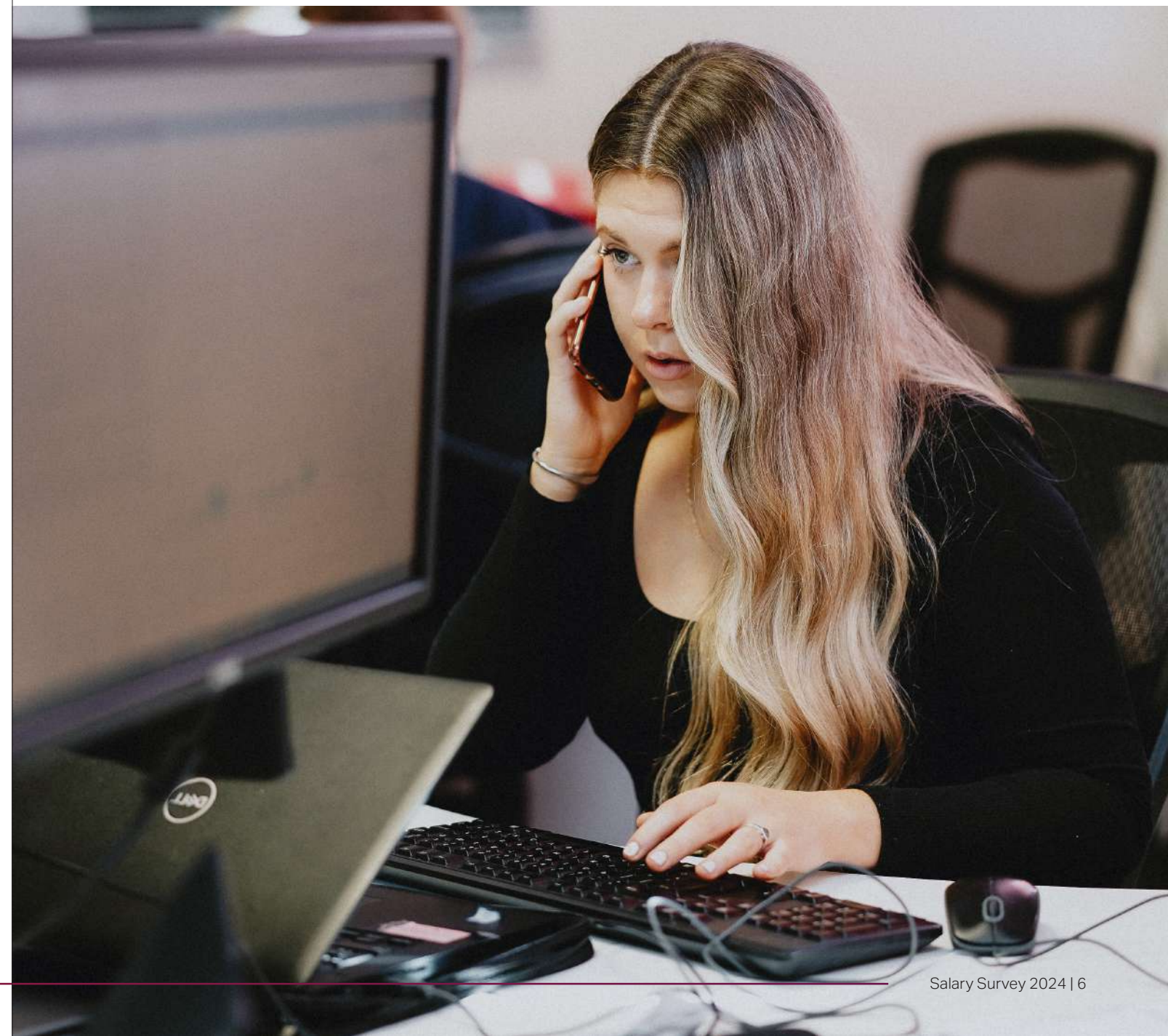
While HR plays a key role in driving employee development initiatives, managers are on the front lines when it comes to supporting their team members' growth. Encourage managers to have regular career conversations with their employees, provide ongoing feedback and coaching, and identify development opportunities that align with both individual and organisational goals.

It's also important for managers to lead by example and prioritise their own continuous learning. By role-modelling a growth mindset and a commitment to development, managers can inspire their teams to do the same.

CONCLUSION

In times of uncertainty, investing in your people is a smart business strategy. By providing ongoing learning and development opportunities, you can build a more engaged, skilled, and adaptable workforce – one that is better equipped to navigate challenges and drive long-term success.

Remember, employee development doesn't have to break the bank. By getting creative and leveraging the resources and expertise within your organisation, you can create a culture of continuous learning that benefits both your people and your bottom line.





SALARY SURVEY

CORE HR

Job Role	Salary Range									Average
	£20k	£40k	£60k	£80k	£100k	£120k	£140k	£160k	£180k	
HR Administrator										£26,514
HR Assistant/Co-ordinator										£28,257
HR Executive										£31,237
HR Advisor										£41,286
HR Manager										£62,216
HR Business Partner										£64,877
Head of HR										£76,155
HR Director										£119,587
Chief People Officer										£139,384

TALENT ACQUISITION

Job Role	Salary Range									Average
	£20k	£40k	£60k	£80k	£100k	£120k	£140k	£160k	£180k	
Talent Acquisition Co-ordinator										£31,298
Talent Acquisition Partner										£54,317
Head of Talent Acquisition										£79,214

LEARNING AND DEVELOPMENT

Job Role	Salary Range									Average
	£20k	£40k	£60k	£80k	£100k	£120k	£140k	£160k	£180k	
L&D Executive										£34,973
L&D Manager										£61,852
Head of L&D										£70,199



SPECIALIST ROLES

Job Role	Salary Range									Average
	£20k	£40k	£60k	£80k	£100k	£120k	£140k	£160k	£180k	
HR Operations Manager										£64,243
HR Shared Service Manager										£66,271
ER Advisor										£44,603
Reward Executive										£46,421
Head of Reward										£82,617
Organisation Design Specialist										£66,651
HR Transformation Manager										£67,158
HR Transformation Consultant										£91,233
Engagement Manager										£59,682





REGIONAL VARIATION OUTLOOK

The salary levels within this survey are based on East Midlands rates. This is how they compare to other regions of the UK.



SECTOR VARIANCES:

When analysing HR salaries across different sectors, it becomes apparent that there are notable variations in compensation levels. While individual company practices, location, and role-specific factors can influence pay within each industry, the following list provides a general ranking of sectors from highest to lowest paying for HR professionals based on typical industry trends and norms:

- 1

Financial Services
- 2

Legal
- 3

Tech
- 4

Engineering
- 5

Professional Services
- 6

Manufacturing
- 7

Private Practice
- 8

Medical
- 9

Supply chain/logistics
- 10

Retail
- 11

Construction
- 12

Automotive
- 13

Education
- 14

Hospitality
- 15

Charity/Not for profit



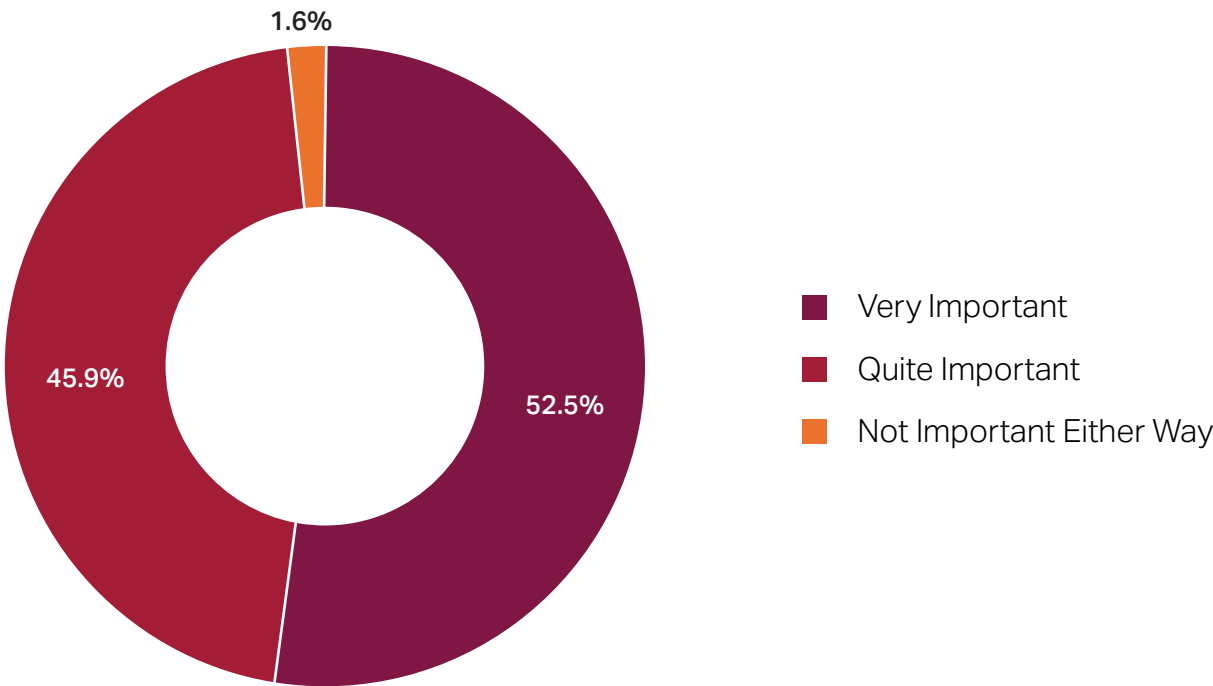


BENEFITS AND CONDITIONS SNAPSHOT

Benefits are gaining critical importance for both attracting top talent and retaining valued employees over the long term, as demonstrated by **52% of survey respondents** rating benefits as 'very important' when considering job offers. This reflects a broader shift towards candidates and professionals prioritising overall compensation packages, not just base salaries, when evaluating roles.

The survey data underscores the increasing weight placed on benefits:

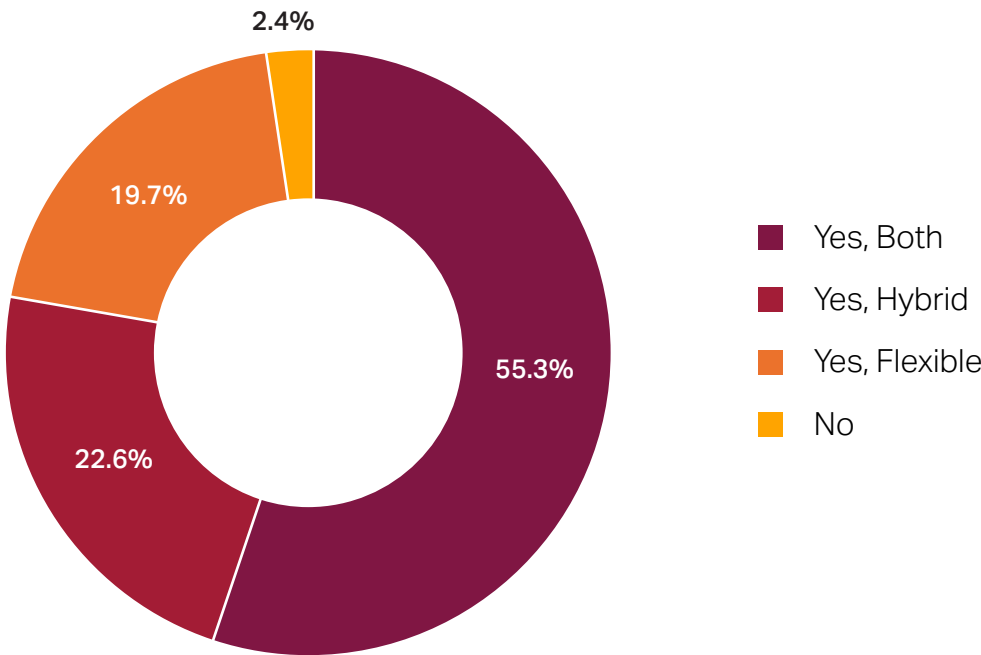
HOW IMPORTANT ARE BENEFITS AS A KEY DECIDING FACTOR WHEN FACED WITH JOB OFFERS?



The survey shows an overwhelmingly large number of employers (over 95%) currently offer some form of hybrid or flexible working arrangements. This widespread adoption reflects the post-pandemic reality of professionals expecting location and schedule autonomy.



DOES YOUR EMPLOYER CURRENTLY OFFER HYBRID OR FLEXIBLE WORKING?



However, despite the high prevalence, enabling meaningful flexibility remains a complex, ongoing challenge. Employees crave even more options, with hybrid policies and increased remote work topping their list of desired benefits. Yet simultaneously, a growing contingent of companies are pushing for returns to traditional in-office models following extended remote experiments.

This emerging mismatch between employee preferences for flexibility and employer appetites for office-centric arrangements risks causing retention issues and talent drain if mismanaged. Professionals now view hybrid and remote work as fundamental expectations shaped by pandemic experiences rather than temporary crisis responses. Rescinding these options, even amidst economic pressures, may severely impact engagement and spur turnover.

The complexity of optimising hybrid policies will likely continue causing friction in 2024 and beyond. If economic headwinds intensify, some leaders may wrongly attribute financial strains to remote/hybrid approaches. However, the data shows flexibility is now a non-negotiable priority for the vast majority of HR talent.

To balance employee demands with business needs, organisations must prioritise understanding workforce sentiments and crafting nuanced, bespoke hybrid strategies. Tailored approaches allowing individual choice within team-based guidelines offer a path forward. Blanket mandates for either full-time remote or office-based work will likely backfire in an era of employee power.

Ultimately, companies still calibrating the right mix must stay attuned to evolving candidate and staff preferences to remain viable talent destinations. Proactive dialogue, two-way trust, and embracing flexibility as a fixture will be key to stabilising retention amidst policy complexities. Reverting to pre-2020 location norms is no longer realistic for attracting and retaining HR professionals.

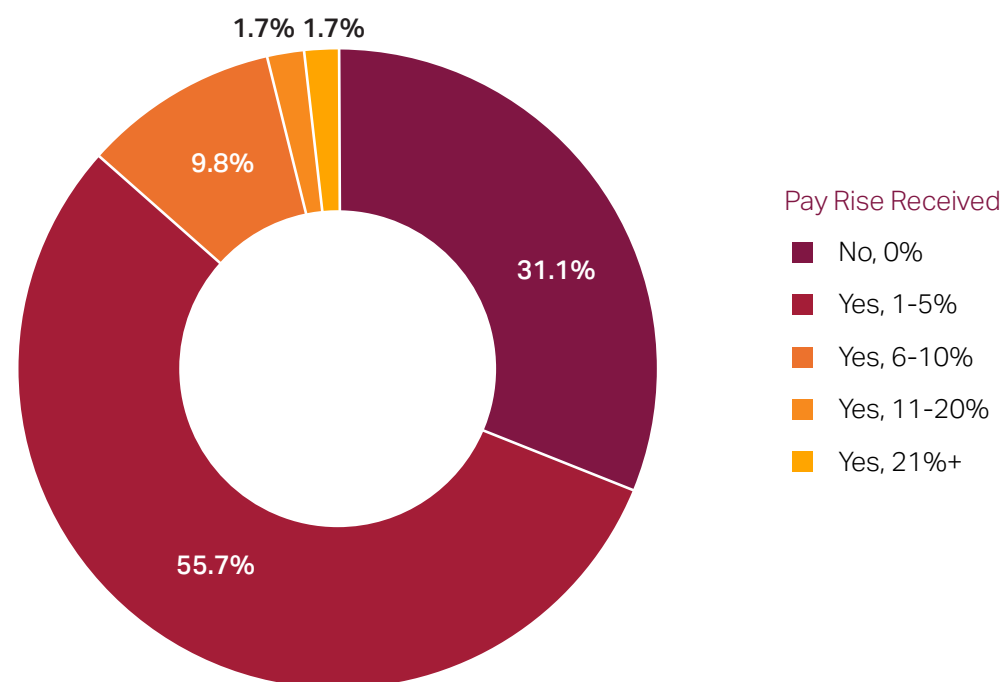




SALARY

The survey reveals a mixed picture for salary growth over the past year. While a **majority (69%) of East Midlands HR professionals report receiving pay rises, a significant 31% were denied increases**, spotlighting potential retention risks amidst cost pressures.

HAVE YOU RECEIVED A PAY RISE IN THE LAST YEAR?



Of those who did see growth, the majority (65.5%) received modest bumps of 1-10%. Just over 3% saw larger increases exceeding 11%. However, the sizable portion (31.1%) experiencing pay stagnation raises concerns, especially with rampant inflation driving up living costs.

Companies failing to provide even inflationary adjustments risk pay competitiveness erosion. Compensation falling out of step with market rates and economic realities could prompt top talent to seek better opportunities elsewhere. Employers must be proactive in benchmarking salaries and allocating raises strategically, even amidst profitability pressures.

Nearly one-third of HR professionals denied any increase suggests some organisations are neglecting broader conditions in remuneration planning. With consumer prices outpacing wage growth, base pay is often no longer sufficient to cover escalating expenses. Businesses that avoid granting uplifts to at least maintain purchasing power parity risk losing overburdened high performers.

While balancing affordability with industry trends is undoubtedly challenging, companies cannot afford to be overly restrictive. Targeted salary investments remain essential for motivating and retaining star players who could easily command better offers in a competitive market. Adopting a total rewards mindset that supplements pay with non-financial incentives like flexibility, development, and recognition can also help alleviate cost sensitivities.

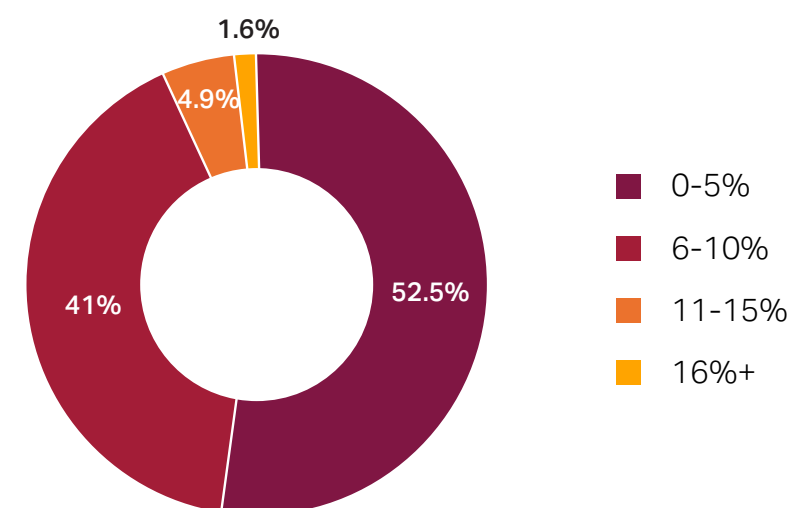
Ultimately, the data underscores the importance of proactive remuneration strategies aligned to both market rates and employee expectations. Organisations that fail to keep pace risk losing top HR talent to rivals more attuned to the inflationary environment. Regular salary benchmarking and pay review budgeting remain crucial for staying competitive, even when grappling with profitability headwinds.



PENSION AND LEAVE

The survey underscores pensions and leave entitlements generally conforming to HR sector norms, which is expected considering both are subject to legal baselines. Instead, the focus is on strategic investments in devising competitive overall benefits packages. With nearly 52% of professionals viewing perks as crucial when job searching, employers are differentiating themselves by offering incentives such as hybrid working, paid training, bonuses, and wellbeing initiatives. While meeting statutory pension and holiday requirements remains essential, evolving talent mindsets now emphasise evaluating complete packages rather than fixating on individual components. Astute employers are therefore crafting more comprehensive, distinctive offerings aligned with contemporary preferences to gain an edge in the escalating battle for top talent.

WHAT PERCENTAGE OF THE BASIC SALARY DOES YOUR EMPLOYER CONTRIBUTE TO YOUR PENSION?

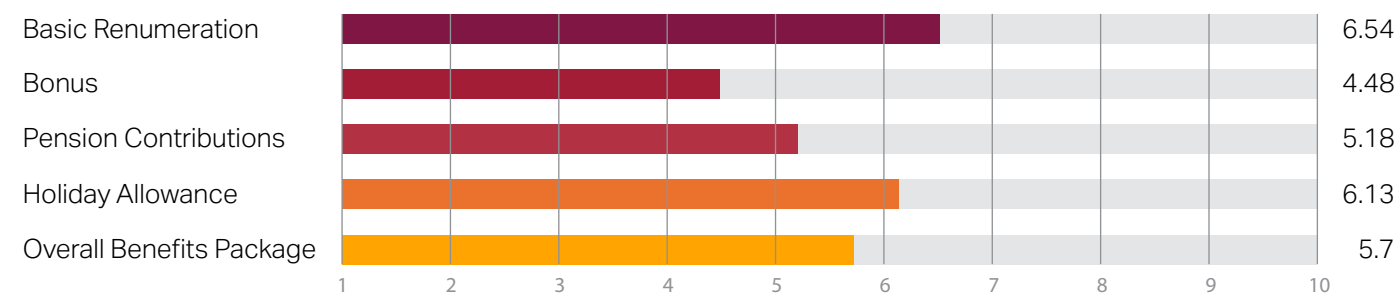


Average holiday entitlement
27
Days

CURRENT SATISFACTION

The survey uncovers lukewarm satisfaction levels regarding salaries and benefits, suggesting a prevailing atmosphere of indifference rather than genuine contentment. This apathetic environment presents an opportunity for savvy employers. Companies that proactively invest in competitive compensation packages and attractive rewards programmes have the potential to lure dissatisfied talent from complacent organisations stuck in the status quo. However, there is also a risk that outdated compensation models could trigger employee departures if professionals believe that better options are available elsewhere. With the intensifying competition for talent amidst ongoing hiring challenges, organisations cannot afford to be complacent about pay and benefits planning. Those who strategically optimise both financial and non-financial incentives have the opportunity to attract previously unattainable top performers by showcasing their progressive employer value proposition. On the other hand, outdated approaches will accelerate talent attrition towards the growing number of employers prioritising modernisation. Ultimately, for those who adopt innovative thinking, the potential benefits outweigh the risks.

HOW SATISFIED ARE YOU WITH YOUR CURRENT PACKAGE?



*Respondents ranked satisfaction out of 10, with 10 being the most satisfied and 1 the least.



BENEFITS

Upon examining the current benefits offered against those most desired by employees, several key insights emerge. While there is a strong alignment between the prevalence of hybrid and flexible working arrangements and the high demand for flexibility, notable gaps exist in other benefit categories.

The survey data reveals an interesting misalignment between the benefits offered by employers and those desired by employees. This misalignment underscores the importance of organisations regularly reviewing and adjusting their benefits packages to ensure they are meeting the evolving needs and preferences of their workforce. By proactively seeking to understand what employees value most and aligning their offerings accordingly, companies can create a more attractive and compelling employer value proposition. This, in turn, can help them to attract and retain top talent, foster greater employee satisfaction and engagement, and ultimately drive better business outcomes. In an increasingly competitive labour market, organisations that prioritise the alignment of their benefits with employee desires will be well-positioned to differentiate themselves and build a strong, loyal workforce.

Interestingly, some benefits rank higher on the "desired" list than on the "currently offered" list. For example, birthday off work is only provided by 9% of employers but desired by a substantial 29% of employees. This suggests that incorporating such perks, which may have a relatively low cost but high perceived value, could considerably boost employee satisfaction and loyalty.

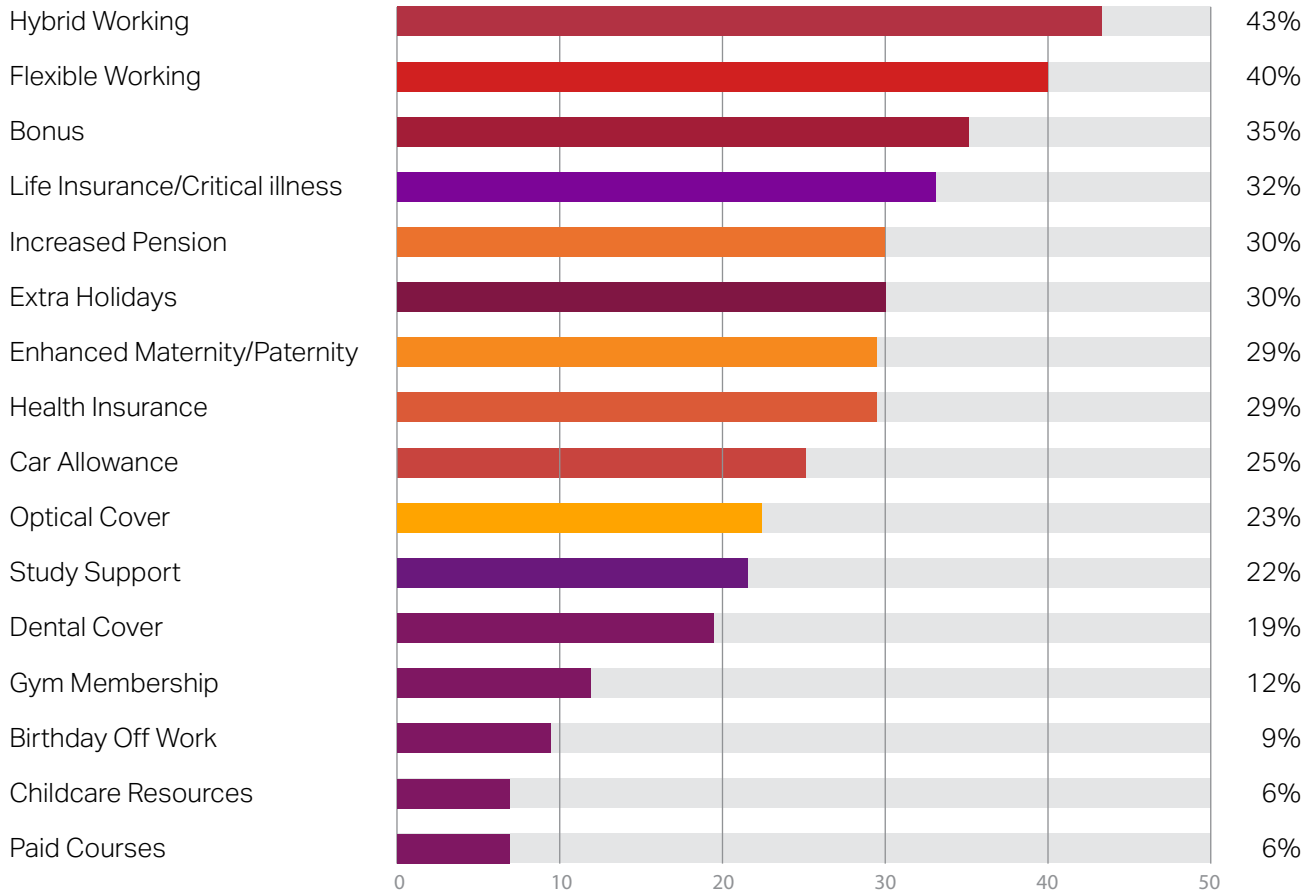
Furthermore, the data indicates that while certain benefits like increased pension contributions (30% offered vs 19% desired) and study support (22% offered vs 11% desired) are more commonly provided than requested, there is still room for improvement in aligning these offerings with employee needs.

It is also worth noting that childcare resources and paid courses are among the least offered benefits (both at 6%), despite being desired by 12% and 16% of employees, respectively. As organisations strive to create inclusive and supportive work environments, investing in these areas could demonstrate a commitment to employee well-being and development.

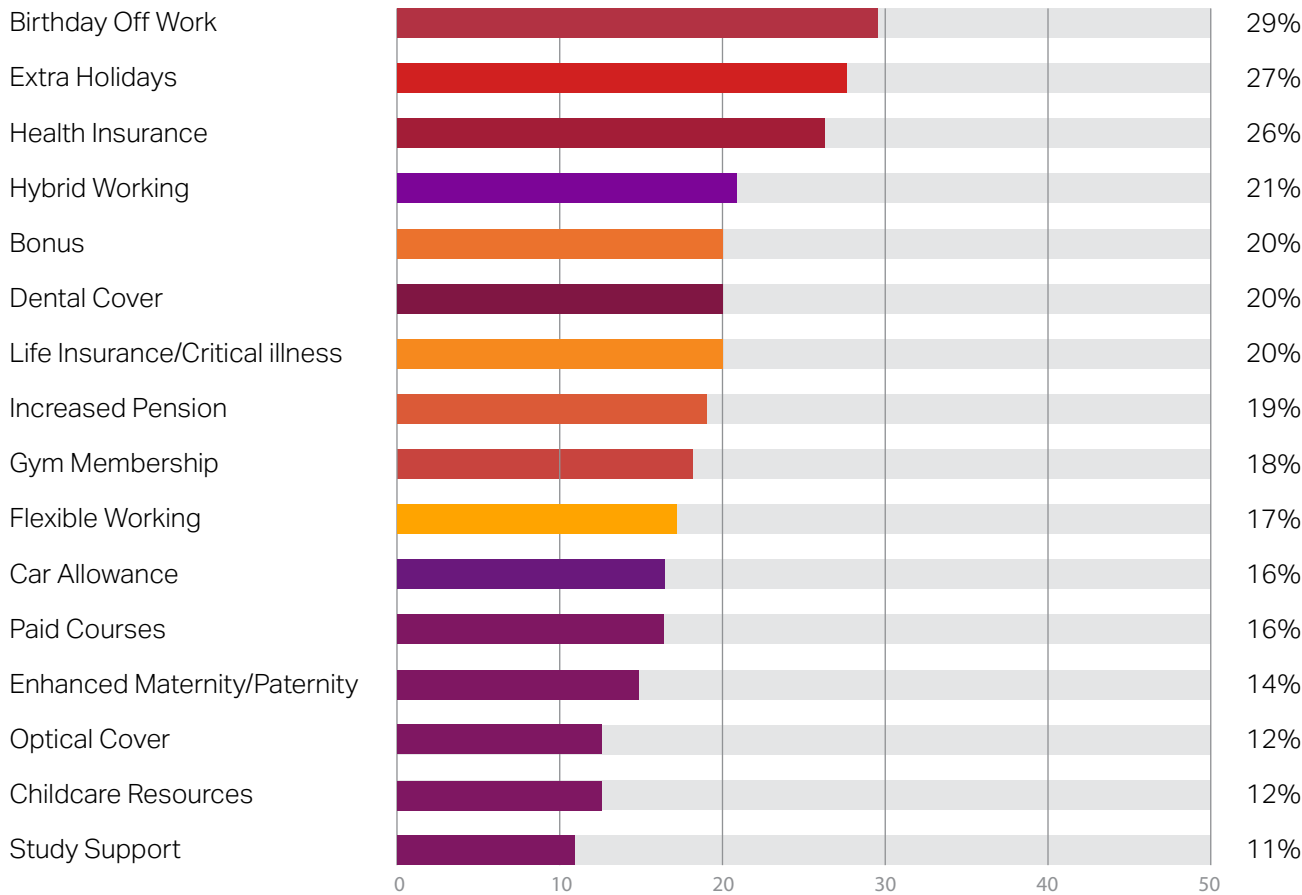
In conclusion, the survey results reveal a complex landscape of employee benefit preferences and employer offerings. By carefully analysing the gaps and misalignments, organisations can make informed decisions to optimise their rewards programmes. Incremental enhancements targeting the most desired benefits, while considering cost-effectiveness and alignment with overall DE&I strategies, can help companies attract and retain top talent in an increasingly competitive market.



WHAT IS CURRENTLY OFFERED:



WHAT WOULD YOU LIKE TO BE OFFERED:





RETENTION

The survey reveals a moderate employee retention score averaging just over 3.5 out of 5 amongst respondents. While not alarmingly low, the ratings hovering between "average" and "good" indicate significant room for proactive improvement.

The data suggests that retention strategies are often reactive rather than preventative, as evidenced by the sharp increase in resignation rates and counter-offers. Pre-pandemic, only 15% of HR professionals who resigned received counter-offers, but this figure has surged to 50% in 2023. This trend indicates that organisations are scrambling to retain talent at the last minute instead of cultivating an engaged culture where employees rarely consider leaving.

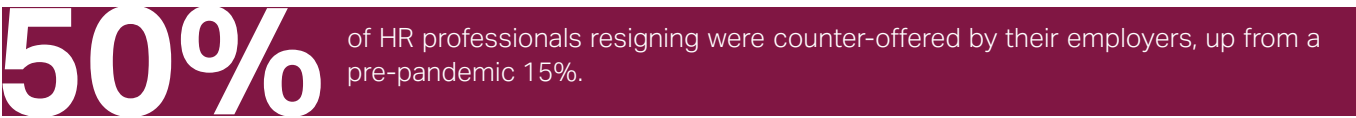
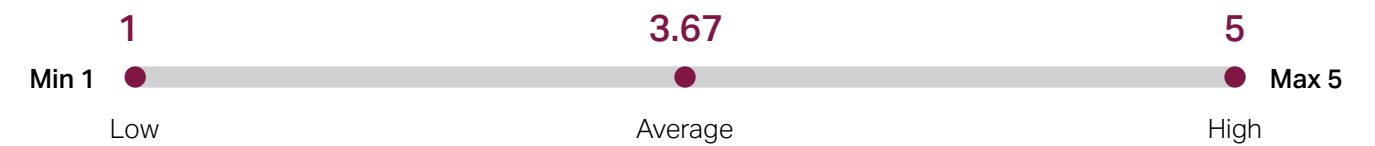
Relying on eleventh-hour counter-offers can be detrimental, as it may foster resentment among employees who feel undervalued until they take steps to leave. Moreover, if the counteroffer is declined, organisations face the challenge of hastily filling leadership gaps, which can be disruptive and costly.

To effectively combat rising resignation rates, HR employers must adopt a proactive approach to predict and prevent retention issues rather than attempting to win back employees who have already disengaged. The survey results suggest that there is still an opportunity to enhance engagement by revamping company culture, supporting professional development, and embracing modern employment models that align with post-pandemic talent expectations.

By staying ahead of satisfaction and retention challenges and addressing them before they escalate, organisations can develop more effective retention strategies. This proactive approach may involve regularly assessing employee sentiment, offering competitive compensation and benefits packages, and creating a work environment that prioritises employee well-being and growth.

HOW WOULD YOU RATE YOUR EMPLOYEE RETENTION IN THE HR TEAM?

1 = Poor
6 = Excellent



FUTURE HIRING

The survey results provide valuable insights into employees' intentions regarding job changes in the upcoming year. The data reveals that over a quarter of respondents are actively seeking new opportunities, which presents both challenges and opportunities for organisations.

With more than 25% of employees looking to switch roles, companies must prioritise retention strategies to minimise the potential loss of talent. This proactive approach should involve identifying and addressing the factors that drive employees to explore other options, such as lack of career growth, uncompetitive compensation, or poor work-life balance. By understanding and tackling these issues head-on, organisations can improve employee satisfaction and loyalty, ultimately reducing turnover rates.

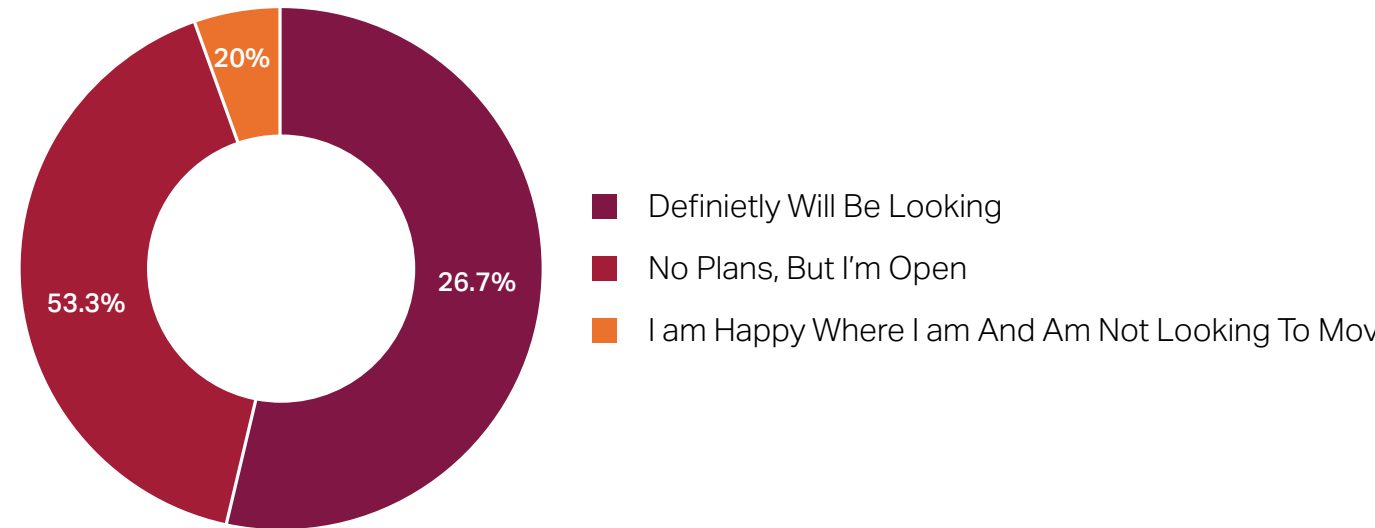
However, the survey also indicates that while over half of the respondents have no immediate plans to change jobs, they remain open to new opportunities. This suggests that a significant portion of the workforce is receptive to compelling offers, even if they are not actively seeking a change. HR professionals and organisations can leverage this insight by focusing on making themselves attractive to potential candidates.

To capitalise on this opportunity, companies should concentrate on building a strong employer brand, offering competitive compensation and benefits packages, and creating a work environment that aligns with the evolving expectations of the modern workforce. By positioning themselves as desirable employers, organisations can attract top talent from the pool of candidates who are open to new prospects.

Interestingly, the survey reveals that only 2 in 10 employees are content in their current roles and not considering a job change. While this may seem like a stable segment of the workforce, it is essential to recognise that material changes in the economy or the structure of work could easily shift their perspective. Economic instability, industry disruptions, or significant alterations to job responsibilities may prompt these individuals to reevaluate their career goals and move into the "no plans but open" category.

To mitigate this risk, organisations must remain vigilant and adaptable. Regularly assessing employee satisfaction, staying attuned to market trends, and fostering a culture of open communication can help identify potential shifts in employee sentiment. By proactively addressing concerns and maintaining a flexible approach to workforce management, companies can minimise the likelihood of unexpected departures.

WILL YOU BE LOOKING FOR A NEW JOB IN THE NEXT 12 MONTHS?





CONCLUSIONS

The 2024 HR Salary Survey highlights key remuneration trends and insights for HR professionals in the East Midlands:

- Salaries have risen by 10-20% since 2020, reflecting the increasing demand for skilled HR professionals in the post-pandemic landscape.
- Benefits have become increasingly important for attracting and retaining top talent, with 60% of respondents rating them as "very important" when considering job offers. Employers are responding by offering a range of benefits, with hybrid and flexible working being the most common (over 95% of employers offer some form of flexibility).

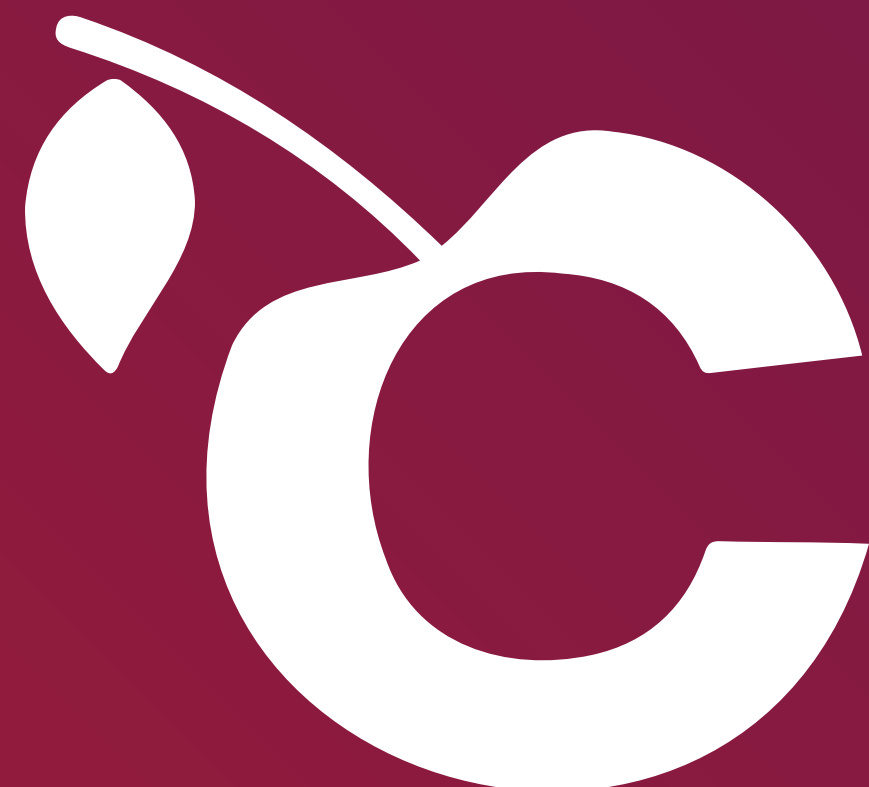
However, managing the transition to hybrid work remains a complex challenge for HR departments. As discussed previously, HR must navigate the conflicting demands of employees who value flexibility and employers who may push for a return to traditional office-based models. The key to success lies in finding a balance that meets both business objectives and employee wellbeing.

The survey reveals a mismatch between the benefits currently offered and those most desired by employees, such as performance bonuses, extra holidays, and health insurance. HR professionals must carefully analyse these gaps and make strategic enhancements to their rewards programmes to better align with employee preferences and remain competitive in the talent market.

In the face of ongoing disruption, HR's role continues to evolve. As one article suggests, HR must serve as strategic partners, anticipating future challenges, developing agile workforce capabilities, and supporting leaders and employees through change. By embracing a proactive, adaptable approach, HR can help their organisations thrive in the face of uncertainty.

Investing in employee development and training remains crucial, even during lean times. The survey data supports this notion, with a significant portion of employees desiring learning opportunities such as paid courses and study support. By providing low-cost, creative development initiatives, as another article proposes, organisations can boost engagement, retention, and productivity.

In conclusion, the 2024 HR Salary Survey, along with the insights from the provided articles, underscores the critical role of HR in navigating the challenges and opportunities of the post-pandemic landscape. By crafting compelling benefits packages, managing the complexities of hybrid work, investing in employee development, and driving effective change management, HR professionals can position their organisations for success in an era of ongoing disruption.



“

I couldn't be more thrilled with the experience I had at Cherry Professional. From the moment I engaged with them, I felt supported and valued as a candidate. The professionalism, attention to detail, and commitment to finding the perfect fit for both me and my new employer has truly set them apart from other recruiters.

Thanks to Cherry's expertise and guidance, I secured a fantastic opportunity that aligns perfectly with my career goals. I highly recommend Cherry Professional to anyone seeking a seamless and rewarding job search experience.

Laura Brooks

- HR Manager, Kappture

“

The service provided by Cherry was extremely professional and the candidates put forward to my role were excellent and a great match for the HR position. I would highly recommend Cherry Professional as a top agency to work with; they were amazing throughout the whole recruitment journey.

Irena Stevens

- Head of HR, SMB College Group

“

Cherry were amazing throughout the entire process from start to finish! They went above and beyond to provide a personalised experience, they were super responsive, and so warm and friendly—as if I'd known them for years. I felt really confident with them in my corner and I trusted them to have my best interests in mind every step of the way. I'm really impressed with Cherry Professional overall and couldn't have dreamt up a better consultant to work with as I navigate the next step in my career—my consultant was an absolute star!

Annaliza Schofield

- HR Manager, Royal Crown Derby




GET IN TOUCH

NOTTINGHAM

 0115 9222240

LEICESTER

 0116 2029780

DERBY

 01332 465040

cherryprofessional.co.uk