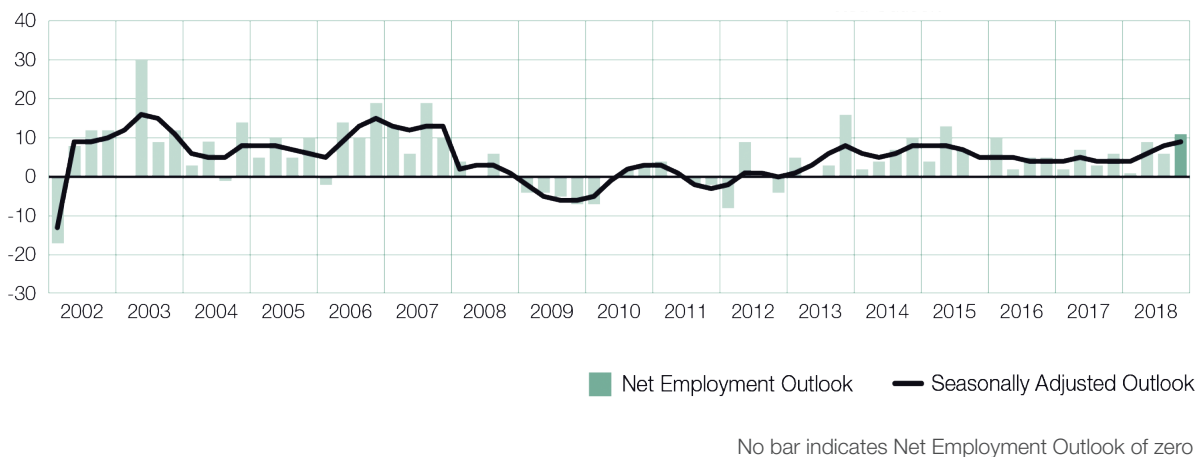




Hiring confidence in North West reaches 11-year high

Employers in the North West plan to recruit at levels not seen for 11 years. The year-end hiring Outlook of **+9%** has not been bettered since 2007, and is significantly above the national average of +4%.



2018 Q4

MARKET OVERVIEW

Employers in the North West report the strongest hiring intentions since 2007, with particular demand for manufacturing, logistics, sales and contact centre staff. This is great news for anyone who is looking for a new job or thinking about a career change. However it means that organisations will need to compete, if they want to secure the in-demand talent.

Securing the best talent has always been a challenge for employers. In response, we're starting to see organisations think more strategically about how they position themselves as an employer of choice. They're reviewing how the salaries they offer compare to other employers in the local area. And they're looking more closely at the availability of candidates, so they can understand which skills are in short supply, and which are abundant. Strategies like this will help employers to attract and retain the talent their business needs to thrive.