

UK Tech Sector & AI Adoption: securing talent for the coming wave in 2024

Experis, a leader in IT recruitment and services (part of the global recruitment firm ManpowerGroup), is reporting a rapid evolution of tech skills requirements going into 2024, with demands growing for specialist and diverse skills in areas including Cyber Security, Technical Support, Data Management, and Artificial Intelligence (AI).

Key tech employment trends for 2024:

- Across all industries, it is IT/data skills that organisations report the most difficulty finding with more than a quarter (27%) experiencing shortages. This national UK trend is also evident globally, with IT being the most in-demand skill across the 41 countries surveyed by ManpowerGroup
- Top five UK sectors hiring for tech roles: (1) IT; (2) Accountancy; (3) Defence & Military; (4) Marketing; and (5) Financial Services.
- 73% of hiring managers surveyed by MPG find consideration of AI-based jobs challenging going in 2024, with staff training (21%), defining which roles can take advantage of AI (19%) and finding qualified workers (18%) cited as the main obstacles
- Confusion and frustration reigns about where and how to best leverage new AI technologies across multiple sectors

Rahul Kumar, Director at Experis, said: “IT has been the leading sector for hiring intent over four of the last several business quarters. The latest ManpowerGroup Net Employment Outlook – a measure of employer hiring intent – finds that recruitment intentions for UK-based IT businesses remain positive and high at +33% going into Q1 2024 – five percentage points above the national average.”

ManpowerGroup UK’s latest research aligns with the release of a report by the Department of Education’s Unit of Future Skills. [The Impact of AI on Future UK Jobs and Training](#) report warns that professional occupations are the most exposed to AI impacts – clerical work across finance, law and business management roles, in particular. Additionally, PwC has estimated that AI alone will contribute US\$15.7tr alongside a +26% GDP boost to the global economy by 2030.

Across the tech sector (as well as more broadly), ManpowerGroup UK is recommending that employers consider a shift towards skills-based recruitment in 2024 to better address ongoing skills shortages. This involves a move away from a restrictive, qualifications-based view of competency to a more dynamic, inclusive and business-relevant definition of experience and job ‘fit’.