

# Accountancy & Finance 2015 salary report

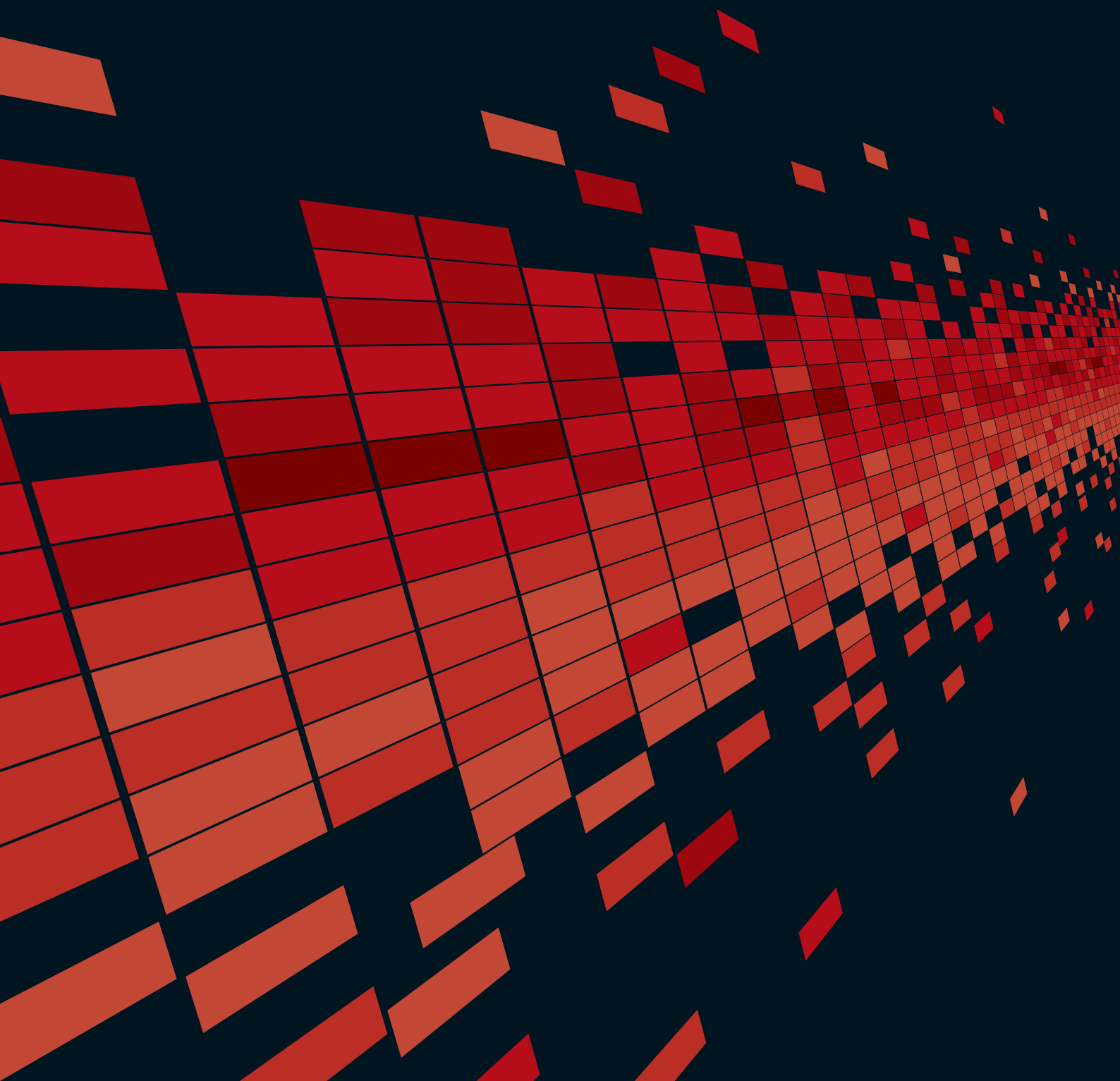


**Brewster Pratap**  
Recruitment Group

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Yorkshire, Humber Region and East Midlands

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## Introduction

Across the Yorkshire, Humber, North Lincolnshire and North East Midlands regions salaries in the accountancy sector saw an overall upward trend in the past year. This has been predominantly driven by increased levels of competition between the region's employers for candidates as they look more positively to growth and expansion.

Some commentators have suggested that salaries across the UK rose above the inflationary figure at between 3% and 4% during 2014. Our evidence for accountancy staff generally supports this but also indicates some subtle trends within this, specifically with the financial and engineering sectors rising more than retail and service sectors.

Falling unemployment figures, specific skills shortages and a growing economy have all played an important role in the change that we have seen in our region across 2014.

Our expertise and analytical tools mean that we can confidently claim that this survey is the most relevant for both employers and employees across the region. We have assessed market activity and observations from our specialist consulting team to provide an accurate overview.

I hope that you find this report useful. Our systems allow us to drill down to provide insight and answers to more specific requests for information from our clients. I am more than happy to extend this to you and your business.



**Nik Pratap**  
Partner

## Methodology

Brewster Pratap benchmarking services provide an overview of current salary and package levels using the following resources.

**Over 1,200** accounting and finance vacancies registered with our business during 2014.

Our consulting team's combined **250 years of experience** in the recruitment industry.

**Over 3,700** accounting and finance candidates registered by our consultants in 2014.

Our Partners' combined **60 years of experience** in leadership roles in the recruitment industry.

Our preferential online resources (providing access to over **24 million** CVs as benchmarking data)

This process ensures that the content of this report is maintained as being the most accurate, most up-to-date and most valuable information to all of our current and potential clients and candidates.

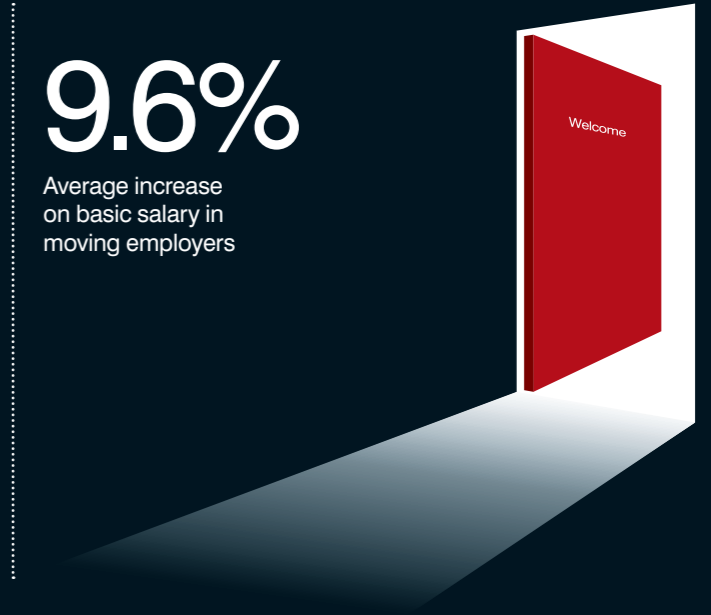
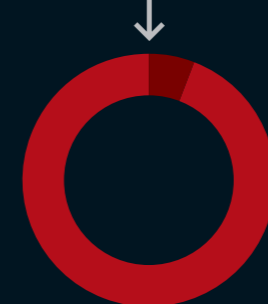
## The Accountancy and Finance job market - 2014

**23%**  
The percentage of candidates who received a counter-offer when they handed in their notice.

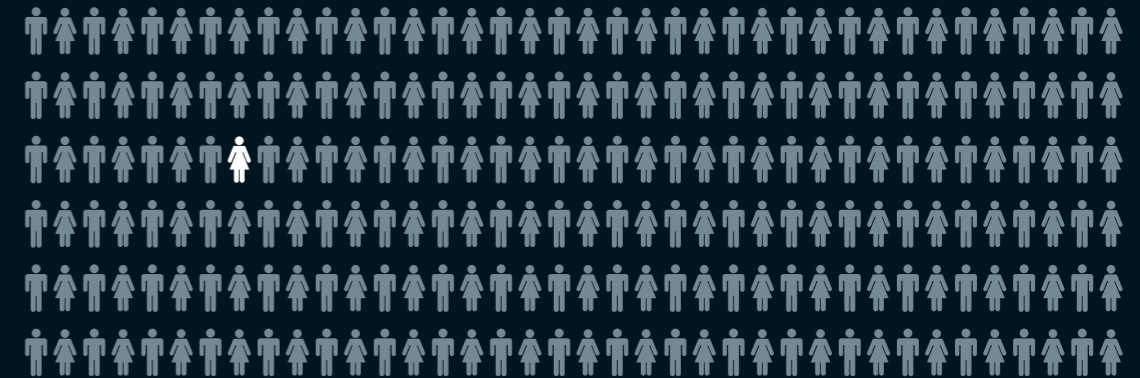


**9.6%**  
Average increase on basic salary in moving employers

Less than **6%**  
The percentage of candidates who accepted the counter-offer.



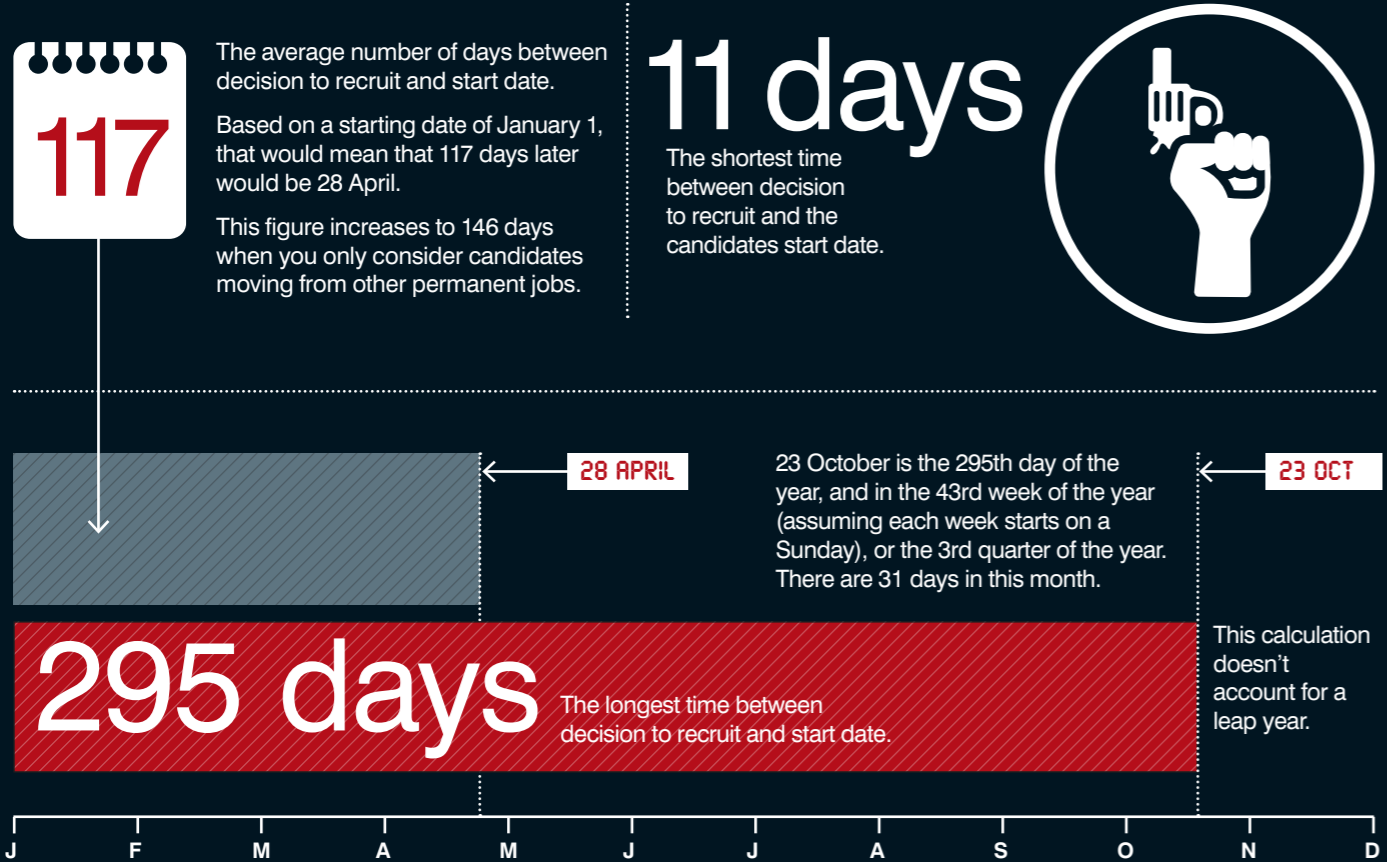
**216**  
The highest number of applications for one vacancy



**4** The most permanent offers for a single permanent candidate



## Finance Director recruitment statistics\*



**15.5%** The percentage of 'immediately available' candidates starting jobs



**12%** The number of candidates leaving permanent jobs who have successfully negotiated a reduction in their notice period.



\*Based on a sample of 79 successful permanent recruitment campaigns in 2014

## Qualified positions in industry

2014 saw a clear increase in the volume of career opportunities coming to market for the region's qualified accountants. This has led to more competition between employers and a resulting increase in the level of salaries offered to new hires.

### Highlights:

- The average increase in salaries for newly hired qualified accountants is 5.1%
- Finance Directors have seen the largest increase in salary level. This has been driven by an increase in demand and a rise in the number of 'bigger' roles of a more complex and challenging nature.
- There has been less of an increase for newly qualified accountants

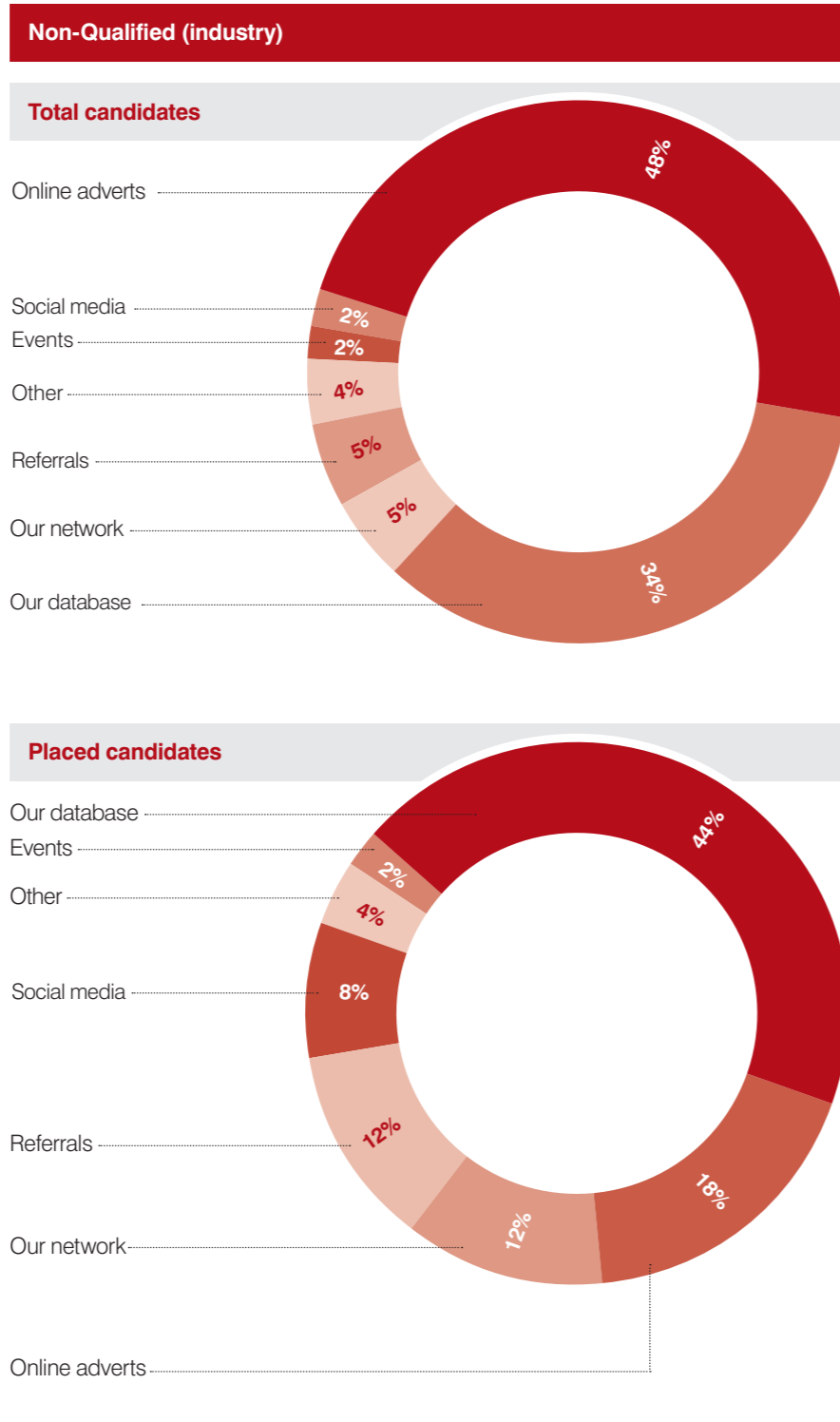
Position	SME Average		Corporate Average		Regularity of benefits		
	£	Annual Change	£	Annual Change	Car	Bonus	Equity
<b>Senior Management</b>							
Group Finance Director	110,500	N/A	90-200,000	N/A	100%	100%	75%
Finance Director	76,543	7.6%	82,111	8.8%	96%	78%	7%
Financial Controller	54,658	6.4%	64,112	0.4%	92%	64%	0%
<b>Middle Management</b>							
2nd mover (2-5 years PQE)	55,311	5.6%	54,880	3.8%	60%	54%	0%
Newly Qualified	34,658	2.3%	34,977	2.5%	11%	21%	0%

## Candidate attraction

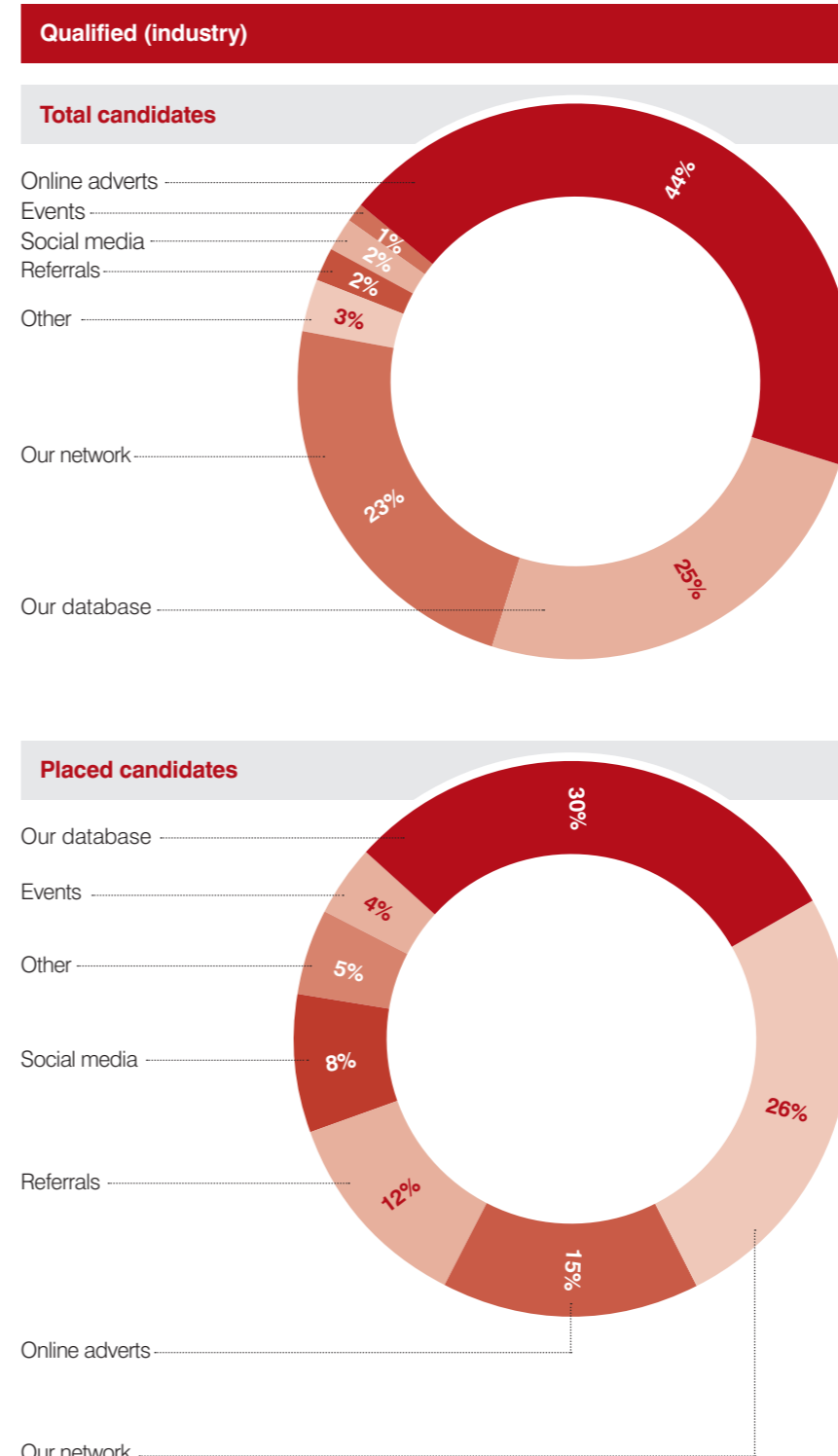
For the second successive year there are two clear trends in recruiting finance candidates across the region:

- 1 High volumes of responses to online adverts ('active' jobseekers)
- 2 Disproportionately fewer online applicants being successful compared to other candidate attraction techniques ('passive' jobseekers)

These trends are symptomatic of a definite return to McKinsey's 'war for talent' as originally identified in 1997. The gap between techniques that attract candidates and techniques that attract the 'right' candidates continues to widen.



## Candidate attraction



	Total Candidates	Placed Candidates
<b>Non-Qualified (industry)</b>		
Online adverts	48%	18%
Our network	5%	12%
Our database	34%	44%
Social media	2%	8%
Events	2%	2%
Referrals	5%	12%
Other	4%	4%
<b>Qualified (industry)</b>		
Online adverts	44%	15%
Our network	23%	26%
Our database	25%	30%
Social media	2%	8%
Events	1%	4%
Referrals	2%	12%
Other	3%	5%

## Non-qualified positions in industry

2014 saw a rise in demand for all levels of non-qualified finance support. This increase was most noticeable for credit control and purchase ledger staff, which is reflected in the salary rises in these areas.

### Highlights

- The average increase in salaries for newly hired non-qualified positions is 5.1%
- 3.8% rise in salaries in corporate employers
- 2.9% rise in salaries in SME employers

Position	SME Average		Corporate Average	
	£	Annual Change	£	Annual Change
<b>Non-Qualified</b>				
Part- Qualified (finalist)	29,112	1.1%	29,748	3.8%
Part- Qualified (intermediate)	24,350	2.3%	26,887	3.5%
Qualified by Experience	31,458	3.0%	29,554	7.9%
Assistant Accountant	21,786	9.0%	22,756	4.2%
Bookkeeper	22,015	8.7%	N/A	N/A
Graduates	16,699	0.7%	17,124	4.7%
<b>Credit Control</b>				
Credit Manager	32,875	3.4%	47,254	-1.3%
Senior Credit Control	22,358	2.7%	25,115	6.7%
Credit Control	17,450	6.7%	19,330	6.3%
<b>Purchase Ledger</b>				
Purchase Ledger Manager	24,570	0.0%	27,119	2.2%
Purchase Ledger	16,750	5.5%	16,988	0.6%
<b>Sales Ledger</b>				
Sales Ledger Manager	24,451	-0.2%	27,344	0.5%
Sales Ledger	16,850	0.9%	17,125	2.8%
<b>Payroll</b>				
Payroll Manager	28,112	1.3%	42,000	3.7%
Payroller	19,010	0.8%	24,358	13.2%

### Average benefits

- 23 days holidays
- Study support 95% of time where appropriate
- Average pension contribution of 5.5%

### Desirable additional benefits

- Free car parking
- Staff canteen
- Extra holiday days
- Flexible hours / time off in lieu
- Performance related bonus
- Some private health cover
- Childcare vouchers
- Subsidised gym membership
- Cycle to work
- Salary sacrifice schemes
- Life cover
- Unpaid leave opportunities

## Tailored benchmarking services

The data contained in this report represents an overview of our benchmarking services. Our full services can expand to include the following areas:

### Narrower focus

There are some additional variations in the data for the following segments:

#### Geographical location

There are some regional splits between Leeds, Sheffield, Bradford, Wakefield, York, Harrogate, Chesterfield, Doncaster, Barnsley, Rotherham, Scunthorpe, Lincoln, Grimsby and Hull. The difference is not material but the trend does exist.

#### Market sector

Some sectors are paying salaries at a higher premium to others due to their current margins and expectations of their staff.

#### Company size

The differentiation between SME and corporate is a broad one. Different trends exist within each category. E.g. the range of salaries we have noted for Finance Director salaries within SMEs covers £50k to 100k.

For all of these areas, we are able to drill down into the detail and extract some accurate data for our clients.

### Scoping the talent pool

Demand for all accountancy staff rose sharply in 2014 and will continue to do so in 2015. This rise will be sharper in some disciplines more than others. The result will be a scarcity of candidates for some disciplines and an abundance in others. Our service can provide a traffic light report on each discipline to show you the size of the appropriate talent pool.

### Employer branding

In a competitive market, an employer's brand and proposition to new hires becomes even more important. Our consulting team are highly experienced in providing additional bespoke analysis and overview of local, region or sectorial competitors, highlighting points of difference and the value candidates place on the employer's proposition. We are then able to recommend and implement tools and approaches that provide genuine employer differentiation.

## Brewster Pratap Recruitment Group

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