

2025 Salary, Benefits & Recruitment Outlook

A REGIONALLY FOCUSED OVERVIEW OF
SALARIES AND BENEFITS ACROSS
STAFFORDSHIRE

Welcome



Welcome to the **2025 Salary & Recruitment Outlook Guide** for Staffordshire. In this guide, we'll provide you with valuable insights into the local recruitment trends, salary benchmarks, and benefits expectations across key sectors: Manufacturing, Office Support, and Accountancy & Finance.

As we make our way through 2025, understanding these trends will help you make informed decisions that keep your business competitive in today's dynamic market.

Why This Guide Matters:

The recruitment landscape is evolving quickly, and the talent war is on. To stay ahead, businesses must offer competitive salaries, attractive benefits, and keep up with the latest trends. This guide serves as your local recruitment compass, featuring exclusive data and actionable strategies to help you attract, retain, and motivate top talent.

We had an outstanding response to both our employer and employee survey this year and would like to thank everyone for their time in completing the surveys.

Kerry and Emma

Kerry Bonfiglio-Bains - **Founder**
Emma Bonfiglio – **Managing Director**

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Key Findings At A Glance

The Local Recruitment Landscape

60% of employers found it challenging to recruit the right people in their vacant positions in 2024.

Despite a growing talent pool, 60% of employers still struggle to find the right person for the job. This challenge isn't just about filling roles—it's about securing high-quality candidates who align with business needs, culture, and long-term goals.

Key Hiring Challenges Businesses Face:

- **Skills Shortages** – A lack of experienced candidates in technical, sales, and administrative roles.
- **Salary Competition** – 50% of companies lost staff in 2024 due to competitors offering higher pay.
- **Changing Candidate Expectations** – More professionals now prioritise work-life balance, hybrid working, and career development over salary alone.
- **Time-Intensive Hiring Process** – On average, it takes eight weeks to recruit, adding pressure on already stretched teams.

Legislation Impact

84% of employers said the increase will have a negative impact on their business in 2025.

77% of employers said that rise in National Minimum Wage will have a major impact on their business.

Compensation Trends

30% of employers plan a salary increase in line with inflation.

60% of employers indicated they lost employees due to salary competition in 2024.

Working Arrangements

37.5 hours - average working week for office workers.

40 hours - average working week for manufacturing.

Recruitment Challenges and Hiring Insights

60%

of local employers report the same level of recruitment difficulty as the previous year.

60%

Lost staff due to competitive salary offers from other employers.

58%

of employers plan to increase their headcount in 2025.

Hard to fill roles in 2024

Technical and Engineering
Sales
Marketing
Administration
Finance Support

50%

Half of employers struggled to attract the right talent to their business

Challenges noted from recruiting through

1

Increase in time sifting through poor applications

2

Decrease in quality applicants.

3

Employers filled less roles through Indeed than the previous year



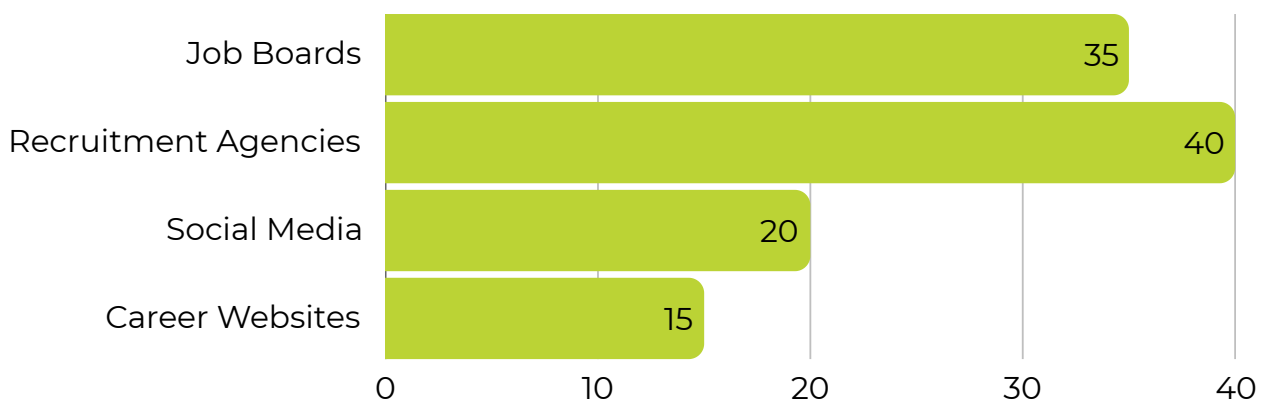
Temporary Staffing & Recruitment Methods

Local employers are adapting their recruitment strategies to navigate this challenging landscape:

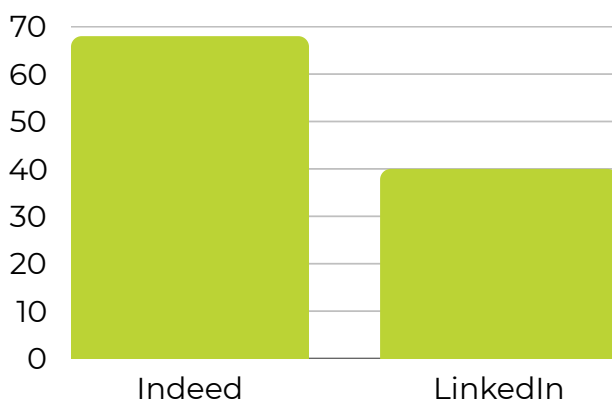
40% Utilised temporary staffing to support business operations this year.

25% Anticipate using temporary staffing in the coming year.

Most Effective Recruitment Channels



Preferred Recruitment Platforms



40% Use LinkedIn for talent acquisition.

68% Use Indeed for talent acquisition.

Salary Guide

Accountancy and Finance

Job Title	Lower per annum	Average per annum	Upper per annum
Finance Director	£90,909.09	£100,000.00	£110,600.00
Financial Controller	£58,500.55	£68,500.00	£80,100.00
Finance Business Partner	£54,545.45	£60,000.00	£67,200.00
Finance Manager	£43,688.00	£48,930.56	£58,227.37
Management Accountant	£38,363.64	£42,000.00	£55,520.00
Financial Analyst	£43,636.36	£48,000.00	£52,800.00
Finance Officer	£29,610.00	£33,962.67	£37,358.94
Bookkeeper	£27,520.00	£30,800.00	£35,200.00
Accounts Assistant	£25,545.48	£28,750.00	£32,500.00
Credit Controller	£25,151.52	£28,766.67	£31,433.33
Purchase Ledger Clerk	£25,454.55	£27,618.18	£30,364.36
Accounts Administrator	£24,545.45	£26,750.00	£28,500.00
Payroll Specialist	£31,818.20	£35,000.00	£38,500.00
Payroll Coordinator	£25,150.20	£27,500.00	£30,250.00

Salary Guide Manufacturing

Manufacturing & Production			
Job Title	Lower per annum	Average per annum	Upper per annum
Factory Manager	£43,000.00	£50,000.00	£59,000.00
Warehouse Manager	£34,072.20	£37,035.00	£43,701.30
Production Manager	£40,650.00	£51,250.00	£60,450.00
Warehouse Supervisor	£29,750.00	£35,000.00	£41,300.00
Production Supervisor	£27,636.00	£28,200.00	£33,276.48
Warehouse Team Leader	£27,774.80	£28,900.00	£34,102.00
Production Team Leader	£28,750.00	£30,250.00	£34,250.00
Team Leader - QC	£24,750.00	£27,000.00	£31,860.00
Production Planner	£29,996.69	£33,036.00	£38,982.00
Production Scheduler	£29,889.80	£33,222.00	£39,201.96
Product Systems Engineer	£35,540.05	£37,450.00	£44,191.00
Maintenance Technician	£36,906.00	£38,600.00	£44,368.00
CNC Operative	£25,396.00	£27,040.00	£31,293.00
Production Operative	£25,396.00	£28,000.00	£30,102.00
Warehouse Operative	£25,396.00	£27,920.00	£30,000.30
Steel Workshop Welder	£29,375.00	£31,250.00	£36,875.00
Sprayer	£28,000.00	£30,100.50	£33,630.00

Salary Guide

Manufacturing

Engineering			
Job Title	Lower per annum	Average per annum	Upper per annum
Quality Engineer	£44,440.00	£50,500.00	£59,590.00
Electronics Design Engineer	£36,000.00	£40,000.00	£47,200.00
Hardware Engineer	£36,400.00	£40,900.00	£47,200.00
Technical Support Engineer	£33,494.40	£35,820.00	£41,170.00
Field Service Engineer	£31,025.00	£36,500.00	£43,070.00
Service Engineer	£30,080.00	£32,000.00	£37,760.00
Design Engineer	£29,815.00	£33,500.00	£39,530.00

H&S & Quality			
Job Title	Lower per annum	Average per annum	Upper per annum
Quality & Sustainability Manager	£43,297.60	£47,580.00	£61,378.20
Health, Safety & Environmental Manager	£36,500.00	£41,008.00	£50,800.00
Quality Coordinator	£33,661.44	£35,045.00	£40,674.14
QHSE Officer	£27,090.00	£31,500.00	£39,060.00

Salary Guide

Office Support

Customer Service/Contact Centre			
Job Title	Lower per annum	Average per annum	Upper per annum
Head of Customer Care	£39,633.03	£43,200.00	£55,728.00
Customer Service Manager	£32,600.00	£38,500.00	£45,930.00
Customer Service Specialist	£27,743.12	£30,240.00	£33,551.28
Sales and Customer Service Advisor	£25,680.00	£29,788.80	£31,874.02
Customer Sales Support & Logistics	£25,545.00	£27,900.00	£29,956.00
Logistics Customer Services Coordinator	£25,000.00	£27,850.15	£29,802.10
Customer Service Advisor	£24,500.00	£27,650.00	£30,015.00
Customer Care Executive	£25,000.00	£27,000.00	£29,983.50
Customer Service / Sales Administrator	£25,045.00	£27,750.00	£30,008.50

Office Support			
Job Title	Lower per annum	Average per annum	Upper per annum
Executive Assistant	£44,350.00	£47,250.00	£50,150.00
Office Manager	£30,000.00	£35,522.00	£40,104.34
Document Manager	£29,002.88	£30,163.00	£34,054.03
Learning and Development Administrator	£25,488.46	£26,508.00	£29,927.53
Logistics Coordinator	£25,804.00	£27,003.00	£29,856.41
Contract Administrator	£25,047.57	£27,250.00	£29,436.66
Learning and Development Administrator	£25,488.46	£26,508.00	£29,927.53
Service Department Administrator	£25,015.00	£26,450.00	£28,789.50
Transport Administrator	£25,725.96	£26,755.00	£30,366.93
Order Processor	£24,692.31	£25,680.00	£28,992.72
Office Administrator	£25,019.00	£25,500.00	£31,050.50
Warehouse Administrator	£24,040.38	£26,400.00	£28,380.95
Administrator	£23,808.00	£24,404.75	£27,552.70

Salary Guide

HR

Job Title	Lower per annum	Average per annum	Upper per annum
HR Director	£83,931.48	£90,646.00	£116,026.88
HR Business Partner	£45,161.17	£54,193.40	£69,367.55
HR Manager	£40,250.00	£48,250.00	£55,025.00
Talent/Resourcing Manager	£37,258.33	£40,239.00	£51,505.92
Training Manager	£35,250.00	£37,250.00	£40,300.00
HR Officer	£28,450.00	£31,005.00	£34,520.00
HR Advisor	£28,333.33	£30,600.00	£35,005.00
Talent/Resourcing Advisor	£26,296.30	£28,400.00	£35,352.00
HR Coordinator	£25,481.48	£27,520.00	£33,299.20
HR Assistant/Administrator	£25,035.00	£27,250.00	£30,632.80

Salary Guide Marketing

Job Title	Lower per annum	Average per annum	Upper per annum
Marketing Director	£72,302.70	£85,062.00	£95,269.44
SEO Manager	£35,325.36	£41,076.00	£45,594.36
Content Marketing Specialist	£38,590.48	£40,520.00	£44,166.80
Marketing Executive	£28,046.67	£29,449.00	£32,099.00
Social Media and Marketing Executive	£25,600.00	£27,850.00	£30,988.00
Marketing Coordinator	£24,795.24	£26,035.00	£28,378.15

Salary Guide Sales

Job Title	Lower per annum	Average per annum	Upper per annum
Sales Director	£70,795.84	£76,952.00	£83,877.68
Sales Manager	£44,067.20	£46,880.00	£56,256.00
Internal Sales Manager	£41,400.00	£45,000.00	£49,050.00
Business Development Manager	£39,100.00	£42,500.00	£46,325.00
Sales Executive UK	£35,174.58	£39,522.00	£43,078.98
Technical Sales Estimator	£31,280.00	£34,000.00	£42,500.00
Product Brand Manager	£29,716.00	£32,300.00	£35,207.00
UK B2B Account Manager	£27,889.20	£30,988.00	£36,565.84
Technical Sales Advisor	£28,500.00	£30,000.00	£32,500.00
Internal Sales Executive	£27,604.60	£30,005.00	£32,705.45
Product Sales Advisor	£26,250.00	£27,850.00	£29,700.65
Regional Sales Coordinator	£25,720.00	£26,950.00	£28,500.00
Appointment Setter	£25,000.00	£28,000.00	£30,000.00
Sales Administrator	£25,000.00	£26,500.00	£28,000.00
Sales Coordinator	£24,380.00	£26,500.00	£28,885.00

National Minimum Wage Rates for 2025

Get ready for changes coming in April 2025!

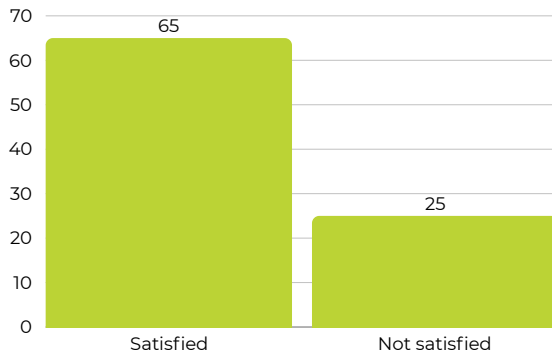
From 1 April 2025, the minimum wage increases will be as follows:

- **Aged 21 and over:** £11.44 to £12.21 per hour
- **Aged 18 to 20:** £8.60 to £10.00 per hour
- **Apprentice rate:** £6.40 to £7.55 per hour
- **Under 18s:** £6.40 to £7.55 per hour

Hours Worked	Per Week 2024 (£11.44/hr)	Salary Per Annum 2024	Per Week 2025 (£12.21/hr)	Salary Per Annum 2025	Salary Increase
35	£400.40	£20,820.80	£427.35	£22,220.20	£1,401.40
36	£411.84	£21,415.68	£439.56	£22,857.12	£1,441.44
37.5	£429.00	£22,308.00	£457.88	£23,809.50	£1,501.50
38	£434.72	£22,605.44	£463.98	£24,126.96	£1,521.52
39	£446.16	£23,200.32	£476.19	£24,761.88	£1,561.56
40	£457.60	£23,795.20	£488.40	£25,396.80	£1,601.60
41	£469.04	£24,390.08	£500.61	£26,031.72	£1,641.64
42	£480.48	£24,984.96	£512.82	£26,666.64	£1,681.68
43	£491.92	£25,579.84	£525.03	£27,301.56	£1,721.72
44	£503.36	£26,174.72	£537.24	£27,936.48	£1,761.76
45	£514.80	£26,769.60	£549.45	£28,571.40	£1,801.80

Employee Satisfaction

Employee Satisfaction Overview



Hours worked

55% Work 37.5-40 h/week.

19% Work over 40 hours.

Annual leave satisfaction

A significant portion of employees feel they need more time off.

52% are not happy with annual leave days.

**Average days
annual leave**

25

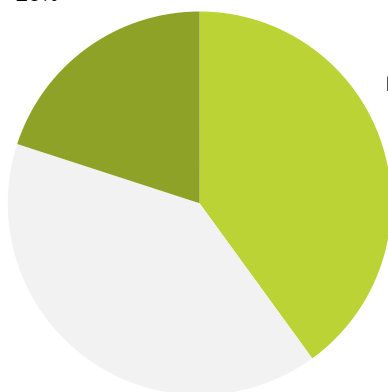
Job Satisfaction

Job satisfaction followed by salary are the 2 factors that influence an employees decision to move.

70% Of employees are considering moving jobs in 12 months.

Working arrangements

Prefer fully remote working
20%



Want hybrid working
40%

Love coming in to the office
40%

It's fascinating to see how workplace preferences are almost perfectly split.

40% of employees love coming into the office, another 40% prefer a hybrid setup, and 20% want to work fully remote.

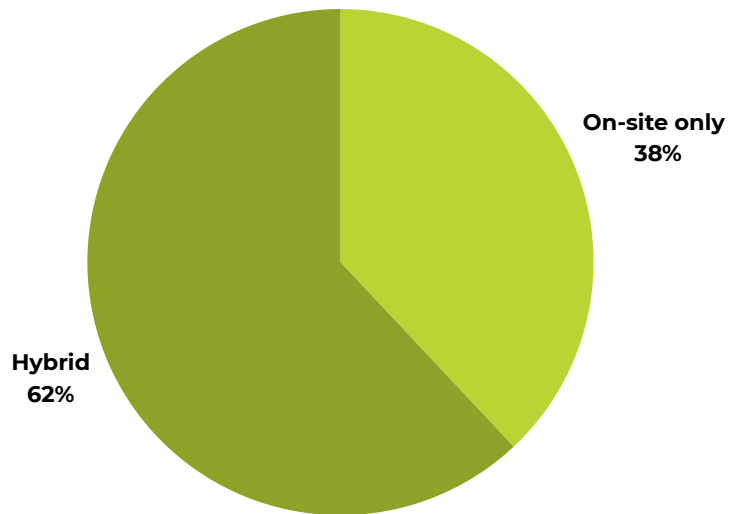
This highlights the challenge for employers: there's no one-size-fits-all solution.

The key to retention and engagement lies in flexibility, listening to employee needs, and creating an environment that supports productivity across all work styles.

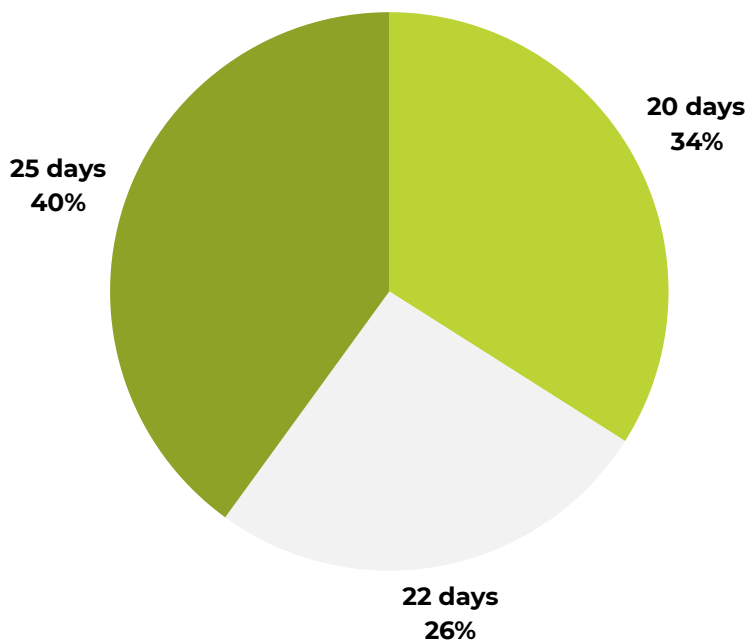
Working Arrangements Offered by Employers

Working Arrangements

We can see that employers have adapted the working arrangements and there is a good mix of on-site and hybrid



Annual Leave



Average starting number of annual leave days plus bank holidays offered is:

25 days in office roles

23 days in manufacturing

35% offering incremental days for up to 30 days.

Employer Benefits and Perks

The top 5 benefits offered as part of the benefit package:

- 1 Funded Training
- 2 Enhanced Pension
- 3 Early Finish on Friday's
- 4 Cycle to Work
- 5 Free Refreshments

Other benefits offered:

- Flexi-Time
- Free Car Parking
- Medical Cover
- Buy Back Annual Leave
- Birthday Off



There's a clear gap between what employers offer and what employees truly value, with a noticeable difference between large and small employers. While enhanced pensions align with both, benefits like funded training and early finishes are attractive but may not fully address employees' top priorities, such as flexible working and career progression.

Larger employers often provide structured career paths and annual bonuses, whereas smaller businesses may focus on perks like free refreshments and cycle-to-work schemes. To improve retention and attraction, consider adapting your benefits package by incorporating more flexibility—this could mean hybrid working options or flexible hours.

Additionally, introducing a structured career development plan and performance-based bonuses can help meet employees' expectations while complementing existing benefits. Striking a balance between business needs and employee preferences will create a more engaged and motivated workforce.

Employee Benefits Feedback

Top 5 benefits employees are interested in are:

- 1 Flexible working arrangements
- 2 Annual Bonus
- 3 Enhanced Pension
- 4 Free Car Parking
- 5 Career Progression

Flexible working and hybrid working are a key theme throughout our survey results

What Influences Employees When Changing Jobs?

Culture fit

Job satisfaction

Flexible working

Salary

Benefits package

Our research highlights a clear shift in what employees value when considering a career move. While salary remains important, it is no longer the sole deciding factor. Instead, company culture, job satisfaction, and work-life balance play a critical role in influencing decisions.

The demand for flexible working arrangements continues to grow, with many professionals prioritizing hybrid or remote options over rigid office-based roles. Additionally, career development opportunities, such as structured training and progression pathways, are key to attracting and retaining talent.

Benefits

25%
highly satisfied

46%
satisfied

29%
not satisfied

Key Takeaways & Recommendations

This concludes our report, and we hope you've found the insights useful. Understanding what employees truly value can help you shape a benefits and salary package that attracts and retains the best talent. To make the most of this information, here are five simple steps you can take:

Check Your Salaries Are Competitive – It's always worth reviewing how your salaries compare to others in your industry. If they're falling behind, small adjustments can make a big difference in attracting and keeping the right people.

Offer Benefits That Matter – Employees are telling us they value flexible working, career progression, and annual bonuses. If you're already offering great perks, shout about them! If not, small changes—like introducing flexible hours or development opportunities—can help you stand out.

Talk to Your Team – The best way to know what your employees really value is to ask them. Regular check-ins or simple surveys can give you great insight into what keeps your team engaged and motivated.

Create Clear Career Paths – Employees want to know they have a future with you. Having a clear progression plan in place—whether it's training, mentorship, or promotion opportunities—can help them see their long-term potential in your business.

Play to Your Strengths – Smaller businesses may not always compete with big salaries, but they offer things larger companies can't, like a close-knit team, flexibility, and a personal touch. Think about what makes your business special and use that to attract and retain great people.

Recruitment in 2025

The way we do business is evolving and that includes recruitment too, we have listened to you and introduced new services that will enhance your recruitment strategy and make your business an even bigger success.

01

Bespoke Salary Benchmarking

Our bespoke salary benchmarking service analyse market data to ensure your pay structures are competitive and aligned with industry standards.

We provide a tailored report to help you attract and retain top talent.

Pricing starts from £795.

02

Interview Training for Line Managers

Our interview training equips your line managers with the skills and tools to conduct structured, fair, and legally compliant interviews. From preparing questions to evaluating candidates, we help your team make better, more confident hiring decisions.

Pricing starts from £500 for a half day course.

03

Recruitment Support by the Hour

With our recruitment support by the hour, you can get expert help when you need it most, without committing to a full-service package. Whether you need assistance with candidate screening, interview scheduling, or managing job applications, we provide flexible, cost-effective support.

Pricing starts from £45 per hour.

04

HR Support

We work as your dedicated HR consultancy, offering both one-off projects and retained services tailored to your business needs. Whether you need assistance with creating employment contracts, handling employee relations, or ensuring compliance with the latest regulations, we provide expert guidance to help you manage your HR processes smoothly and efficiently. Our retained services offer ongoing support, while one-off projects give you the flexibility to tackle specific HR challenges as they arise.

For more information on our services you can visit our website or [book a 15 minute call with Kerry or Emma here](#)

Thank you



Thank you for taking the time to read our Salary Benchmarking Guide. We hope it has provided valuable insights to help you make informed decisions about attracting, retaining, and rewarding top talent.

At Appointments Personnel, we're passionate about helping businesses like yours stay competitive in today's market.

If you need tailored salary benchmarking advice or support with your recruitment strategy, we're here to help.

Get in touch—we'd love to chat!
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Kerry and Emma

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Emma Bonfiglio – **Managing Director**