

The background is a light blue color with a repeating pattern of small, white, line-art icons. These icons represent various business and professional concepts, such as people shaking hands, graduation caps, target symbols, briefcases, and groups of people. The icons are scattered across the entire page, creating a textured, thematic background.

VALUE + GROWTH + PERFORMANCE

myjobscotland in numbers

APRIL/2023

£15m

Annual cost of Recruitment Advertising for Councils pre-2008

£488k

Annual mjs licence fee for Councils in 2022

(that's less than 1/30th)

£717k

Annual mjs licence fee – had contracted rises been applied

(Saving c£60k/year of annual increases)

50,863

jobs posted

601,868

applications received

11.8

applications per posting

66,323

people hired

£488k

total licence fee...

£9.59

...per posting

81p

...per application

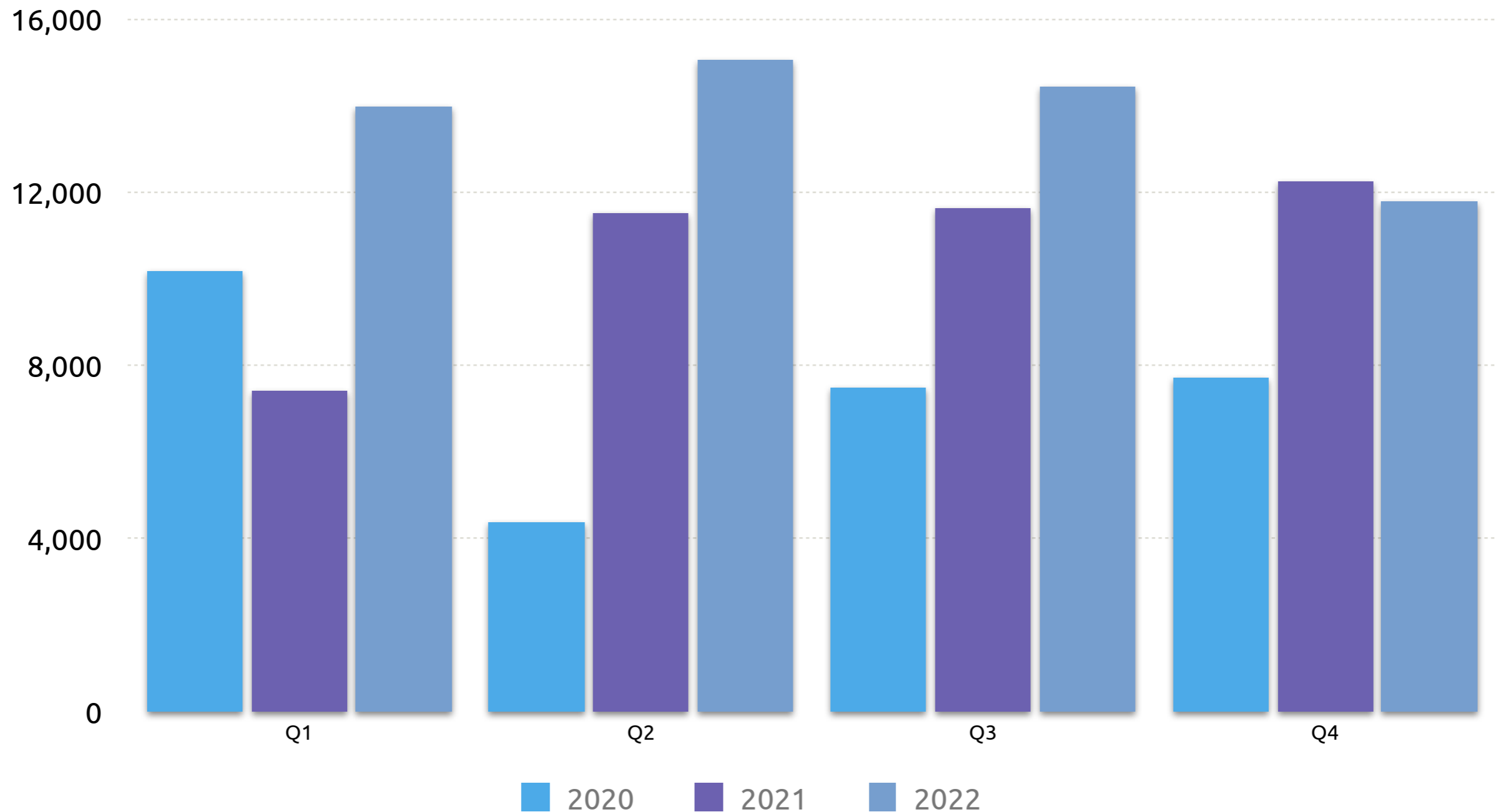
£7.36

...per hire

performance in context

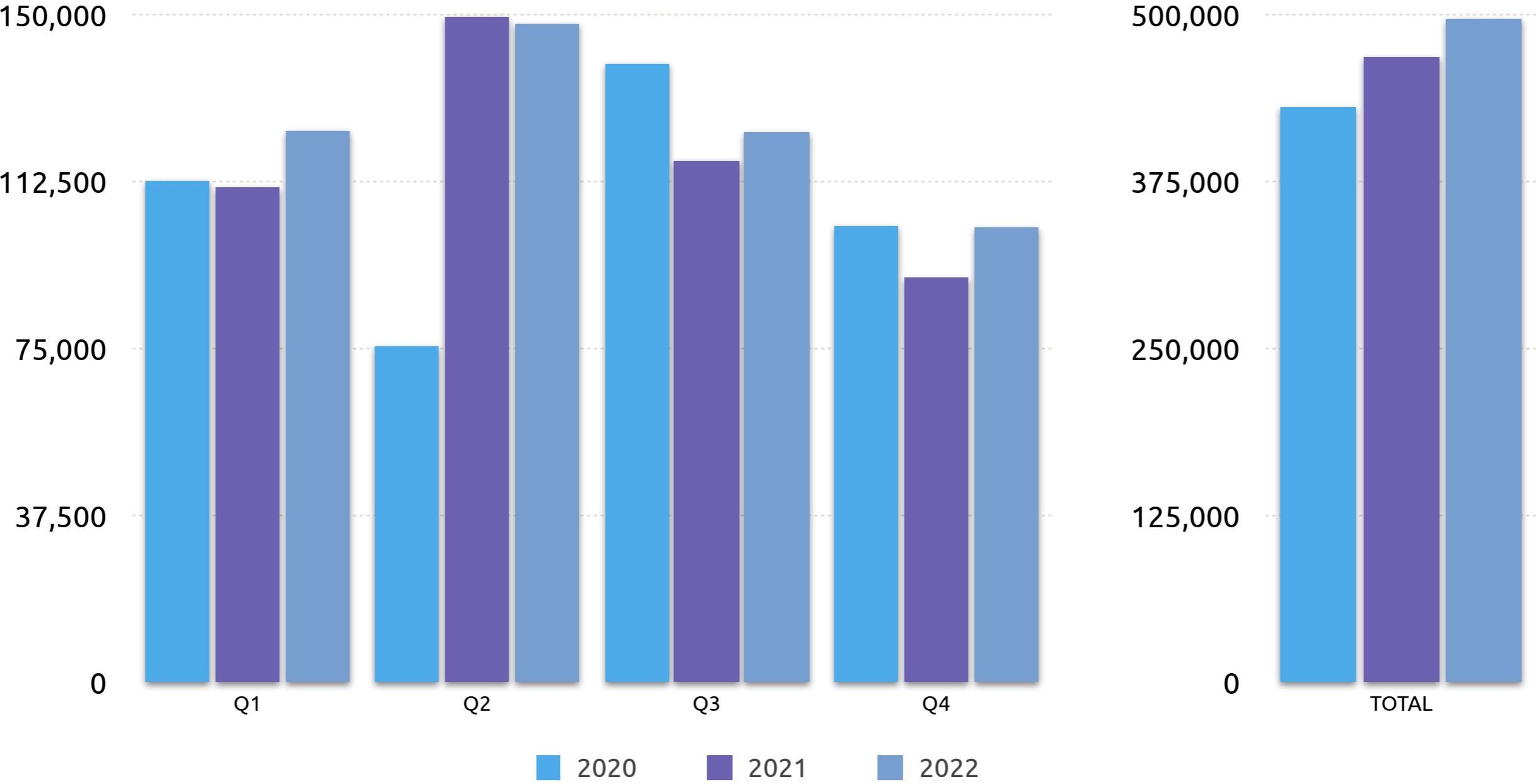
jobs posted 2020/2021/2022

While the pandemic had a profound impact on recruitment across 2020-21, 2022 saw more traditional patterns of advertising throughout the year.



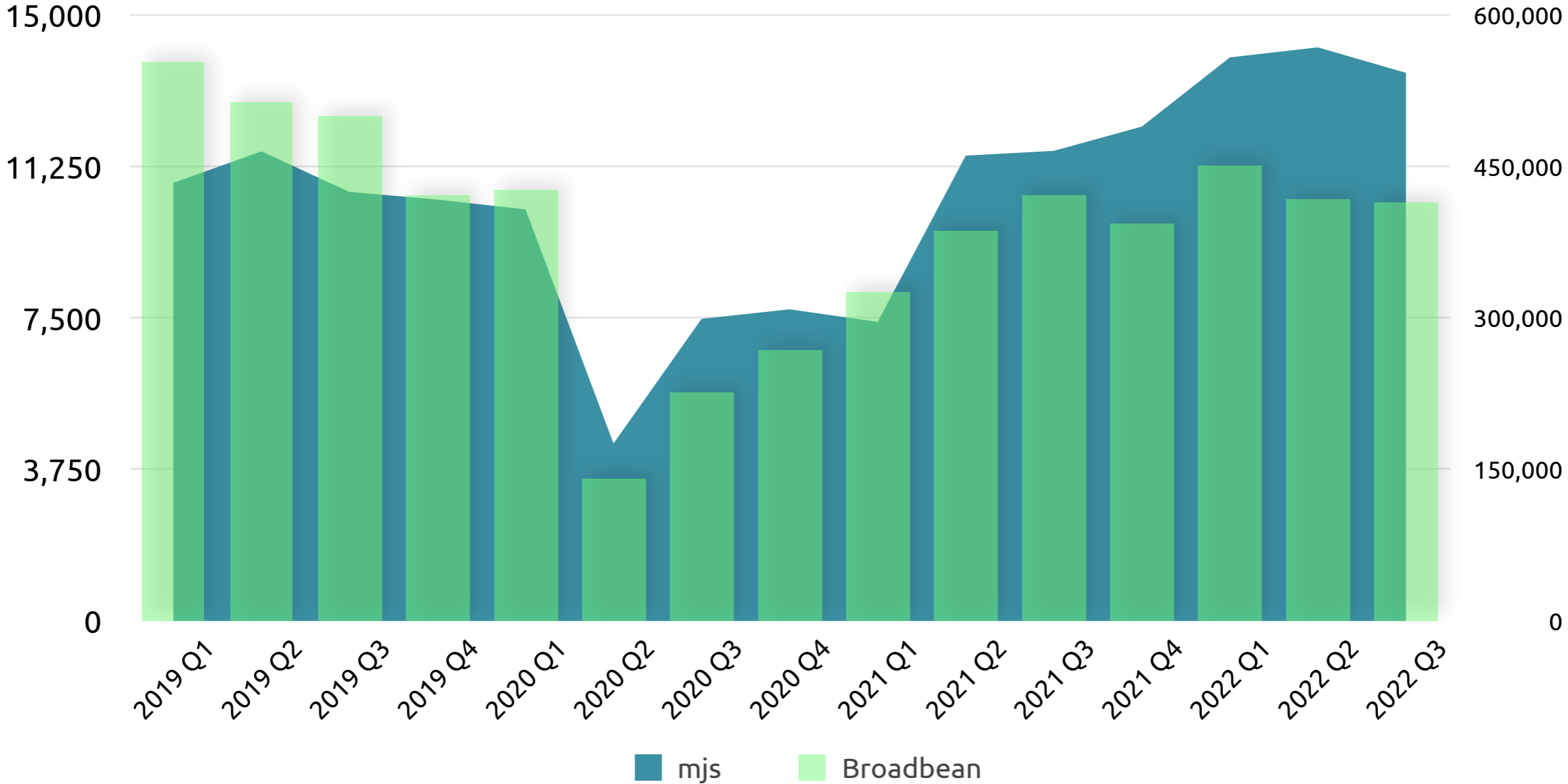
applications received 2020/2021/2022

As ever, Q4 tends to be least productive time of the year for recruitment, but our annual stats show solid growth year on year.



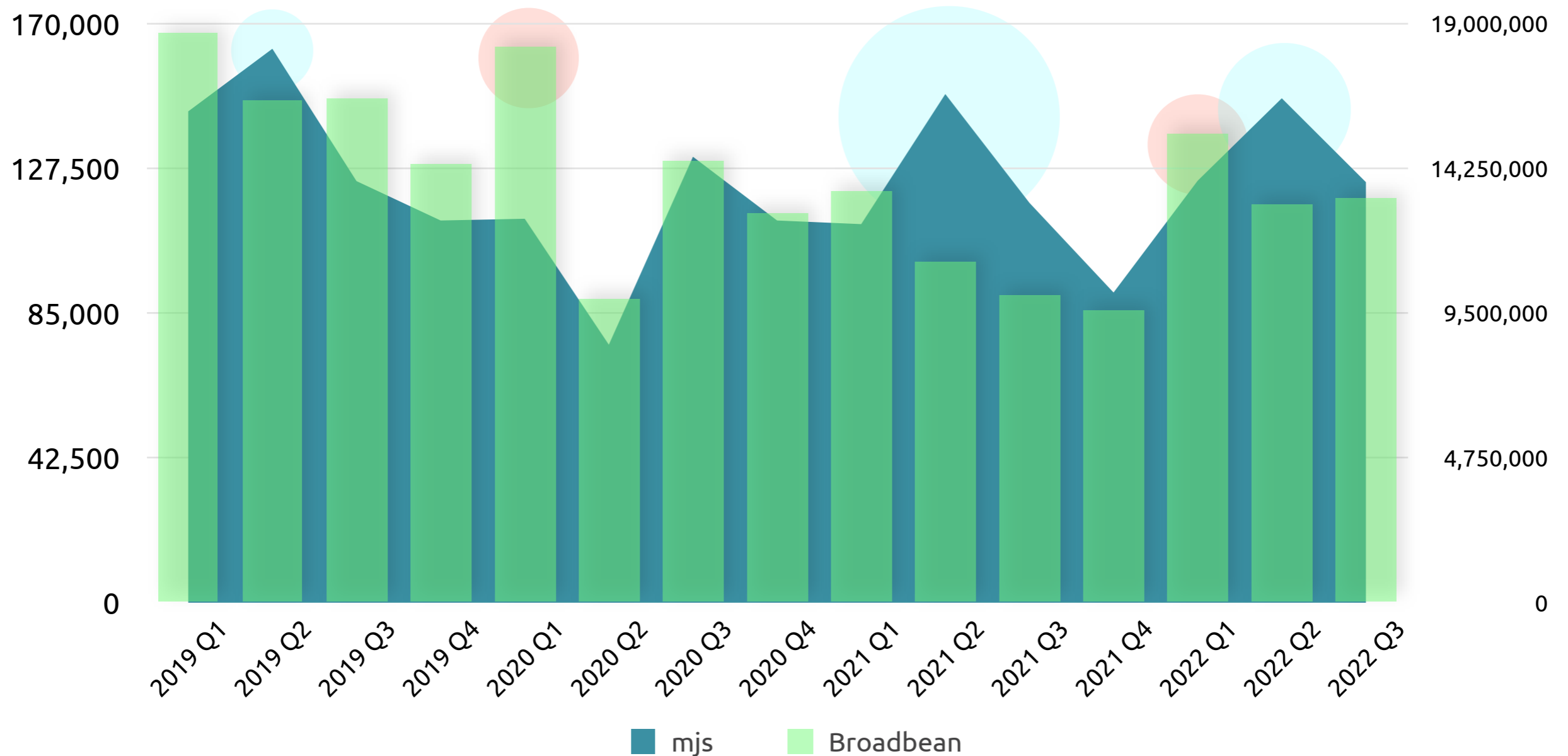
mjs vs Broadbean positions 2019–2022

myjobscotland has consistently kept pace, and often outperformed, a typical private sector recruitment platform – particularly over the past year.



mjs vs Broadbean applications 2019–2022

In terms of applications, only two quarters of the last 12 show Broadbean bettering our performance.



service by council

Output by Council 2022

Council	posted	applied	hired
Aberdeen City Council	1,244	23,555	1,571
Aberdeenshire Council	6,473	32,945	3,718
Angus Council	671	5,889	360
Argyll & Bute Council	1,647	6,264	926
City of Edinburgh Council	4,530	64,953	6,436
Clackmannanshire Council	678	8,323	797
Comhairle nan Eilean Siar	876	2,542	736
Dumfries & Galloway Council	1,578	11,838	2,011
Dundee City Council	855	13,610	2,161
East Ayrshire Council	1,505	26,788	3,039
East Dunbartonshire Council	1,138	17,438	2,278
East Lothian Council	1,763	19,797	1,858
East Renfrewshire Council	714	10,528	836
Falkirk Council	1,449	15,600	1,111
Glasgow	1,773	40,883	3,521
Highland Council	3,125	23,712	4,706

Council	posted	applied	hired
Inverclyde Council	808	12,755	1,053
Midlothian Council	841	10,486	841
Moray Council	1,245	10,992	808
North Ayrshire Council	2,076	27,875	5,024
North Lanarkshire Council	1,529	26,582	2,573
Orkney Islands Council	1,109	4,352	958
Perth and Kinross Council	1,693	9,008	1,341
Renfrewshire Council	1,713	30,207	381
Scottish Borders Council	1,617	19,246	2,838
Shetland Islands Council	811	3,443	545
South Ayrshire Council	1,412	19,583	1,696
South Lanarkshire	2,018	44,145	5,417
Stirling Council	1,149	14,438	1,508
West Dunbartonshire Council	1,295	20,188	2,830
West Lothian Council	1,528	23,903	2,445
Grand Total	50,863	601,868	66,323

Costs by Council 2022 (by cost per hire)

Council	per posting	per appl.	per hire
Angus Council	£21.61	£2.46	£40.28
Renfrewshire Council	£8.46	£0.48	£38.06
Aberdeen City Council	£22.91	£1.21	£18.14
Shetland Islands Council	£8.88	£2.09	£13.21
Falkirk Council	£10.01	£0.93	£13.05
Glasgow	£23.97	£1.04	£12.07
North Lanarkshire Council	£18.64	£1.07	£11.08
Perth and Kinross Council	£8.56	£1.61	£10.81
Comhairle nan Eilean Siar	£8.22	£2.83	£9.78
Clackmannanshire Council	£10.62	£0.87	£9.03
Moray Council	£5.78	£0.66	£8.91
East Renfrewshire Council	£10.08	£0.68	£8.61
Midlothian Council	£8.56	£0.69	£8.56
South Ayrshire Council	£10.27	£0.74	£8.55
Argyll & Bute Council	£4.37	£1.15	£7.78
Aberdeenshire Council	£4.40	£0.87	£7.67

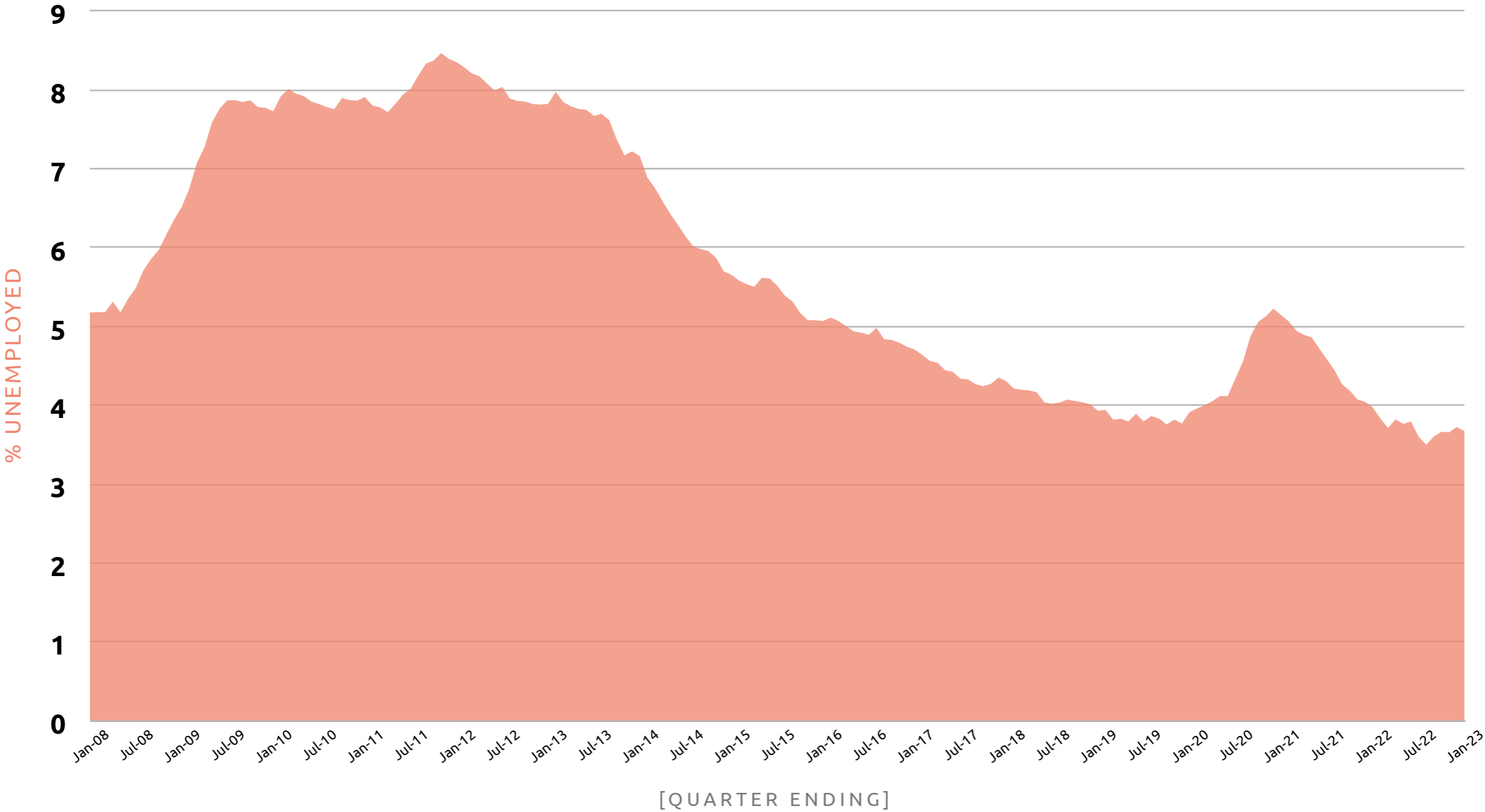
Council	per posting	per appl.	per hire
Orkney Islands Council	£6.49	£1.65	£7.52
Dumfries & Galloway Council	£9.19	£1.22	£7.21
Inverclyde Council	£8.91	£0.56	£6.84
Dundee City Council	£16.96	£1.07	£6.71
City of Edinburgh Council	£9.38	£0.65	£6.60
East Dunbartonshire Council	£12.74	£0.83	£6.37
Highland Council	£9.12	£1.20	£6.06
West Lothian Council	£9.49	£0.61	£5.93
South Lanarkshire	£14.12	£0.65	£5.26
Scottish Borders Council	£8.97	£0.75	£5.11
Stirling Council	£6.27	£0.50	£4.77
East Ayrshire Council	£9.63	£0.54	£4.77
East Lothian Council	£4.08	£0.36	£3.88
North Ayrshire Council	£6.98	£0.52	£2.89
West Dunbartonshire Council	£5.56	£0.36	£2.54
Average	£9.59	£0.81	£7.36

myjobscotland licence fees, divided by the number of job advert posted, by applications received and by people hired.

a competitive market

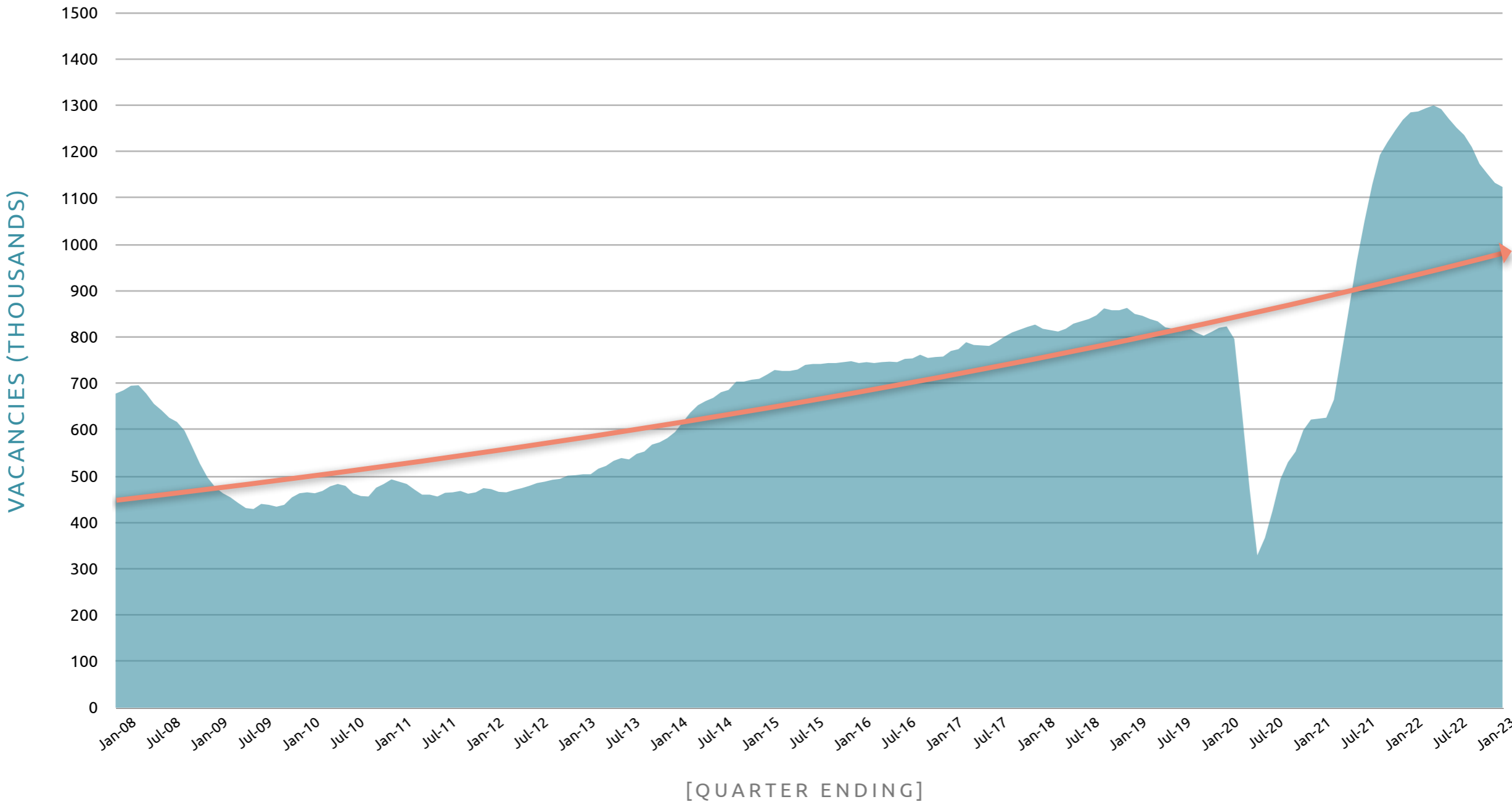
Falling unemployment UK: 2008–2023

The unemployment rate is close to its lowest rate since myjobscotland was launched, at 3.8%. *(Source: ONS)*

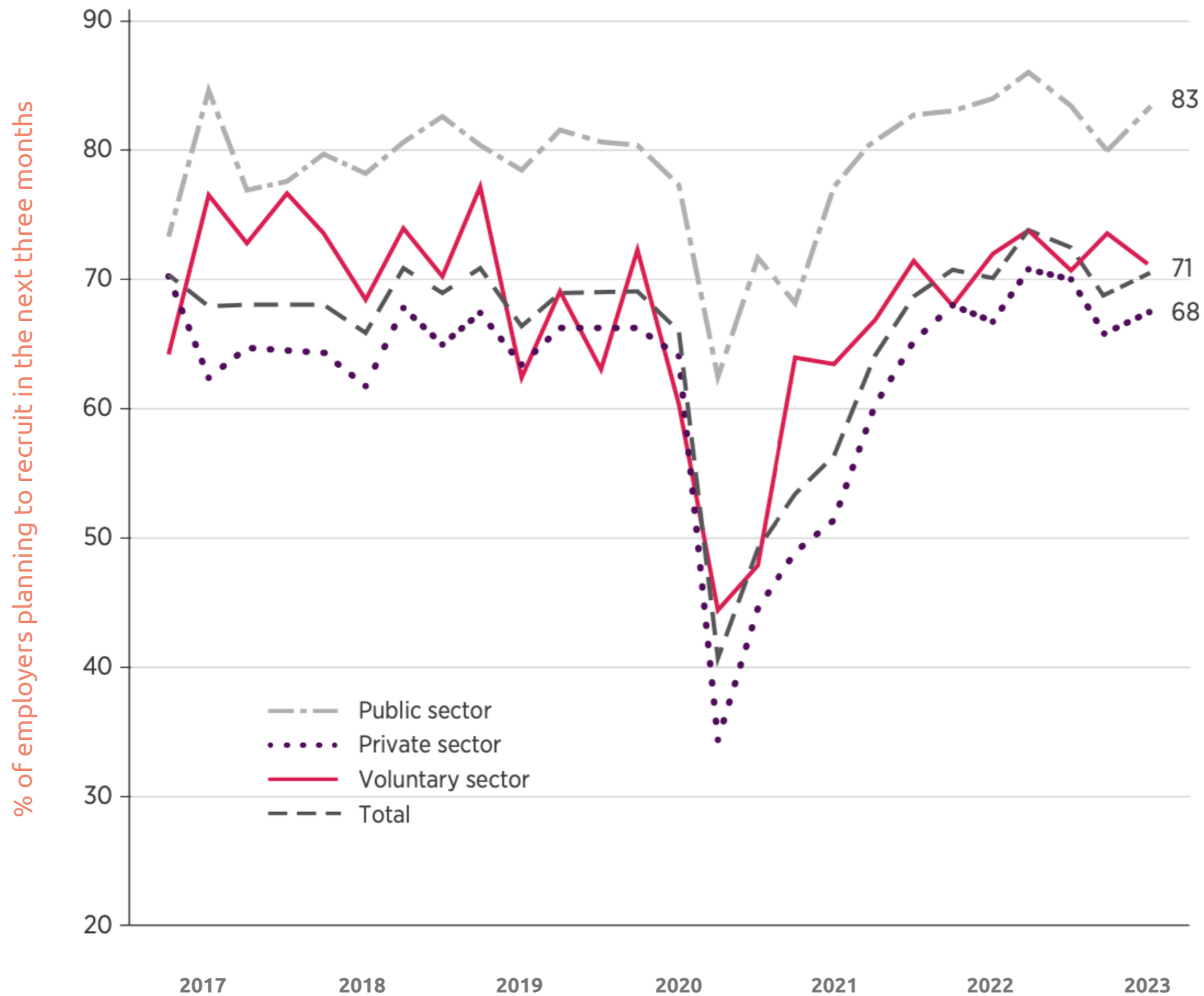


rising vacancies UK: 2008–2023

Since 2008, vacancies generally risen, making the market more competitive with each passing year. The pandemic had a profound impact – including one of the most competitive periods ever. In the last year, vacancies have fallen – but remain high. *(Source: ONS)*



recruitment intentions UK: 2020–2023



The competition for candidates is fierce today, both across the sector and the broader jobs market.

Recruitment intentions are at pre-pandemic levels: 71% of employers (including 83% of public sector organisations) intend to recruit in the next 3 months.

(Source: CIPD Labour Market Outlook)