



Page Personnel

Secretarial & Business Support

Salary Survey 2011

Welcome

Market update

For this salary survey, Page Personnel Secretarial & Business Support has taken data from two research methods. We surveyed over 1000 Michael Page International clients, as well as taking data from all jobs placed by Page Personnel Secretarial & Business Support in 2010. The clients surveyed were compiled as follows: 55% in financial and professional services, media and technology 17%, FMCG/retail and luxury brands 20% and not-for-profit/charities 8%.

The location split was 52% City and Canary Wharf, 38% West End and 10% West London.

The backdrop – 2008 into 2009

October 2008 saw the market fall very quickly. permanent job numbers halved almost overnight, starting in financial services, but the rest of the market followed nervously and put jobs on hold. 2009 was a very tough year with both clients and candidates getting frustrated by the lack of market activity.

We saw very experienced candidates who had been made redundant temping in roles they had probably done ten years before. Candidates in roles that were not progressing decided to hang onto their job, even if they were overskilled.

This meant an already slow market started to stagnate and clients who were recruiting were suddenly inundated with candidates they could not normally afford. The end of 2009 saw the start of the financial services bounce-back. Permanent recruitment was back on the agenda, with senior PA roles being recruited to fill the gaps left by redundancies. The temp population started to increase with a focus on team level roles to cover, whilst departmental restructures took place. 2010 was a year of recovery for the secretarial and business support market.



2010 – A healthier year

The market initially started to pick up at the junior end. Companies who made do with minimal staffing for so long started adding to the team with a junior hire. We gradually saw levels increase across the year with many more senior roles coming in Q3 and Q4.

As well as core roles being hired, such as PAs and team secretaries, we saw a huge uplift in support departments hiring. Human resource administration roles featured highly, again because human resource departments were stripped so thinly. We also saw increases in reception roles where companies were increasing the size of teams or filling the gaps left by internal promotions. The increased market activity also led to increased hiring of marketing assistant and event assistant roles in order to bolster existing teams.

The challenge of the 2010 market was the re-education of clients as to the level and quality of candidates they were able to attract in comparison to the abundant supply of high calibre candidates available to them in 2009.

Salaries in 2010 remained fairly static, particularly at the senior end, with most salaries resembling 2007/2008 levels.

On the temporary side, despite a real reduction in rates throughout the back end of 2009 and first half of 2010, candidates were both demanding and receiving pay levels exceeding 2007/2008 levels.

Moving forward

Although many clients have been cautious, they have realised that they can no longer exist on such minimal staffing levels. The job market in London is very positive again; this started in financial and professional services and we have seen the knock-on effect across all sectors, which looks highly likely to continue in 2011.



Candidate driven

Many clients believe that there are lots of candidates on the market due to the number of roles made redundant in 2008/09. However, this is definitely not the case. The best candidates in the market are either still in their jobs, being bought back if they do resign, or are receiving multiple offers very quickly. When a quality candidate decides to enter the secretarial and business support job market, they receive interview offers very quickly. Hence the need for clients to move quickly and communicate as much as possible during the recruitment process.

The war for talent continues and good candidates are the rare commodity that everyone is still fighting for. Page Personnel Secretarial & Business Support has increased job board presence including: Secs in the City, Guardian Jobs, Total Jobs and Reed and is upping commitment to the referral scheme we offer in order to continue to attract the best candidates in the market. In 2010, using our candidate events, we partnered with Benefit and LK Bennett, as we continued to dedicate our service and time to sourcing and supporting the best candidates in the market. Through these events and regular updates, we are providing them with the

career development and progression that many failed to receive from the market in 2009.

Languages

2010 saw the resurgence in languages being a key requirement. Traditionally, languages such as French, Italian, German and Spanish were predominately requested at the senior end. However, with the market expanding so quickly, again there has been a significant increase in roles such as receptionist and team assistants where language skills are a key requirement.

We have seen a large increase in requests for Russian, Chinese, Arabic, Mandarin and Polish, across all levels in line with the growth being experienced by these developing economies.

The most difficult roles to fill in 2010:

1. Receptionists
2. Secretarial
3. Human resources administration
4. Executive assistants

Language requests

Include:

RUSSIAN
CHINESE
ARABIC
MANDARIN
POLISH

Benefits

Due to the market returning to the candidate driven levels of 2007/08, we have seen an increase in the number of clients offering enhanced benefits to support staff including bonuses and more training, as well as some additional benefits such as Blackberries, iPhones and laptops to enable home working.

Flexible and part-time working were talking points with the majority of clients entertaining flexible working and sabbaticals on a case-by-case basis. More clients are looking at part-time options for a more flexible approach.

Social media

The number of clients allowing staff to access social media has interestingly increased with clients allowing limited use of networking sites, and others seeing a benefit from allowing staff access to sites such as LinkedIn.

Employers allow access to the following:

- 78% allow LinkedIn
- 44% allow Facebook
- 52% allow Twitter
- 49% allow YouTube
- 44% allow Flickr



Roles in focus

Executive assistant

This is a high profile position, which is well paid and highly sought after. Typically, a 1:1 role for an executive board member (or similar), this role is highly involved and will include extensive diary management, often being the decision maker in making appointments and acting as the interface between the individual and their boss's global direct reports.

Access to sensitive and confidential information requires candidates to have a great deal of discretion and employees must be able to develop a thorough understanding of the business, its products and the function of senior management. The role is likely to include a large amount of liaison with clients and other senior level PAs and may involve the PA being present at business meetings and even acting on behalf of their boss in their absence. Executive assistants will often accompany their boss on overseas business trips.

Office manager

This is a very generalist title. Often an executive assistant to a CEO of a small to medium sized company will take responsibility for office management.

This can include facilities and property management, recruitment and overseeing the support function as well as health and safety matters. In larger corporate organisations this will be more of a specialist role, often encompassing budget responsibility.

Personal assistant

Historically, a PA would typically work on a 1:1 basis, supporting a senior member of staff. Today, as professionals become more IT literate, PAs increasingly support a senior individual and their key direct reports and can often develop their roles to encompass event management, research and ad hoc projects. A PA role, therefore can be very diverse, often with a heavy business focus. For the sake of definition, a PA would support at managing director or head of department level and team.

Senior secretary

Supporting a director and key direct reports. Emphasis is on diary management and often organising complex travel for the most senior member of a team and secretarial and administrative support to the other team members.



Roles in focus

College leaver secretary

An entry level role for secretaries who have just completed formal secretarial training (usually a 1 to 2 year course).

Administrator

The skills required for an administrator depends on the seniority of the position. Duties can include data entry, filing and general office administration. Senior administrators can supervise specific areas such as HR and IT. Salaries vary greatly due to this very broadly used title.

Receptionist

Receptionists create the first impression of the company and as such, this is a pivotal role to any corporate organisation. Impeccable customer service, personal presentation and excellent communication skills are a must.

Research assistant

A research assistant is a 'super secretary', someone with excellent IT skills including all Microsoft Office packages, internet and email, with experience of Reuters and Datastream who can really add value to the team and their business requirement. They have considerable client contact and have specific knowledge of the sector they operate in.

Desk assistant

Desk assistants are based on the trading floor; they work under pressure and often support large teams.

They are commercial with strong business acumen and are involved with the operational side as well as the administrative support.



Permanent market overview



We are seeing fairly stable salary levels, although a huge increase in volume of roles means a competitive, candidate driven marketplace. This is especially the case in financial and professional services, although the whole market has picked up so the best candidates are in short supply.

Clients who are doing well at attracting the best talent are extremely efficient at the interview process, speed and communication as well as encouraging positive PR for the organisation; in terms of demonstrating and explaining the benefits of joining them. Clients who have been frustrated at not being able to recruit their preferred candidate have tended to lack speed in the process but also they are thinking that the market is flooded with good candidates and this is definitely not the case.

The market started to pick up at the junior/team level but we saw a huge increase in the amount of senior hires at PA/EA level in the second half of the year with salary levels getting back to the 2007 competitive marketplace.

INCREASE IN SENIOR HIRING

Recruiting priorities

1. Personality fit
2. Skills – typing/software match
3. Previous experience match

January 2010 was approached with caution, we saw the market start to pick up towards the end of the first quarter. We saw permanent job levels increase by

60% year-on-year.

This growth being across all sectors including financial services, legal and professional services, retail and luxury brands and media.

Permanent salaries

City and Canary Wharf – Permanent Financial Services

Job title	Min	Average	Max
Executive assistant	£35,000	£45,000	£70,000
Office manager	£28,000	£38,000	£50,000
PA 1:1	£30,000	£37,000	£45,000
PA team	£28,000	£33,000	£45,000
Graduate secretary with experience	£22,000	£26,000	£32,000
Team secretary	£24,000	£30,000	£40,000
Team admin	£22,000	£28,000	£35,000
College leaver secretary	£16,000	£20,000	£23,000
Receptionist	£18,000	£24,000	£35,000
Research assistant	£27,000	£34,000	£45,000

City and Canary Wharf – Industry & Commerce

Job title	Min	Average	Max
Executive assistant	£32,000	£36,000	£45,000
Office manager	£30,000	£35,000	£40,000
PA 1:1	£28,000	£34,000	£40,000
PA team	£26,000	£30,000	£35,000
Graduate secretary with experience	£22,000	£25,000	£27,000
Team secretary	£22,000	£25,000	£30,000
Team admin	£18,000	£22,000	£27,000
College leaver secretary	£16,000	£19,000	£22,000
Receptionist	£16,000	£21,000	£24,000



Permanent salaries

West End – Permanent Financial Services

Job title	Min	Average	Max
Executive assistant	£35,000	£45,000	£60,000
Office manager	£35,000	£40,000	£50,000
PA 1:1	£30,000	£40,000	£50,000
PA team	£28,000	£32,000	£35,000
Graduate secretary with experience	£25,000	£30,000	£35,000
Team secretary	£25,000	£30,000	£35,000
Team admin	£22,000	£25,000	£30,000
College leaver secretary	£22,000	£25,000	£28,000
Receptionist	£18,000	£25,000	£35,000

West End – Industry & Commerce

Job title	Min	Average	Max
Executive assistant	£34,000	£38,000	£45,000
Office manager	£25,000	£36,000	£45,000
PA 1:1	£28,000	£34,000	£38,000
PA team	£24,000	£28,000	£32,000
Graduate secretary with experience	£20,000	£23,000	£26,000
Team secretary	£22,000	£25,000	£30,000
Team admin	£20,000	£26,000	£35,000
College leaver secretary	£18,000	£22,000	£24,000
Receptionist	£18,000	£23,000	£26,000

Temporary salaries



Temporary market overview

Hourly rates are slowly creeping up again, due to limited talent in the market. This is creating a competitive war for talent. Most clients increased rates by £2-3 per hour, particularly in financial services. Rates reached up to £25 an hour in some cases in 2010, which we have not seen before in the secretarial marketplace.

The market for temp to perm roles is increasing with good candidates being snapped up for permanent roles whilst temping.

With the huge increase in permanent roles, the temporary market has changed, with candidates who wanted to go permanent being offered very quickly. A decision regarding a temp to perm candidate is now more likely to be one to two weeks rather than one to two months.

**TEMP RATE
£25 PER HOUR**

**MANY CLIENTS INCREASED
RATES BY £2 TO £3**



Temporary salaries

City and Canary Wharf – Financial Services

Job title	Hourly rate		
	Min	Average	Max
Executive assistant	£17	£18	£22
Office manager	£17	£20	£25
PA 1:1	£16	£17	£19
PA team	£14	£16-17	£19
Graduate secretary with experience	£14	£16	£18
Team secretary	£14	£16	£18
Team admin	£14	£16	£16
College leaver secretary	£10	£12	£14
Receptionist	£10	£12	£16
Research assistant	£14	£17	£20

City and Canary Wharf – Industry & Commerce

Job title	Hourly rate		
	Min	Average	Max
Executive assistant	£16	£17	£18
Office manager	£15	£16	£18
PA 1:1	£13	£16	£18
PA team	£12	£14	£16
Graduate secretary with experience	£10	£12	£16
Team secretary	£10	£12	£16
Team admin	£8	£10	£12
College leaver secretary	£8	£10	£12
Receptionist	£8	£10	£12

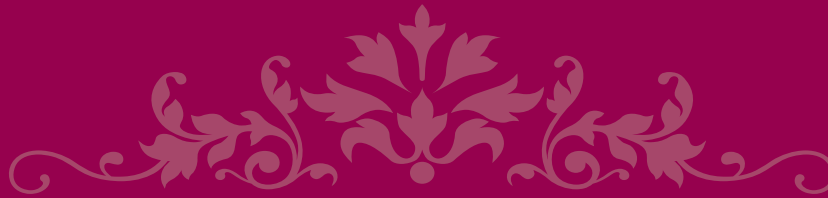
Temporary salaries

West End – Financial Services

Job title	Hourly rate		
	Min	Average	Max
Executive assistant	£15	£18	£22
Office manager	£16	£18	£20
PA 1:1	£15	£16	£18
PA team	£14	£15	£18
Graduate secretary with experience	£12	£14	£16
Team secretary	£12	£14	£15
Team admin	£10	£12	£14
College leaver secretary	£8	£10	£12
Receptionist	£8	£9-10	£12
Research assistant	£9	£10	£13

West End – Industry & Commerce

Job title	Hourly rate		
	Min	Average	Max
Executive assistant	£15	£17	£20
Office manager	£14	£16	£18
PA 1:1	£14	£15	£16
PA team	£12	£14	£15
Graduate secretary with experience	£10	£12	£13
Team secretary	£9	£11	£13
Team admin	£9	£10	£12
College leaver secretary	£8	£10	£12
Receptionist	£7	£9.50	£12



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