

London is behind the trend: Four-times less job ads for a seven-day flexible work week than other major UK cities

JOBLIFT ANALYSES THE EVOLUTION OF JOBS MENTIONING FLEXIBLE WORKING HOURS

London, 28th February 2019 – It is no secret that a company's focus on wellness and flexibility is becoming a major factor in people's decisions when applying for and accepting new job roles. Four-day working weeks are becoming increasingly popular with companies, however a [recent survey](#) from Worksome shows that 47% of UK employees said that the ability to spread their workload across the entire seven days would increase their satisfaction with their work-life balance. With this in mind, job search platform [Joblift](#) analysed all twenty million online job ads from the last two years to find out whether or not the benefits offered by companies were actually reflecting this change in attitude towards work-hour flexibility. This analysis took into account the difference between flexible working hours as an employee benefit, and shift-work.

JOBS FEATURING SEVEN-DAY FLEXIBILITY ARE GROWING AT SIX TIMES THE AVERAGE RATE

Through Joblift's data it is evident that companies are taking this feedback on board, hoping to address and impress the wants and needs of current and future employees. Analysing the whole UK online job market from February 2017 to February 2019, there were 1,748 job ads specifically stating flexible seven-day work weeks, with an average monthly increase of 5%. When Joblift changed the requirements to a four-day flexible working week only, there was a total of 8,006 job ads and an average monthly growth of 4%. To compare, in that same time frame there was an average 1% monthly growth rate for the general labour job market on a whole with 19,522,539 jobs. This could imply that companies are using flexible working weeks as a main benefit to attract employees, and seven-day flexible working weeks may become the norm in terms of flexible work structure.

LONDON IS BEHIND THE TIMES WITH THIS TREND, MANCHESTER'S GROWTH IS FOUR-TIMES HIGHER

Whilst London is the predominant city with the largest monthly job growth rate in general (2%), it surprisingly has a decreasing rate for jobs accommodating seven-day flexible work weeks and flexible working hours (-2%). This is a significant contrast to Manchester, which has a higher monthly growth rate for jobs focused on seven-day flexible work weeks (3%), despite having the lower general job growth rate (1%). This is followed by Bristol (1%), with a general job growth rate of 0%, and Birmingham (1%) with a general job growth rate of 1%.



JOBS WITH MORE FLEXIBILITY CAN EXPECT A LOWER SALARY

Despite the increasing number of job ads offering seven-day flexibility, and companies focusing on work-life balance, a high salary should not be expected as an additional benefit. 45% of the 1,748 jobs posted stated a salary expectation of between £15,000 - £25,000, and less than 1% could expect to earn £50,000 and higher. The additional 54% of jobs ads stated a salary of £25,000-£50,000. These low salary ranges may be a result of companies using flexible work weeks as a primary benefit to attract employees, as opposed to salary bonuses and monetary performance incentives.

About Joblift

Joblift is a job search platform providing candidates with the most intuitive and frictionless experience during the recruiting process. By applying the latest machine learning techniques and big data-based algorithms Joblift offers the optimal match between employer and job seeker. Currently active in the US, the UK, Germany, France and the Netherlands, Joblift cooperates with over 4,000 partners to incorporate over 10 million vacancies on their platform. Joblift is a highly energetic and entrepreneurial team led by the experienced founders Lukas Erlebach (CEO) and Denis Bauer (CTO), who most recently held C-Level positions at companies such as Zalando, hear.com and Microsoft.

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