



AUGUST 2026 HIRING SNAPSHOT

SALES & MARKETING

THE HIDDEN HIRING MARKET

The strongest commercial professionals aren't applying for jobs, but they are open to the right conversations.

PASSIVE COMMERCIAL TALENT OVERVIEW

The strongest sales and marketing professionals are rarely visible on the open market

Senior commercial leaders, technical sales specialists and experienced marketers continue to perform well in their current roles. They're not actively applying for vacancies, but many remain open to opportunities that offer stronger leadership, greater commercial impact or clearer long-term growth.

For employers, this creates a hidden talent market where the best hires are made through conversations rather than applications.

WHERE PASSIVE TALENT IS MOVING

The market remains selective rather than active

The highest demand profiles continue to attract attention, but experienced professionals are becoming increasingly selective about where they invest their next career move.

Strong movement

- VP of Sales
- Commercial Directors
- Technical Sales professionals
- Revenue-generating commercial leaders

Steady movement

- Senior Marketing Managers
- Business Development leaders
- Customer Success leadership

More selective

- Junior commercial professionals
- Businesses without a clear growth strategy
- Organisations offering below-market compensation

Rather than actively searching for jobs, experienced professionals are responding to opportunities that represent genuine career progression.

WHAT PASSIVE COMMERCIAL TALENT IS LOOKING FOR

Compensation remains important, but the strongest commercial professionals are looking beyond salary alone.

Passive professionals are increasingly open to conversations when opportunities provide:

- A clear commercial growth strategy
- Strong leadership and executive vision
- Greater strategic influence
- Career progression and long-term development
- Competitive reward aligned to current market expectations

Businesses able to communicate these elements early are creating far stronger engagement than those relying on job specifications alone.

WHY EMPLOYERS ARE MISSING THE BEST TALENT

Many organisations continue to depend on advertised vacancies and inbound applications

The challenge is that senior commercial professionals rarely enter the market in this way.

Instead, they are:

- Building successful careers in existing businesses
- Being approached directly by specialist recruiters
- Considering only a small number of carefully selected opportunities
- Making career decisions based on long-term business potential rather than urgency

By the time a role is publicly advertised, many of the strongest professionals are already engaged elsewhere.

"The strongest commercial professionals rarely need to look for their next opportunity. They're succeeding where they are and will only engage when the role represents a genuine step forward. That's why building relationships with passive talent has become such a critical advantage for employers."

**MYLES BREARTON, DIRECTOR
SALES & MARKETING**

Three ways to access the hidden market

Lead with your growth story

Commercial professionals want to understand where the business is heading before they consider moving.

Engage before you need to hire

Building relationships with passive talent creates access to people who may never apply through traditional channels.

Move with purpose

The strongest professionals expect an efficient, well-managed recruitment process. Delays create opportunities for competitors.

The bottom line

The commercial hiring market remains competitive, but the greatest opportunity sits beneath the surface.

The strongest sales and marketing professionals are not actively looking for work; they are selectively evaluating opportunities that align with their ambitions.

Businesses that engage passive talent early, communicate a compelling vision and move decisively will continue to secure the highest-performing commercial professionals before they become visible to the wider market.