

FIVE TRENDS FOR HIRING PRIVATE STAFF IN 2023

In April 2023, I, Alex Luke, Head of Tiger Private, sat down with Senior Consultant, Lydia Charlesworth to discuss the key hiring trends within private households and family offices. I have compiled some of the most pertinent insights which highlight the key trends that you should be aware of when recruiting private staff.

1. Housekeepers with additional skillsets are in high demand

While this is a year-round, in-demand position from employers, the requirements for housekeepers tend to vary greatly. Lately, Principals have been requesting housekeepers who can take on additional tasks or have a skillset that transcends the traditional job description.

For example, there is a greater desire for housekeepers to have experience with cooking and/or have laundry skills, in addition to wardrobe management. This is particularly the case for families with properties in multiple locations or who often like to travel.

2. There is greater demand for private Personal Assistants (PAs)

There has been a notable increase in hiring private PAs by clients across both part-time and full-time roles. Part-time PAs are a great asset to families where the Principal is perhaps setting up a new home office, as this role can help bridge the gap between the family life and their business life. Another trend driving up the demand for PAs is that quite a few family offices are either setting up a satellite office in the UK or are moving back to the UK post-Covid. To facilitate this move, Principals are looking to establish a core team, and a PA that crosses the private and business side is key to that.

3. Roles with multiple skillsets are highly valued

We are currently seeing an increased demand for roles that span across multiple skillsets, which could be a reflection of the current financial climate or just a desire to maintain a smaller staff. A nanny that can assist with PA duties or a house manager that can cook, are just a few examples of the dual skillset that is becoming a more common requirement in private hiring.

4. Top private professionals expect flexible working benefits

Following flexible working trends of recent years, there has been an increased demand amongst family office staff for hybrid-working roles, whereby they work some of the week in the office and some at home. There is also a growing trend for private clients to offer a more comprehensive benefits package for their private staff, for example, performance-related bonuses and healthcare. Those family office employers who are able to match the benefits of other financial services businesses will reap the rewards of the best available talent.

5. Upcoming holidays bring greater demand for temporary private staff

As we approach the summer months, many permanent employees will be expected to take this opportunity to take their annual leave whilst their Principals relocate to their holiday home or on an overseas holiday for the summer. This brings a greater demand for hiring temporary professionals to bridge the gap. The most common temporary positions include travel nannies, private chefs, housekeepers and butlers, though most temporary private professionals can be sourced and matched across most private household and family offices.

Tiger Private always remains committed to staying on top of the latest trends in private hiring, both in London, regionally and internationally. We offer a dedicated and discreet approach to solving our clients needs and have significant expertise working with prestigious households and family offices. Get in touch with us today for a bespoke approach to recruiting private household and family office staff.

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