

Marketing Recruitment Review and Salary Survey 2015



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Introduction and Overview

Over the past year we have seen a dramatic increase in the number of marketing vacancies, which emphasises the perceived need for a strong marketing team as a staple for business growth. It is something that we had predicted last year, and are now regularly seeing increases in headcount within marketing teams in order to keep up with new business, as well as an increased workload from existing projects or campaigns.

We found the past year had very much been a candidate-led job market compared to previous years where the market had been more employer-led. Due to the increase in demand from employers, we have found that it has been more difficult to track down candidates that tick all the boxes: ironically, as demand increases, supply decreases! This has given an advantage to these in-demand candidates as it creates more options for them to choose from with regards to who they want to work for, and we are regularly finding ourselves in a situation where many companies are competing for the same candidate.

As the competition for the best talent continues to increase, companies will have no choice but to speed up the hiring process to land candidates who are in high demand. It is now the norm for recruiters to use a multi-channel approach as they look for new ways to engage with candidates - which means using social media has now become a mainstay – yet often there are advantages to engaging an agency which has in-depth knowledge of the candidate landscape as well as the ability to carry out a proactive search.

Overall this past year we have seen salaries increase for most positions in marketing, which is mainly due to companies making an effort to retain their most valued employees as well as trying to attract new staff. This is something that employers should be expected to adapt to within the coming months – the stagnating salaries of recent times are now a thing of the past.

Due to ever-growing demand within the digital arena, this side of marketing is now actually outspending traditional marketing at many companies, particularly the big multinationals, many of whom are allocating more than 50% of their overall marketing spend to digital. That said, we have also now seen more companies looking to fill broader digital roles rather than fewer specialist roles dealing with SEO and PPC that we were engaged to recruit for regularly last year.

In this year's Marketing Recruitment Review we have included new sections focusing on what candidates, as well as employers, can expect from the recruitment process to give better insight on how to make the most of it.

CVs

As the go-to marketing recruitment agency in the Central and Eastern Region we receive hundreds of CVs on a daily basis. We also handle hundreds of pieces of feedback from employers each week on CV submissions and interviews; so when it comes to giving advice to candidates we like to think we know what we are talking about! A full version of our CV tips is available on our website: www.brandrecruitment.co.uk/candidates/cv-tips

It is important to remember that your CV is probably going to be the first impression an employer will receive of you as a candidate, so you want to make it a good one.

A lot of candidates will lose out on a potential role because of the layout and appearance of their CV. It can be as simple as: if your CV isn't easy to look at, a

potential employer is just not going to want to read it. The average time spent looking at a CV is as low as 5-7 seconds, so it is important that your CV not only includes what a potential employer is looking for but that it is also presented in an attractive and efficient way.

DO lay out your CV in a clear, concise, easy-to-read way - your CV should be a device for showcasing skills and experience in the most effective way to a potential employer

DO include all of your skills and achievements when sending your CV to a recruitment agency - most agencies will use software at some point to scan your CV so it is important that you have all of your skills and achievements listed to make sure you are not missed out

DO promote yourself and what you have personally done – an employer is considering hiring you, not your team

DO make your CV role-specific – spend time reading through the job description and tailor your CV to match your skills/interests to what the employer is looking for. Agencies, like us, will send you a full job spec after approaching you about a role, so this would be the time to then tailor your CV before it is sent over to the employer

DON'T feel obliged to stick to the 'two page rule' - whilst a good CV should be concise, you don't need to cut out relevant experience and skills just because it doesn't all fit on to two pages

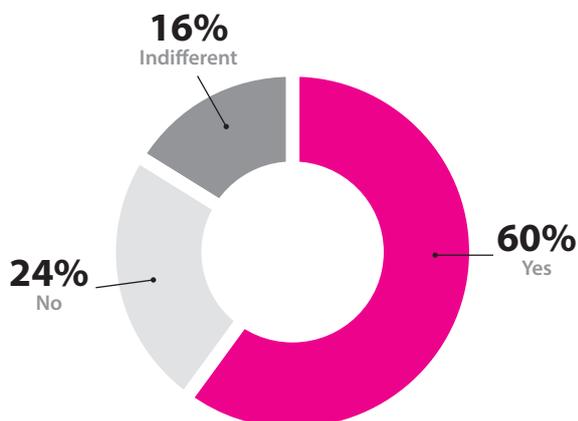
DON'T write in the third person – a CV that is written in the first person will come across much better

DON'T be afraid to show some personality – whilst it is important to keep your CV simple and concise, an employer is looking to hire you as a person and not just as a candidate

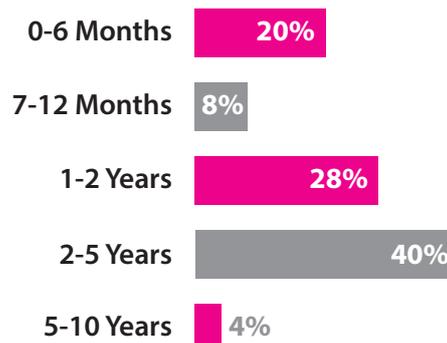
DON'T forget to proof read your CV for spelling and grammatical mistakes

DON'T use jargon – sticking to simple language works best, for example: 'used Excel to.' rather than 'utilised Excel to.'

Are you happy in your current role?



How long have you been in your current role?



Interviews

Interviews are an opportunity for a potential employer to meet you face-to-face. It is here that they can assess your skills and experience, as well as evaluate how you might fit into their team. Interviews are also an opportunity for you as a potential employee to find out more about the company and their culture. A full version of our interview tips is available on our website: www.brandrecruitment.co.uk/candidates/interview-tips

The best advice we can give before an interview is simply to make sure you are prepared. Here are a few of our key tips on how to prepare yourself in the run up to an interview:

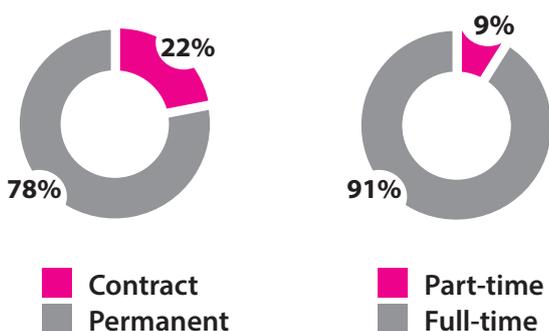
- Do your research on the company, the market they operate in and their competitors
- Read the job spec thoroughly, so you can then ask valid and worthwhile questions about the role
- Make sure you are familiar with your own CV (this may sound obvious, but it is surprising how many people are not!)
- Practise likely questions in order to formulate your response - we have some common interview questions on our website that may be useful
- Confirm where you need to be, at what time, and plan your route - if you give yourself time to turn up to the interview 5 minutes before the scheduled start time you will be much more relaxed and composed. However, if you do arrive more than ten minutes early, wait around and sign in five to ten minutes beforehand
- Remember that it is better to be overdressed than underdressed – dress smartly and present yourself well

We have all heard the advice ‘be yourself’ and ‘act natural’ in an interview, and this is actually some great advice that is worth remembering. This is how a potential employer can find out exactly who you are and whether you would be a good team fit. It is also easier for you to see whether you can see yourself working with them if you are more natural and relaxed.

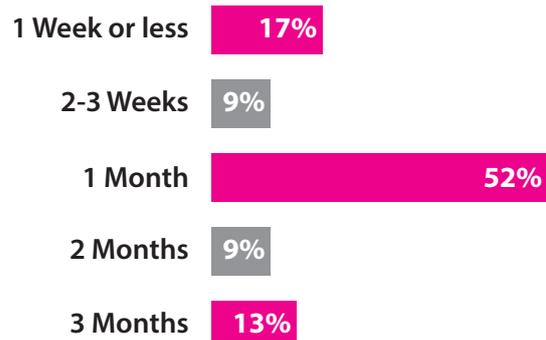
Here are some of our top tips to remember when in an interview:

- Keep your head held high, make good eye contact and shake hands firmly
- Take a moment to consider a question before answering
- Don’t be afraid to ask the interviewer to repeat the question or explain if you do not fully understand what they are looking for
- Keep answers concise and anchored to the question
- Use anecdotes and stories to illustrate points – but try to keep these no longer than a minute
- Keep answers positive and use your knowledge wisely and humbly
- Try not to fiddle – e.g. with your hair or click your pen excessively!
- Remember that the company has already chosen to see you for an interview – don’t mess it up by telling a fib...

How are you currently employed?



What is your notice period?



Final Stage and Counter Offers

At the start of the recruitment process, the client or candidate can state they are looking for certain things and then, at the final moment, these expectations can suddenly change, which is frustrating for all parties involved. This is where working with an agency can be of great benefit as they can get all of the details straightened out from the beginning.

Recruitment can be a long protracted slog or a speedy, whirlwind process – every employer is different, but it's important to know what to expect if you do make it to the final hurdle.

First of all, it is so important to make sure you have addressed all concerns that you may have with your recruiter or the company in the previous stages of the recruitment process so that there are no surprises when it gets to offer stage.

If you've been presented with a job offer that you want to accept, there are a few things that you may want to take into consideration when you come to hand in your notice. Due to the lack of good quality candidates at the moment, many companies are looking to hold onto what they have, and as the job market improves, companies want to retain staff for as long as they can. So when a valued employee hands in his or her notice, the company is more likely to make a counter offer of a financial incentive to stay.

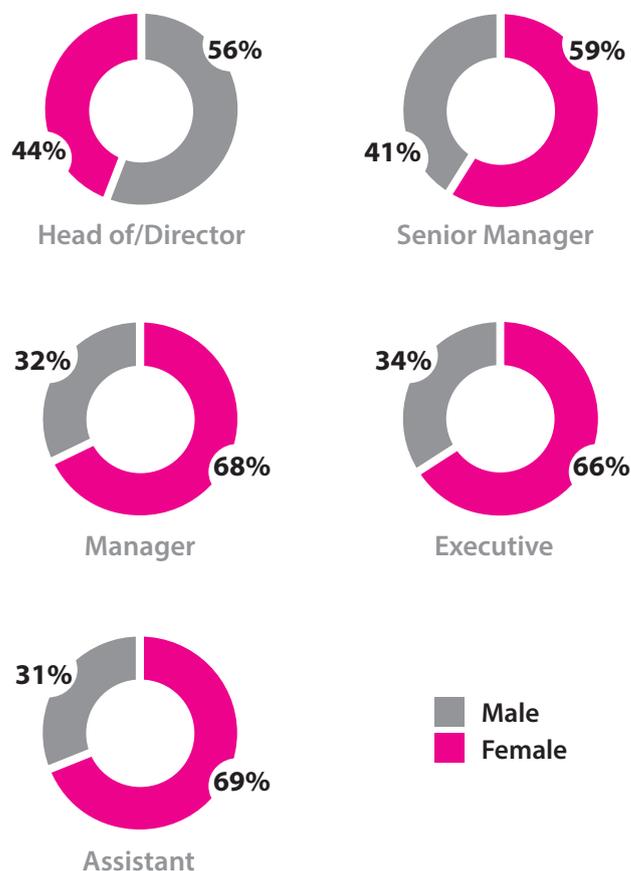
We have seen more and more counter offers over the past year than any previous year, and although the financial incentive may seem tempting to make you want to stay put there are a few things to consider in the long term:

- It's easier to keep you with a counter offer than to replace you - companies know the costs of hiring someone, and the more skilled or specialised the job is, the more they want to avoid it
- No matter what the company says when making its counter offer, you'll always be a fidelity risk. Having once demonstrated your perceived lack of loyalty (for whatever reason), you may lose your status as a team player and your place in the inner circle. If you've considered other companies, the trust is always going to be weakened, which could end up limiting your chances of any further advancement
- By accepting a counter offer, you have committed the unprofessional and unethical 'sin' of breaking your commitment to the prospective employer making the offer, which can leave them sour as well as the recruiter who has assisted you along the way

- If your company has not been professional or observant enough to promote you when you deserve it and clearly need to be, then you should take control. If you have to hand your notice in to a company just to get a raise and a promotion, then is that the type of company you really want to work for?
- Overall, it's very rare that a counter offer is successful in the long term. Your initial reasons for leaving will resurface which may again lead you to resigning or being terminated by the company that convinced you not to leave

80% of candidates who accept a counter offer leave their current company voluntarily within a year

Gender vs Level



The Recruitment Process

Whether you are a job-seeker looking for your next position or an employer looking for your next employee to help grow your business, recruitment agencies like Brand are here to oversee the process. Agencies can find the best possible talent to fit the employer's requirements, as well as help the candidate find the right opportunity for them at any given stage of their career.

Many companies will find that they just don't have the time, resources or knowledge required to find the best candidate for their vacancy, especially if they're recruiting for a newly created role or in a new location. Recruitment agencies give an employer the opportunity to hand the responsibility over to someone who is an expert at sourcing the right candidate for the job, and has the experience of doing so in a timely manner.

Recruitment agencies that are specialists in their industry will have informed and up-to-date knowledge of the current job market they operate in. At Brand Recruitment we are specialists in filling PR and marketing jobs; our experienced marketing recruitment consultants are divided into teams based on industry sector: B2B, B2C, Services and Agency. Focusing on one sector allows our consultants to have inside knowledge and experience which means they come to really understand the needs of their clients, and are able to offer insight to both candidates and their clients on what is currently happening within the specific area of the market that is relevant to them.

Recruiters are able to hunt out and connect with talent who may not be actively in the job market and applying for positions, yet would make a move for the right position and the right company. These candidates can be hard to find without the right materials or knowledge as they are likely to be passive or selective, as well as being too busy to be actively looking at other opportunities.

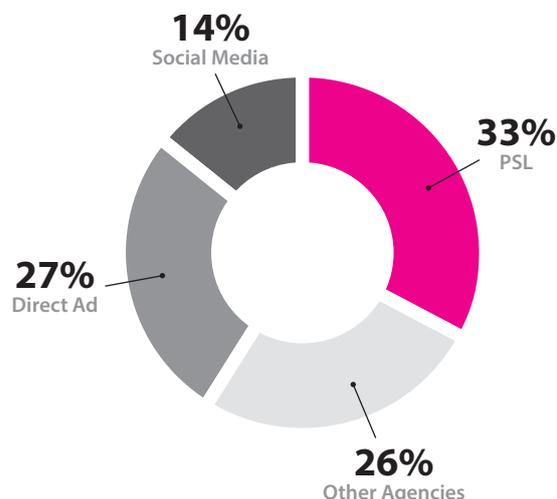
Agencies can effectively open up a hidden market of job opportunities for their candidates. They can put job-seekers in touch with companies they haven't heard of, who may be able to offer a great opportunity, as well as companies that the candidate may be aware of but didn't know were hiring due to the confidential nature of the recruitment.

As a candidate, it is important to choose a recruitment agency wisely and ensure that they can fulfil your requirements as a job-seeker.

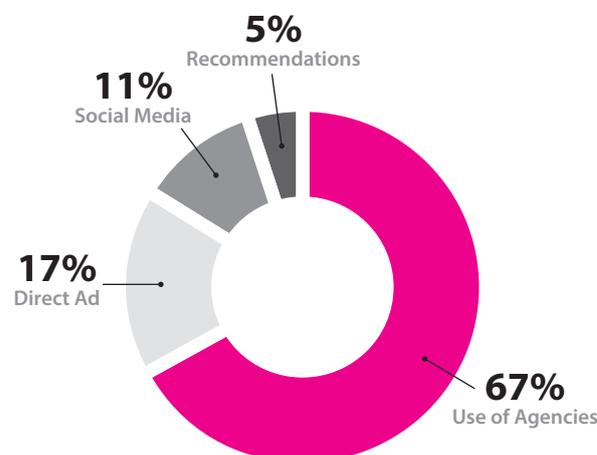
Recruiters will know first-hand what a client of theirs is looking for and what they may be attracted to, and

can therefore advise candidates on how to adapt their CV to become more appealing. As well as CV advice, recruiters that have met with a candidate will be able to 'sell in' the person more effectively to the client, whereas if a candidate were applying directly, they would only have their CV to sell themselves which could easily be overlooked by an employer.

How the recruitment process starts within a company



How the chosen candidate ends up being hired



Why Employers Lose Out

Recruiters often strive for a perfect situation where a role is filled, and both candidate and employer are happy with one another. However, it can often be the case that this situation may fall apart, meaning the process has to start again for both the candidate and the employer. To avoid this, it is very important for employers to be aware of the issues that may cause them to lose out.

As mentioned previously, the past year has increasingly become very much a candidate-led market, meaning the best candidates out there may be in demand by more than one company. If a candidate is applying for your job, it is more than likely that this is going to be part of a wider job search; chances are that if you're keen on a particular candidate, other companies are going to be as well.

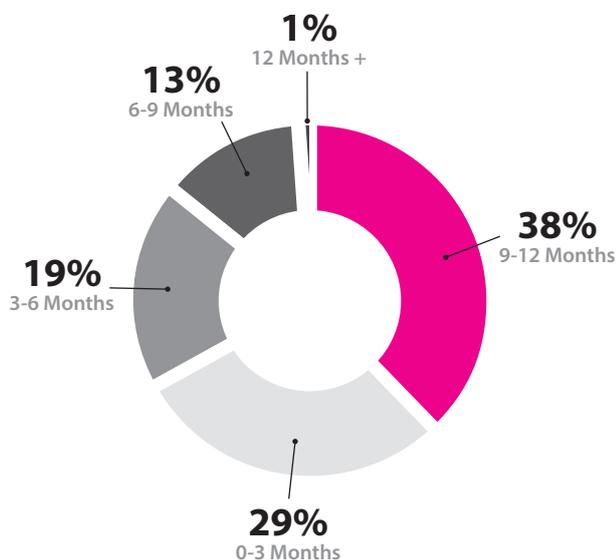
Recruitment can be a time-consuming process; you want to find the perfect candidate, but a slow recruitment process can reflect badly on a company, making them appear slow and rigid. If the process is not thought out properly, then you may end up losing out on candidates that you actually like to companies that are also interviewing simply because they have a speedier, smoother recruitment process.

When it comes to making an offer, the last thing you want is for your chosen candidate to be underwhelmed by your initial pay offer. If the candidate knows from the beginning of the process what the maximum is that the employer is willing to pay, and you then go in under this, think of how this is going to come across to the candidate. If there are legitimate reasons for offering lower than expected, it's best to make this apparent before it gets to offer stage so that no time is wasted for either party.

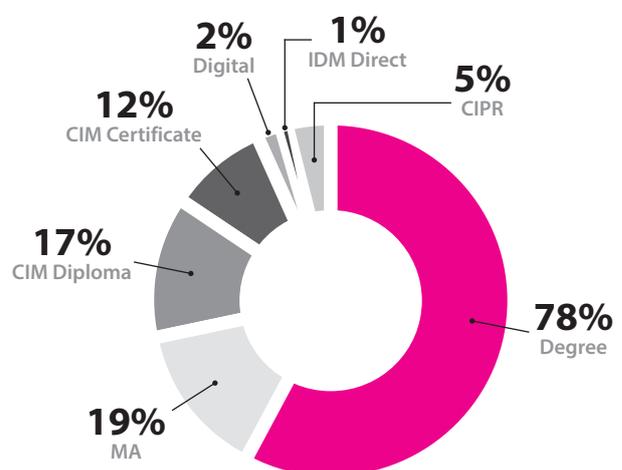
It is important to give regular feedback on the candidates that the agency supplies. If they are not what the employer is looking for, explain why as early in the process as possible, otherwise the agency may not understand where they are going wrong. It is also important to provide interview feedback that the agency can relay to the candidate. If candidates don't know why they've not been successful, this can affect the company's reputation in a negative way, as well as reflecting badly on the recruitment agency.

In the initial stages of recruiting, always make sure you provide an agency with a comprehensive brief. If you don't give enough details as to what you are looking for, then the recruiter can't be blamed for not finding it. Remember that communication is key - what the hiring manager is looking for, which is then passed onto HR, and then onto the agency, must all be in sync. Make sure you let them know which criteria is mandatory, which is highly desired and which is optional. It's much better to provide them with too much information than not enough.

Length of contracts



Qualifications



Attraction and Retention

Employee attraction refers to the benefits and aspects of a role that will attract a candidate to a particular company e.g. bonuses or a car. Employee retention refers to the company's ability to then keep hold of its employees e.g. plenty of opportunities to learn and develop.

We all know a high turnover of staff can be costly for a business, and as such is something that most companies are going to want to avoid if they can. A big part of what we do at Brand Recruitment is help our clients to hire the person who is right for their business; in doing this, we can prevent a company from having to pay the price for high turnover costs later down the line. Whilst employing the right candidate in the initial recruitment stage is an important factor in reducing turnover, there are also ways that companies can minimise turnover and increase their employee retention, by trying to encourage employee motivation to stay.

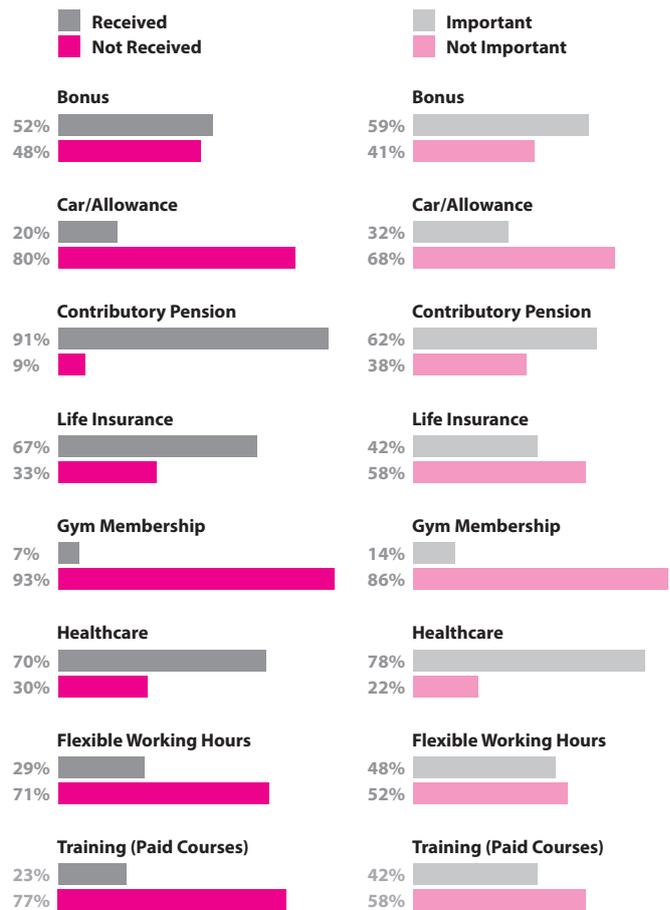
From our experience, we have found the following to be key motivators that would encourage an employee to stay in their current job:

- Learning and development opportunities e.g. training courses or qualifications
- Opportunities for internal promotion
- Salary, benefits and other perks
- Good working relationships with colleagues/management

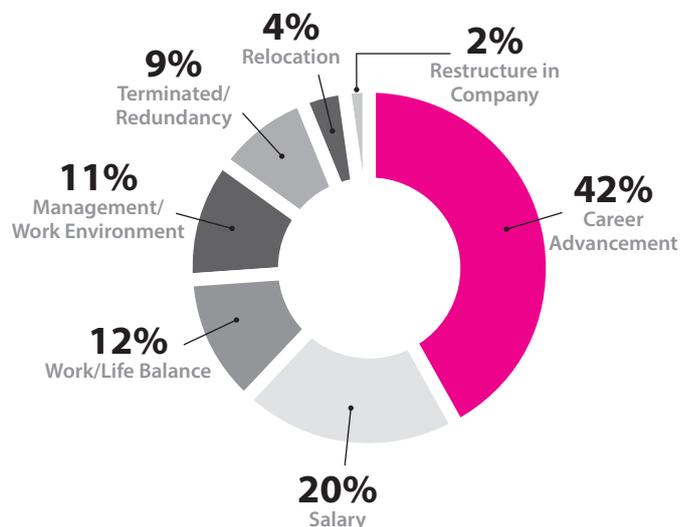
As a recruitment agency we come across hundreds of candidates each week who are looking to leave their current job roles for various reasons. We have found these to be the key motivators that make employees to want to move jobs:

- Lack of progression and growth opportunities in current role
- Wanting a new challenge in terms of work itself
- Lack of work/life balance
- Changes within current company e.g. restructure, redundancies, financial problems
- Lack of recognition for performance from employer
- Remuneration
- Poor relationships with colleagues/management

Benefits: What people receive and how important they are



Reasons for leaving



Salary Survey

Our Salary Survey 2015 will be informative to both candidates and employers wanting to compare the average salaries for particular positions within marketing. The figures we have collated to form the backbone of the Salary Survey are based upon the insight and findings we have gained over the past year from our extensive network of PR and marketing candidates.

In-House:	2015	2014	Salary Change
Head of Marketing	£68,333	£61,630	10.88%
Senior Marketing Manager	£55,000	N/A	N/A
Marketing Manager	£43,250	£37,540	15.21%
Marketing Executive	£26,083	£25,659	1.65%
Marketing Assistant	£19,667	£19,698	-0.65%
Senior Brand Manager	£53,750	£57,187	-6.01%
Brand Manager	£42,000	£40,313	4.18%
Assistant Brand Manager	£29,500	£26,083	13.10%
Product Manager	£44,250	£41,583	6.41%
Assistant Product Manager	£31,125	£23,769	30.95%
Channel/Partner Manager	£48,000	N/A	N/A
Category Manager	£45,000	£46,750	-3.74%
Insight Manager	£43,333	£42,969	0.85%
Online Marketing Manager	£44,167	£37,893	16.56%
Online Marketing Executive	£22,667	£25,166	-9.93%
Social Media Manager	£32,500	N/A	N/A
SEO Executive	£27,750	£27,113	2.35%
PPC Executive	£28,417	£32,000	-11.20%
Head of Press/PR	£53,750	N/A	N/A
PR Manager	£39,667	£36,500	8.68%
PR Executive	£27,000	£25,207	7.11%
Communications Manager	£39,667	£39,263	1.03%
Communications Executive	£27,883	£25,278	10.31%
Internal Communications Manager	£40,000	£34,929	14.52%
Content Manager/Copywriter	£28,400	£27,100	4.80%
Trade Marketing Manager	£40,000	£34,917	14.56%
CRM/Direct Marketing Manager	£40,833	£37,944	7.61%
CRM/Direct Marketing Executive	£29,833	£26,583	12.23%
Events Co-ordinator	£22,300	£24,735	-9.84%

Agency:	2015	2014	Salary Change
Account Director	£46,600	£44,768	4.09%
Senior Account Manager	£38,000	N/A	N/A
Account Manager	£33,000	£30,167	9.39%
Account Executive	£22,375	£23,321	-4.06%
PR Account Director	£43,625	£44,136	-1.16%
PR Account Manager	£32,750	£29,583	10.71%
PR Account Executive	£24,875	£22,500	10.56%
Digital Account Director	£47,600	£46,000	3.48%
Digital Account Manager	£36,600	£30,533	19.87%
Digital Account Executive	£25,500	£22,000	15.91%

	Marketing Manager	Marketing Executive	Product Manager	Brand Manager	Online Marketing Manager
	£43,250 (average)	£26,086 (average)	£44,250 (average)	£42,000 (average)	£44,167 (average)
FMCG/Retail	£53,750	£26,250	£45,000	£42,500	£44,666
Leisure	£40,800	£27,750	£45,000	£40,000	£45,558
Manufacturing	£42,000	£27,318	£43,667	£40,929	£47,000
Med/Pharma	£51,900	£29,302	£49,100	£53,100	£47,999
NFP/Charity	£40,750	£25,000	N/A	N/A	£40,000
Prof/Fin	£41,686	£25,998	£40,500	£38,667	£40,318
Pub/Media	£40,886	£25,348	£42,447	£40,561	£41,000
Services	£40,992	£25,118	N/A	N/A	£40,000
Technology	£47,575	£28,694	£48,675	£46,200	£46,637

This year's Salary Survey has seen the introduction of new job titles such as Senior Marketing Manager, Senior Account Manager, Channel/Partner Manager, Social Media Manager and Head of Press/PR.

Overall, we have seen an increase in salary across most positions in marketing compared to last year. This is likely to be the result of more companies making an effort to retain their most valued staff as well as attract new employees. This also takes us back to the fact that the market has become much more candidate-led; with employers often competing for the same candidate, it is likely that higher, more competitive rates of pay will have been offered.

Candidate Testimonials

When looking for a new role at the turn of the year, I found working with Brand Recruitment and more specifically Hannah was incredibly straightforward, open, honest and efficient. The level of communication throughout the process from Hannah was exceptional. Changing job and the accompanying stress normally makes this a very challenging time but Hannah's approach, empathy and understanding of my personal situation alleviated a large degree of this and made my decision to accept the new job very easy. On the back of my experience I'd definitely recommend Brand Recruitment and will always keep them in mind when looking for new roles in the future. Thanks for your help Hannah.

Steve, Local Marketing Manager

Joby and the Brand team were a great help to me earlier this year. I was looking for a new role and was quite specific in what I was looking for. Joby listened and only sent me details of roles that he knew I would be interested in. His communication skills are excellent and I would definitely contact Joby again for any future job searches.

Luisa, Communications Manager

Brand Recruitment helped me get a job that was exactly right for me. They worked with me very closely to understand what my key skills were and where I wanted to be in my career. In addition, their relationships and reputation with some of the most prestigious employers in East Anglia made them the obvious choice. I would recommend Brand Recruitment to any marketing professional looking for that next step.

Jason, Marketing Campaigns Specialist

Brand Recruitment have been a major asset in the growth of my career in marketing, and I would not hesitate to recommend them to anyone looking for new employment. They have believed in my abilities, promoted me to key organisations, searched widely for opportunities for me, and given me the tools and the confidence to enter interviews in a really strong position. The whole team are a pleasure to work with and, as much as I hope not to need their services, they would be my first port of call if this situation arose.

Danielle, Marketing Co-ordinator

I saw the advertisement for my current position on the Brand Recruitment website and sent my CV in for consideration. Unlike a lot of other agencies I had a response to my email very quickly asking for more information and then agreeing to put me forward for the role. I was offered an interview for the position quickly and a job offer was made a few hours after I attended the interview. Throughout the process I was kept fully informed at all times and any communication was made quickly both by phone and email. I was very pleased with the professional and enthusiastic approach to the whole process from the agency and wouldn't hesitate to recommend them.

Lee, Senior Marketing Assistant

Brand makes a concerted effort to fully engage with applicants, and ultimately develops a truly comprehensive understanding of their skills and experience. Brand challenges conventional thinking and pushes to deliver the best fit solution for candidates and employers. In comparison to other recruitment agencies operating in similar markets, Brand is in a different league; providing a level of service that is far superior to its competitors and, at an individual level, Ursula outshone every other recruitment consultant within my frame of reference. Having worked with Brand as a candidate, I would be delighted to engage Brand in the future recruitment of marketing specialists into my team.

Katie, Interim Marketing Director

Client Testimonials

Cheffins

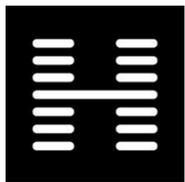
We recently employed Brand Recruitment's services to recruit a senior member of the marketing team at Cheffins, we found them incredibly accommodating and knowledgeable in their specialist field from the outset so opted to use them exclusively. They adapted their processes to suit our requirements and provided a very strong shortlist of candidates for us to review, ultimately we were lucky enough to source the successful candidate through referral but were that not the case there were two candidates via Brand that we could have pursued. Overall it was a professional and courteous process, and we will definitely work with them again next time we are looking.

Director, Cheffins



I recently recruited for two Marketing Executive positions. Although I had previously worked with Brand Recruitment, I hadn't worked with Hannah before. I found Hannah to be extremely competent. She kept me informed of the process at all stages, provided advice where necessary (particularly around salary and what skill sets we should expect at different levels) and followed up all my contacts and requests for information immediately. Although we were initially looking to make one appointment, in fact we found two excellent candidates and appointed both as a result. Hannah was a pleasure to work with throughout the process. Thanks Hannah, and well done Brand Recruitment.

Marketing Director, Anderson Group



Brand has been an absolute pleasure to work with. Most of Hogarth's recruitment is done internally and when we are required to use agencies we expect them to represent us as if they work for Hogarth themselves. In the short time I have worked with Ben, he has managed to place three great candidates with us. With all the odds against him, he has managed to come up trumps.

Hogarth Worldwide, Senior Talent Acquisition Specialist

MICK GEORGE

Brand Recruitment provided us with a prompt response in our quest to find a candidate for our digital marketing role. Time was of the essence and yet the agency still provided us with a selection of high calibre candidates, all of whom would have been well suited to our company. It was then we wished we had a bigger department which would have allowed us to employ several rather than just the one! We are extremely pleased with the professional service we received from Dominic and would not hesitate in using Brand Recruitment again.

Mick George, Marketing Manager