

Marketing Recruitment Review & Salary Survey 2016



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Introduction

The past year has been an exciting, busy and successful one for Brand Recruitment. In our tenth birthday year we have undergone a period of significant growth; we launched a company rebrand at the beginning of the year, and have continued to grow and develop our lively and motivated team.

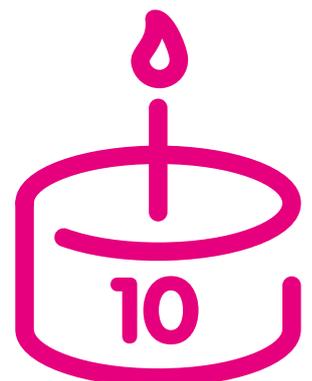
The cherry on top of a fantastic year for us was being recognised as a major player in what we do amongst our recruitment peers when we were crowned 'Best Regional Agency' at the prestigious Marketing and Digital Recruitment Awards 2015. Here is what the judges of this fantastic accolade had to say about us:

“ When recruiting locally it is imperative that recruiters build **tangible and credible relationships** with their respective communities. Networking and relationship management, therefore, becomes the **beacon of success**. The winning entry to this year's Best Regional Agency highlighted this point with a substantial proposition, supported by evidence of **fabulous client retention** and, consequently, superb repeat business **placement figures**. ”

Our Marketing Recruitment Review and Salary Survey 2016 is, we feel, our best one yet! We have received more input than ever from our candidates, the employers that we work with and also various other thought leaders from the marketing community, in order to help us create a beneficial, insightful and honest review for both candidates and employers.

With the marketing recruitment market becoming so competitive, it is going to become even harder for us to source high calibre marketing candidates in 2016. This is due to the way people look for jobs changing, so we as recruiters are going to have to adapt with this and make sure we proactively keep in touch with our candidates more and keep hold of those relationships that we build.

In terms of our relationships with employers, over the past twelve months we have found that we are increasingly being selected to work with our clients on an exclusive basis, and often on a retained recruitment basis. Working in this way allows for us to perform a more comprehensive search for candidates, and gives us that time and freedom to really get to know the job brief inside out - as if it were ourselves that were the hiring manager for the position. We can also ensure that our service is 100% and we are finding the right role for the candidate, and the right candidate for the employer. We're expecting that this trend towards exclusivity and retained fees is going to be something we'll see a lot more of in 2016.



As one of the founding members of Brand, and with over ten years in the industry, Ursula is our most experienced marketing recruiter. Ursula's knowledge of both marketing and recruitment is second to none, and it is this that makes her and in turn Brand so successful.



Marketing Recruitment & Salary Overview

URSULA COLMAN

Managing Consultant/Founding Partner
at Brand Recruitment

Marketing recruitment itself is currently going through a boom period, this is as a result of companies becoming much more marketing focused than I have seen in the ten years I have been in the industry. A few years ago marketing probably wasn't the focus area for a lot of companies, most businesses were a lot more sales focused, but now it seems that companies are really understanding the power of marketing, and how well this works alongside sales. Particularly with the growth in online and how key digital has become, there are so many more ways to market businesses than ever before.

Just after the recession, we were seeing a lot of insight roles created as companies wanted to try out different marketing angles. This has now changed, and demand for these types of insight focused positions has decreased.

Although digital is now leading the way, there are still companies that see digital as just a 'phase'. However, it really is marketers that can now set the direction of a business through the power of online marketing. Over the past couple of years we have seen digital salaries reach new heights and roles appear that we once thought would never exist, for example 'Head of Social Media' positions for large consumer organisations. In 2016 however, I can imagine that these digital salaries will begin to stagnate slightly and maybe even decrease. We all know how important digital skills are at the moment, so my advice would be to try and gain experience in as many online specialisms as you can such as SEO, PPC, and social media - this creates more opportunities for your future career.

Content marketing and writing skills are something that we are seeing a lot more demand for at the moment - more and more job specifications ask for candidates to be able to write good content. This again links to the power of online and therefore the importance of content marketing in today's world.

We have noticed that there are some companies who understand the importance of digital marketing, yet are actually starting to do more offline marketing again - for example hosting events and conferences, in order to, as a result, create more marketing opportunity online.

As mentioned before, marketing recruitment is really booming at the moment as marketing departments continue to grow. We have seen entry level salaries improve for recent graduates with university placement experience or a year of work experience, this increase is likely to be an example of employers recognising the value of

what a graduate can really bring to an organisation, and knowing that finding the right graduate with the right personality fit is so important for the future of their marketing team.

We still find when recruiting that many employers are still being unnecessarily specific with regards to someone fitting the exact blueprint of the job description, and not considering anybody who doesn't tick all the boxes. Over the next year at Brand we really want to encourage our clients to see the benefits in being more flexible with regards to industry experience, qualifications etc. It is this flexibility and less traditional way of thinking, as well as trusting us as a recruiter and industry specialist, that will ultimately help an employer to build a stronger marketing department, and hire and retain the best marketers out there. In a time when people are moving jobs more quickly than ever, it is now even more important that employers are hiring the best people, and also therefore retaining the best people for their team – and it is our job to help make sure that this is happening!

I have also noticed an increase in senior candidates getting in touch with us, and 'dipping their toes in' more. Before it would be much rarer that you would see someone at say Marketing Director or Head of Marketing level keeping an eye out for new positions. This shift is likely to be down to the fact that we have come out of the recession and businesses are valuing marketing more, therefore there is less risk in these senior candidates leaving their current positions. As a result of this, I expect that in the next year we will see an increase in the amount of senior roles we are being asked to work on.

All the best for 2016,
Ursula

“ In a time when people are moving jobs more quickly than ever, it is now even more important that employers are **hiring the best people**, and also therefore **retaining the best people** for their team – and it is our job to help make sure that this is happening! ”



Business to Business Marketing Recruitment Review

DOMINIC PHIPPS
Head of B2B Marketing Recruitment
at Brand Recruitment

Dominic heads up our team of four enthusiastic and successful Business to Business recruitment consultants at Brand. Being an experienced and exceptional marketing recruiter, Dominic was nominated for 'Recruitment Consultant of the Year' in both 2014 and 2015 at the prestigious Marketing and Digital Recruitment Awards. Dominic is also an active and passionate member of the B2B marketing community both in Cambridgeshire and further afield.

Overall, the past year has been a great one with regards to B2B marketing and communications recruitment. Within the B2B team at Brand we've experienced a record number of technology and software companies contacting us with new and exciting requirements, which has been fantastic.

We've seen a massive increase in the amount of mid-level roles which shows real growth in the sector. Typically the range of companies getting in touch regarding new marketing, PR and communications roles has shifted a little with many more SMEs requiring new hires, and this trend highlights increasing faith in marketing and its importance to ROI.

The current candidate-led market means it's also much more important for B2B employers to think about how they are coming across during the recruitment process as this will probably be the first taste a candidate will have of their organisation. The process is key to the company's external brand and how it is perceived. Some of our clients do lead the way with this in mind, with swift and decisive processes but most importantly, very candidate-centric experiences. Typically, in B2B recruitment we're not trying to sell a 'sexy' brand or a universally known and loved household name so there needs to be a draw somewhere. Therefore it is even more important that a company comes across well to a candidate during the initial recruitment process, as this will turn in the company's favour when this candidate who

has interviewed at a number of companies is in the fortunate position of choosing between employers.

In our B2B marketing recruitment team we take on average ten to fifteen role briefs from employers each week, and you'll be surprised at how many hiring managers ask for candidates who can transfer technical subject matter into marketable pieces to 'the common customer' or that person who doesn't know a huge amount about the product. This is typical, and it certainly doesn't faze us when recruiting, however there does tend to be occasions when the requirements are too high to be realistic. For example, we've been asked on a number of occasions to look for candidates who have both a marketing degree and an engineering degree which is like asking for two completely different things - creativity and ideas coupled with logic and a black and white approach?!

In our experience, we've found that the companies that have the soaring profits or share prices are the companies who are looking outside of their typical technology industry marketing box for their executive, and even on occasion manager-level positions. Being more flexible with regards to this kind of experience, particularly at marketing executive-level is something that I personally try to get hiring authorities more on board with as it has been my experience over the past year or so that these mid-level candidates with all the right B2B experience are becoming much harder to come by, and can often be the roles that are perhaps the hardest to fill.



Naturally, I am realistic and know that someone who has say worked within FMCG marketing is going to possess a completely different experience in terms of the route to market, but what I'm trying to convey is that now that the market is making a stronger shift towards the direction of the candidate, it will probably mean that our B2B marketing recruitment techniques may also have to make a shift to get more with the times.

Over recent months we have seen, in general, B2B marketing roles becoming less 'techy' as B2B companies try to build upon their brands more. As a result, roles are becoming much more marketing focused as opposed to needing a candidate to have a strong technical or product-led background. This shift in the market has meant we have also seen more opportunities open up for marketers without a technical background, yet who are wanting to make the move into B2B marketing. In the last year the companies that have been much more successful have been the ones who have really embraced the marketing function and have put more emphasis on their brand and external communications.

Within B2B, we're also seeing a lot more digital and e-commerce positions than there were a couple of years ago. This is probably the result of the increase in B2B companies driving forward with more measurable campaign methods, and in some cases, trading in e-commerce. Digital and e-commerce has allowed many B2B organisations to cut out the more traditional

routes to market like using channel partners and distributors. Companies using e-commerce sites to trade offer their client base the ability to order products on more of a needs basis, allowing them to become more reactive to demand.

B2B marketing teams are also increasingly recruiting for content marketing positions, which again links back to B2B companies starting to build brands more, and attempting to deliver products and company descriptions in a more engaging way.

For the rest of 2016 I would expect to see B2B companies continuing to be focusing more on brand development. The companies that will do really well in the next twelve months will be the ones who engage with the audience in a more interactive way, be it through social media or content driven methods.

“ The current candidate-led market means it's also much more important for B2B employers to think about how they are coming across during the recruitment process as this will probably be the first taste a candidate will have of their organisation. ”



Consumer Marketing Recruitment Review

DAVID ATKIN
Head of Consumer Recruitment
at Brand Recruitment

Heading up our Consumer team of four, David sets a benchmark in customer service and successful account management. With over ten years' recruitment experience, David always takes time to understand his clients' businesses and his candidates' needs, and prides himself on leaving no stone unturned in the search to find the perfect candidate and employer match each time.

It has been a strong year for the consumer sector, and the next year for us is going to be all about continuing to build strong relationships with key employers and job-seekers across our regions in order to improve loyalty. This is something that will be vital in order to build on the successes of 2015. Developing these relationships even further enables us to remain current and allows us to increase the depth and relevance of our knowledge in a sector that continues to move and change quickly.

The labour market and economy over the past year has been relatively strong and this looks set to continue in 2016, meaning that the competition for hiring companies to find the best candidates will continue to increase. The candidate market has tightened over the past year as unemployment has fallen, companies have put more emphasis on employee retention and fewer people are actively looking to leave their position for pastures new. Therefore the pressure is on recruiters to think outside the box and to 'make things happen' in order to provide a good service to their customers. Recruiters need to move with the times or they are going to get left behind!

All employers want the best candidates and it comes as no surprise that the best candidates are the hardest to find. Many aren't

actively looking to make a career move so good recruiters need to have the strategy and skills to find and engage with these people before they will even contemplate considering new opportunities. Many candidates aren't applying for jobs online but are always keen to hear about fantastic roles, however, to work with the best candidates, recruiters need to be the best too...

Searching for the perfect candidate for each client has become increasingly difficult over time which reinforces the importance of candidate searching precision and the need for more in-depth candidate searches. LinkedIn, if used properly, has become a key tool by which to network with consumer marketing professionals who may not be proactively searching for a new role at the moment, but could be in the future. We encourage our candidates to contact us via LinkedIn or keep in touch via email so that we can be keeping an eye out for relevant opportunities that may come up that are right for them, and their skillset. We have found that attending events and developing and nurturing "off-line" relationships with key marketers within the sector has proved to be even more effective in opening up access to those harder to find candidates. I think it has been this aspect of our work that contributed to our being awarded Best Regional Agency at the national Marketing and Digital Recruitment Awards in November 2015.



Salaries have remained fairly consistent across the consumer sector in comparison to last year, but I have noticed that organisations have been finding new ways to attract and, most importantly, retain staff meaning that salary isn't always the key motivating factor for candidates that are making career decisions. To remain competitive we are seeing employers become a little more flexible with the salary bands they are offering in order to reduce the risk of losing their first choice candidate. We are really seeing the value in clients offering financial flexibility in this manner so that they are able to secure the marketer of their choice. Continued flexibility is going to be important in the year ahead.

For marketers, FMCG is one of the most sought after industry sectors to work in and also one of the most difficult to break into. Therefore, unsurprisingly, it is also one of the most challenging sectors for recruiters to be successful in due to the lack of available and suitably qualified candidates, as well as the unwavering list of essential requirements that the employer places on each vacancy brief. Quite simply, if the employer can't find the right person for the job, they'll wait as long as it takes as opposed to hiring an individual that they're not 100% sure about. Whilst for candidates, breaking into the FMCG industry is not easy, once you're in, this sector will open up a fantastic career and a multitude of opportunities for the future.

Over the years working in consumer recruitment, we have noticed that the employers that we recruit for really appreciate when they can see on a CV that a candidate is loyal to companies that they have worked for and has shown motivation and passion for progressing further.

In 2016, I expect that competition in the consumer sector will continue to be strong meaning that two-way candidate engagement and relationship building are going to be key success factors.

“ Searching for the perfect candidate for each client has become increasingly difficult over time which reinforces the importance of candidate searching precision and the need for more in-depth candidate searches

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Services/Agency Marketing Recruitment Review

BEN PHILLIPS
Head of Services Recruitment
at Brand Recruitment

Joining Brand in 2012, Ben took to recruitment like a duck to water and quickly established himself as Brand's top biller, before stepping into the role of leading the Services team in 2014. Brand's Services team covers all marketing roles within the not-for-profit, charity, public sector, education and professional services industries, as well as recruiting for agency-side positions.

Over the past twelve months across both services and agency marketing recruitment we have seen a steady increase in the number of opportunities available to our candidates. However we have seen salaries start to stagnate and have seen no real difference in the packages on offer compared to a year ago.

There has been a higher percentage of digital roles that we are recruiting for with more clients looking for online skills and also more specialist PPC, SEO and social media backgrounds. PR roles have been the most difficult to fill for us over the last year, with good agency-side PR candidates being harder to come by, possibly a symptom of the sector's revival following the recession.

I have found when recruiting agency-side this year that agencies will often hinder their chances of hiring the perfect person for their role by sticking too firmly to salary bandings. A candidate will often come along with the right experience for an agency role, say an Account Manager, but employers are not being willing enough to go above their original salary bracket, even for the perfect candidate for the role, and even if there aren't many others out there of the same calibre. This is frustrating for us when recruiting and for the candidate in question because we'll have gone through the whole recruitment process, found the ideal candidate for the job, who naturally when moving from one Account Management role to a similar one at another agency, is going to want some sort of pay increase, particularly if they are moving in a sideways step. However, agencies just don't seem willing to

budge even for the right person, ultimately this means both the candidate and the employer are losing out. In these cases a more positive mindset which appreciates the return on investment that a good marketer can bring would be beneficial – paying someone £35,000 rather than £30,000 doesn't seem such a big issue when that person is going to bring £100,000 worth of extra business to the agency that someone who is perhaps not as experienced or in tune with the needs of the market may have struggled to achieve.

When it comes to third sector marketing positions, the past year has seen, in general, an increase in the perceived value of marketing within third sector organisations. This for the most part, has seen more charity/not-for-profit marketing positions become available this year. Despite there still being a pay gap between positions in the third sector when compared to other industries, in my recruitment team we actually never find it too problematic to fill the roles within the charity sector that we are working on. This is largely because whilst the salaries may be significantly lower in this sector, what a candidate may get in terms of job satisfaction could be priceless. We find the majority of third sector marketers that we work with to be inspired by their jobs, the feeling of making a real difference, the variety of work and often the freedom for creativity.

In the past not-for-profit and charitable organisations could perhaps have been found guilty of 'box-ticking recruitment' in that they would only look for candidates of a similar industry background. However, I have found that charities are now



becoming increasingly more flexible when it comes to the background of a candidate. I find the charities that allow the flexibility in terms of a candidate's background and experience often recruit stronger and more suitable candidates that can bring that commercial element to the role. This shift has seen the third sector become much more commercialised. This has meant that working in the third sector is definitely becoming a lot more respected by 'commercial' organisations as success within it indicates someone can think out of the box. This trend of charities considering more commercial backgrounds certainly opens up some exciting opportunities for marketers looking to move into a more satisfying job and more rewarding sector.

It may not come as a surprise that companies within the professional services sector are, on the whole, still very traditional in their approach to recruitment and selection. When I say this, I mean that they are still largely only looking for marketers with a similar industry background and unlikely to consider people outside of this box. However, it works both ways and we do also find that when speaking to candidates regarding the type of industries they would consider, it's often the bogey sector - marketers are more likely to say 'I'd rather not work in professional services'. This is probably due to the bad reputation this sector receives in terms of its traditional approach, as well as all of the rules and regulations when it comes to marketing these types of products and services. However, over the past year or two, we have noticed an increasingly open mindset within the professional

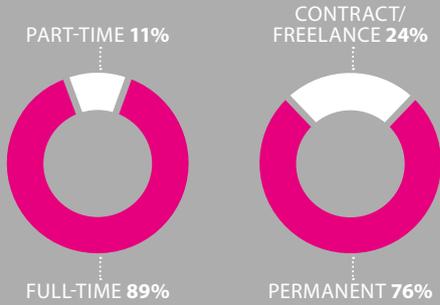
services sector when it comes to their marketing, and many small-to-medium size companies are choosing to bring their marketing in-house. This makes being involved in marketing for such businesses more engaging and varied, and offers more scope for creativity than an arrangement where most of the 'fun stuff', as it is often viewed, is outsourced to an agency.

Overall, it looks as if the coming year will present some interesting challenges and changes in the way we recruit, and in the approaches the agencies and companies we work with should adopt to ensure they attract and retain the best talent. We're particularly looking forward to see how the shifts in the small to mid-sized professional services space and the third sector play out, seeing as our hunch is that these will open up interesting new opportunities for many of our candidates.

“ I find the charities that allow the flexibility in terms of a candidate's background and experience often recruit stronger and more suitable candidates that can bring that commercial element to the role.

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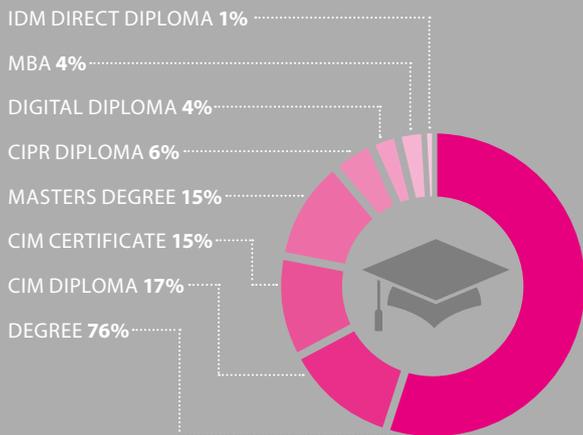
How are you currently employed?



Are you happy in your current role?



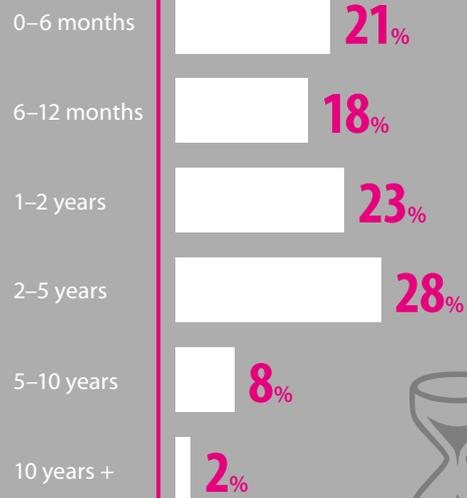
What qualifications do you have?



Are you considering a career move within the next 12 months?



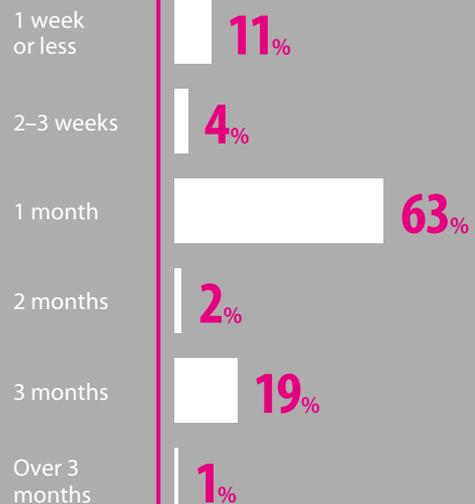
How long have you been in your current role?



Do you feel satisfied with your current salary?



What is your notice period?



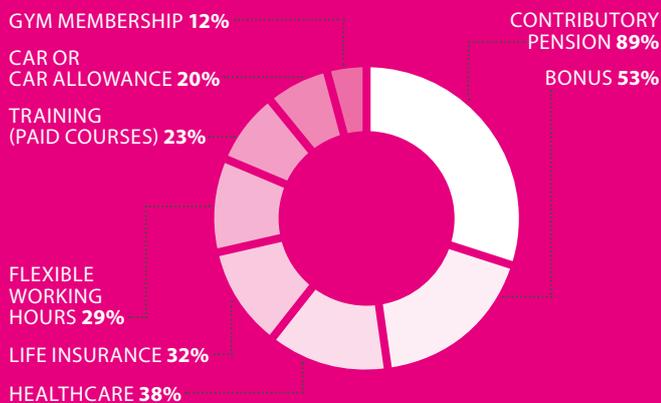
Do you feel your organisation values the marketing/PR function?



What is your main reason for wanting to leave your current role?



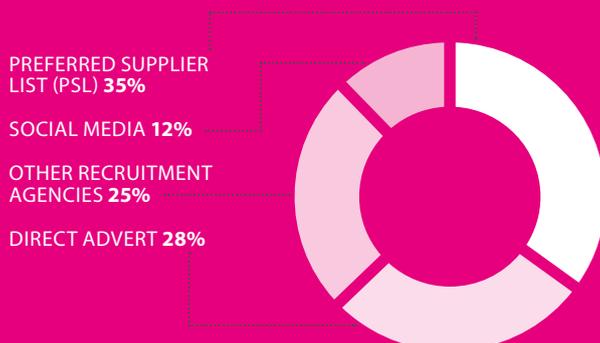
Which of the following benefits do you receive in your current role?



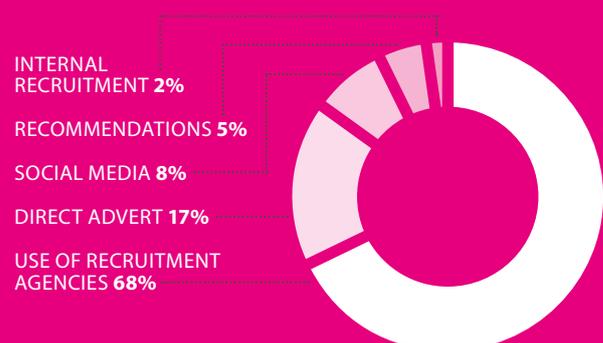
Please rank the benefits in order of how important they are (or would be) to you:



How do employers begin sourcing candidates at the start of the recruitment process



How do the chosen candidates end up being hired



Salary Survey

MARKETING	2016	2015	Salary Change
Marketing Assistant	£21,000	£19,667	6.78%
Marketing Executive	£27,500	£26,083	5.43%
Senior Marketing Executive	£32,000	N/A	N/A
Marketing Manager	£44,000	£43,250	1.73%
Senior Marketing Manager	£57,500	£55,000	4.55%
Head of Marketing	£68,750	£68,333	0.61%
Marketing Director	£98,000	N/A	N/A
Trade Marketing Executive	£27,000	N/A	N/A
Trade Marketing Manager	£41,000	£40,000	2.50%
CRM/Direct Marketing Executive	£31,000	£29,833	3.91%
CRM/Direct Marketing Manager	£45,000	£40,833	10.20%
Insight Manager	£45,000	£43,333	3.85%
Channel/Partner Manager	£45,000	£48,000	-6.25%

PR	2016	2015	Salary Change
PR Executive	£23,000	£27,000	-14.81%
PR Manager	£39,000	£39,667	-1.68%
Head of PR	£55,000	£53,750	2.33%
Communications Executive	£28,000	£27,883	0.42%
Communications Manager	£42,000	£39,667	5.88%
Internal Communications Manager	£43,000	£40,000	7.50%
Head of Communications	£58,000	N/A	N/A

DIGITAL	2016	2015	Salary Change
Digital Marketing Assistant	£21,500	N/A	N/A
Digital Marketing Executive	£26,000	£22,667	14.70%
Digital Marketing Manager	£40,000	£44,167	-9.43%
Head of Digital	£70,000	N/A	N/A
Social Media Manager	£35,000	£32,500	7.69%
SEO Executive	£28,000	£27,750	0.90%
SEO Manager	£35,000	N/A	N/A
PPC Executive	£28,000	£28,417	-1.47%
PPC Manager	£32,000	N/A	N/A
E-commerce Executive	£27,500	N/A	N/A
E-commerce Manager	£45,000	N/A	N/A

CONTENT/COPY	2016	2015	Salary Change
Copywriter	£26,000	N/A	N/A
Content Executive	£28,000	N/A	N/A
Content Manager	£34,000	£28,400	19.72%

BRAND/CATEGORY	2016	2015	Salary Change
Assistant Brand Manager	£27,250	£29,500	-7.63%
Brand Manager	£44,700	£42,000	6.43%
Senior Brand Manager	£54,000	£53,750	0.47%
Head of Brand	£70,000	N/A	N/A
Category Executive	£24,000	N/A	N/A
Category Manager	£45,000	£45,000	0.00%

PRODUCT	2016	2015	Salary Change
Assistant Product Manager	£29,000	£31,125	-6.83%
Product Manager	£40,000	£44,250	-9.60%
Head of Product	£55,000	N/A	N/A

EVENTS	2016	2015	Salary Change
Events Coordinator	£24,000	N/A	N/A
Events Manager	£34,000	N/A	N/A

AGENCY	2016	2015	Salary Change
Account Executive	£21,550	£22,375	-3.69%
Senior Account Executive	£25,500	N/A	N/A
Account Manager	£33,000	£33,000	0.00%
Senior Account Manager	£38,000	£38,000	0.00%
Account Director	£50,556	£46,600	8.49%
Client Services Director	£55,000	N/A	N/A
Digital Account Executive	£25,500	£25,500	0.00%
Digital Account Manager	£35,000	£36,600	-4.37%
Digital Account Director	£47,500	£47,600	-0.21%
PR Account Executive	£25,000	£24,875	0.50%
PR Account Manager	£34,000	£32,750	3.82%
PR Account Director	£47,500	£43,625	8.88%

Sector vs Role

CONSUMER	Marketing Manager	Marketing Executive	Product Manager	Brand Manager	Digital Marketing Manager	Category Manager
FMCG/Retail	£54,000	£26,500	£45,000	£42,000	£44,500	£45,000
Leisure	£40,000	£27,000	£45,000	£40,500	£45,550	

B2B	Marketing Manager	Marketing Executive	Product Manager	Brand Manager	Digital Marketing Manager	Channel/Partner Marketing Manager
Technology	£45,000	£28,750	£50,000	£46,500	£46,500	£46,000
Manufacturing	£40,500	£27,450	£45,000	£41,000	£47,000	£45,000
Medical/Pharma	£54,750	£29,500	£50,000	£52,950	£48,000	£45,000

SERVICES	Marketing Manager	Marketing Executive	Product Manager	Brand Manager	Digital Marketing Manager
Not-for-profit/Charity	£38,250	£27,000	N/A	N/A	£40,000
Professional/Financial Services	£40,500	£26,000	£40,000	£38,800	£40,000
Publishing/Media	£40,950	£25,400	£42,600	£41,000	£41,250
Education/Public Sector	£40,000	£24,000	N/A	N/A	£40,000



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