



Marketing Recruitment
Review & Salary Survey
2019/2020

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Introduction

With most marketing salaries increasing this year, and UK unemployment rate in general at its lowest since 1975, the job market has remained strong and the marketing recruitment industry has stayed buoyant throughout the last 12 months.

Amid the UK's prolonged political and economic uncertainty, there has been a degree of caution and hesitancy from various employers when it comes to making hiring decisions this year. However, we have seen that an increasing number of businesses now appreciate the crucial need for a talented marketing department that can provide ROI and help the business to thrive, whatever the external environment throws at them. Reflecting this general attitude, we have placed a record-breaking number of marketers into new positions this year, which was a fantastic achievement for us.

“An increasing number of businesses now appreciate the crucial need for a talented marketing department that can provide ROI.”

Adding to our success in the past year, we've been able to even further increase our involvement and contribution to the marketing community throughout the Central and Eastern Region. Our partnerships with local learning and networking groups, such as Cambridgeshire's *Optimisey SEO Meetups* and *The Marketing Meetups* (which now take place monthly throughout the country) have continued to be a key driver in building and maintaining our community relationships and presence. In addition, our associations with the well-respected *CIPR East Anglia* and the prestigious *Chartered Institute of Marketing* have flourished this year. These close affiliations with the industry are intrinsically important in our mission to be a true recruitment partner, immersing ourselves in the marketing industry.

Our Marketing Recruitment Review & Salary Survey 2019/2020 has been created using our survey findings from hundreds of UK marketing professionals and hiring managers, our own recruitment data from the past twelve months, as well as sector specific market insight from our senior marketing recruitment experts. Thank you to all the hiring managers, candidates and other industry professionals who we have had the pleasure of working with this year.

We hope this report provides interesting, detailed and up-to-date insight for those working in the marketing, PR and creative industry, as well as those responsible for recruiting this talent for their organisations.

All the best,

The Brand Recruitment Team

Marketing Recruitment Overview

Economic/Political Environment

For UK businesses in general, the past couple of years have been a period of weakening confidence in the UK's economy and ongoing ambiguity. According to a recent *REC* survey, employer confidence in our country's economy fell to the lowest level since records began in the final quarter of 2018, and this outlook could continue for some time. For the same quarter, the *REC* also found that employer confidence in making hiring and investment decisions in their organisations had also reached its lowest in recorded history.

Despite this, our Marketing Recruitment Survey results found that the number of employees in 65% of marketing departments have increased over the past twelve months – a figure which reflects our busy year. On top of this, 45% of hiring managers are expecting their marketing departments to grow further in the coming year.

We found that 68% of marketing professionals had experienced no effect on their job role or department caused by Brexit. Of those that had experienced some negative consequences, a common theme seemed to be fears surrounding redundancies, increasing costs, recruitment and pay rise freezes, as well as concerns for employees who are EU nationals. On the other hand, almost all our employer respondents (95%) revealed that their company hiring policies had not been affected by the vote to leave or the impending Brexit.

Regardless of what happens in the external environment, effective, responsive and innovative marketing will always play a huge part in enabling businesses, both large and small, to succeed and achieve business goals. Particularly today, as digital methods and technology help to better measure and prove ROI, marketers can really justify to the business the need for marketing and what it can achieve.

Job Satisfaction

Many employers may be pleased to know that the large majority (67%) of marketing professionals revealed that they feel happy or extremely happy in their current job roles. However, just over half of marketers have admitted to considering new job opportunities in the next twelve months, with the common reasons for this being lack of progression/career advancement, seeking a new challenge, remuneration and work/life balance.

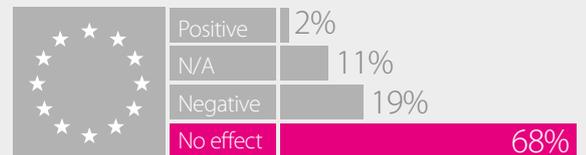
How has the number of employees in your marketing department changed over the past 12 months?



Are you expecting your marketing department to grow over the next 12 months?



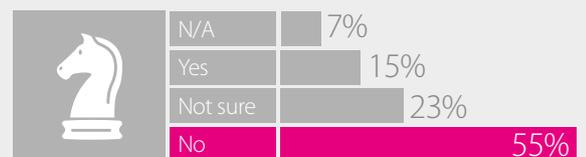
What effect has Brexit had on your role or department?



Has the vote to leave the EU & the impending Brexit had any impact on your company's hiring policy?



Does your company's current marketing plan include a post-Brexit strategy?



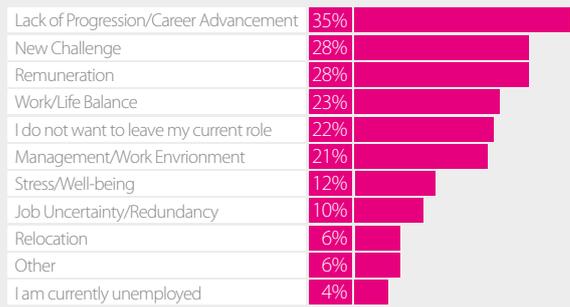
How happy are you in your current role?



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



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

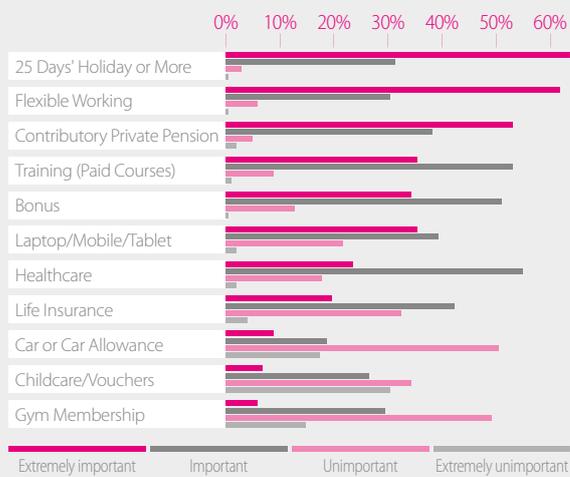


With this information in mind, any employers that are concerned about staff turnover may want to consider whether there are any changes or improvements they could make internally to help with the retention of their marketing talent.

Benefits Packages

We've observed that a key way some of the best employers are winning over new hires, as well as retaining their current employees, is through well-thought out benefits packages. Our survey results showed that benefits which contribute to an improved work/life balance are of particularly high importance to marketing professionals, with receiving 25 days' holiday or more being considered the most important benefit, followed closely by flexible working options.

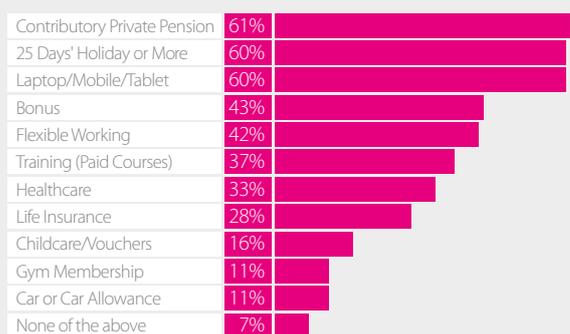
Please rank the benefits in order of how important they are (or would be) to you:



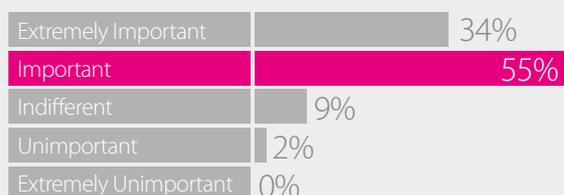
Financial benefits, such as contributory pensions and bonuses, were also considered to be of great importance to marketers. Opportunities for career development and progression, for example company paid training courses and qualifications, were also high on most marketers' lists of important benefits.

Bearing in mind the value most marketers evidently place on the likes of flexible working, bonuses and training courses, it is interesting to note that less than half of respondents currently receive these benefits in their roles. This is something which could be worth taking into consideration for any employers that are planning to focus their efforts on engaging and retaining their workforce this coming year. When we asked employers as part of our Marketing Recruitment Survey what they thought about the value of flexible working in their companies, 89% felt that it was either important or extremely important to offer flexible working options to employees.

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



How important do you feel offering flexible working is for your company?



The large majority of marketing professionals revealed that they feel happy or extremely happy in their current job roles.

Just under a third of marketers currently work from home at least one day a week. This figure has grown by 8% since last year, which is an increase we had predicted to see given the growing trend for flexible working options. The top reasons given for working from home included 'avoiding travel time/commute' and 'improved productivity'. Often, given the creative nature of many marketing positions, working remotely allows professionals the opportunity to work with less distractions leading to higher efficiency for creative tasks such as content creation and designing or coming up with campaign ideas. With much of our network of marketers being based in the Home Counties, busy cities such as Cambridge, and other areas outside of London; the desire to achieve a better work/life balance by avoiding travel time/commuting is a frequently common role requirement we hear from candidates registering with us on daily basis.

Skills/Qualifications

A shared characteristic of successful marketers is the desire and willingness to improve or develop their skills and knowledge to advance in their careers. As part of our Marketing Salary Survey we wanted to find out the main ways marketers plan on doing this over the coming year. Our results found that 'online reading (such as industry news and blogs)' is the most common method marketers are planning on using to further develop their skills/careers in 2019. This was then followed by 'attending networking/learning events' and 'attending day/short courses or online courses'.

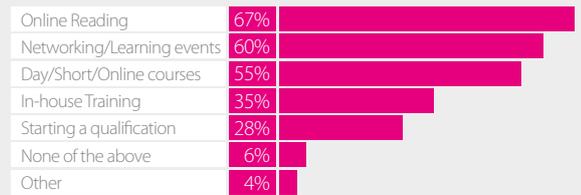
Do you work from home at least one day a week?



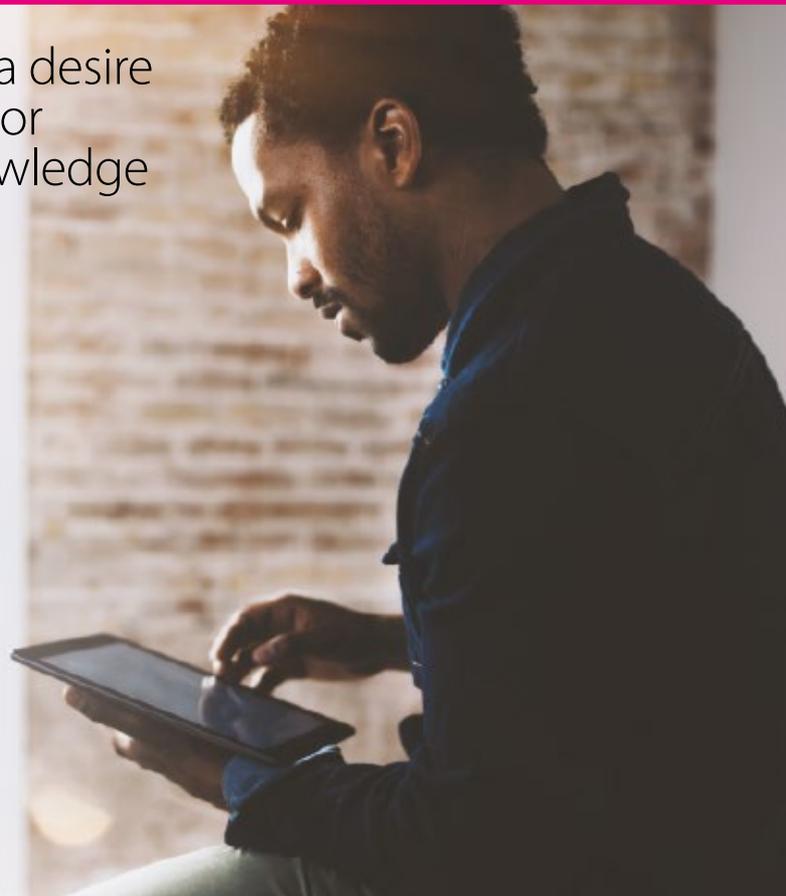
What is your reason(s) for working from home?



How do you plan to develop your skills/career over the next year?



Successful marketers share a desire and willingness to improve or develop their skills and knowledge to advance in their careers.



What qualifications do you have?

Degree	69%
CIM Diploma in Professional Marketing	16%
Masters Degree	14%
None of the mentioned	11%
Other	10%
CIM Certificate in Professional Marketing	9%
CIM Foundation Certificate in Marketing	4%
CIPR Professional PR Diploma	1%
CIPR Professional PR Certificate	1%
DMI Professional Diploma	1%
DMI Postgraduate Diploma	1%
IDM Postgraduate Diploma	1%
IDM Professional Diploma	1%
IDM Professional Certificate	1%
MBA	1%

Over recent years, we've seen how positive attending events can be for marketing professionals; whether you're an entry-level professional, standalone marketer, marketing leader or a freelance consultant. On top of learning from any interesting talks or speakers at exhibitions, conferences and meetups; events like this give professionals the opportunity to speak with others of varying levels, backgrounds and specialisms who can help them with challenges they're facing in their roles, or even help them to find job opportunities through their new-found connections.

Brand partners with events such as *The Marketing Meetup*, which are excellent examples of meeting places for marketing professionals who are passionate about what they do and are keen to learn something new. We cannot recommend enough that marketers make a conscious effort this year to brush-up on their knowledge and connections through attending these networking opportunities – there are so many out there, and you never know what you might learn, who you might meet or what it might lead to.

Is your Degree in a marketing related discipline?



'Attending day/short courses or online courses' and 'starting a qualification' were both other popular ways that marketers plan to develop their skills and careers. When it comes to considering which qualifications or courses might be the most beneficial, we've found that after a Degree, the Chartered Institute of Marketing's Diploma in Professional Marketing was the second most popular qualification marketing professionals had. Interestingly, of those marketers with Degrees, just over 50% had a Degree in a marketing related discipline. The CIM Foundation Certificate and CIM Certificate in Professional Marketing also came up as common qualifications amongst respondents.

Please rank the following in order of how important they are to you when looking at a potential hire:



As part of our Marketing Recruitment Survey, we asked hiring managers about the factors they consider most when looking at potential candidates. The results revealed that 'experience/skillset' was the most important consideration for hiring managers, closely followed by a candidate's 'personality fit'.

Despite most marketing job descriptions citing a marketing degree or qualification as desirable requirements, 'qualifications' were actually viewed as the second least important factor to employers. Within marketing, often it is a candidate's experience or skillset combined with personality or culture fit with a business that lead to the most successful hires. Qualifications are then viewed as a 'bonus' or a key differentiator between two similar candidates. For example, if one candidate has a relevant marketing qualification that they have completed alongside their full-time job, it can indicate to hiring managers and recruiters that they show dedication and passion for their chosen career path, thus making them more attractive in an employer's eyes.

Which qualifications do you look for most?

Any Degree	48%
Marketing Degree	44%
CIM Diploma in Professional Marketing	42%
CIM Certificate in Professional Marketing	37%
CIM Foundation Certificate in Marketing	37%
Qualifications not looked at during selection	11%
CIPR Professional PR Diploma	8%
CIPR Professional PR Certificate	6%
Masters Degree	6%
Other	5%
IDM Professional Certificate	4%
IDM Professional Diploma	4%
DMI Professional Diploma	4%
MBA	3%
IDM Postgraduate Diploma	3%
DMI Postgraduate Diploma	1%

We've seen how positive attending networking events can be for marketing professionals; whether you're an entry-level professional, standalone marketer, marketing leader or a freelance consultant.



Why is it that more females haven't seen equal opportunities for both genders than males? Is there enough being done internally at companies to eradicate this feeling of inequality?

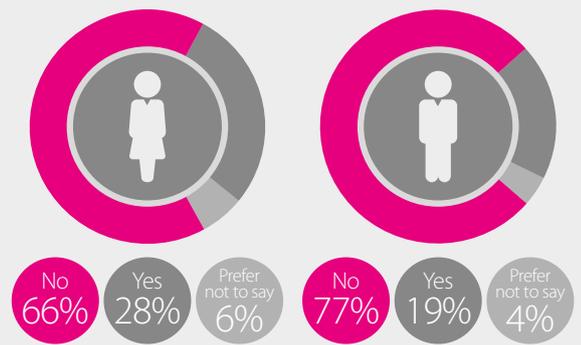
Discrimination/Equality

A prominent issue in most industries today is the subject of equality, diversity and inclusion. We wanted to touch on this subject as part of our Marketing Salary Survey, and asked our respondents whether they had ever experienced discrimination in the workplace. Our findings revealed that a quarter of all marketers had experienced discrimination at work. Of those participants, we found that a larger percentage of females (28%) had experienced unjust treatment than males (19%).

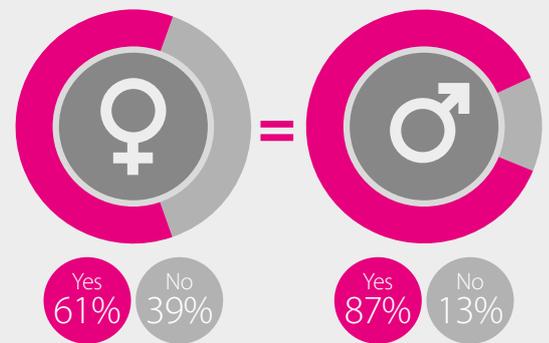
When it came to whether respondents felt there is equal opportunity for both men and women in the companies they've worked for, there appeared to be quite a clear difference with 39% of females answering 'no', compared to just 13% of male participants. Overall, the percentage of men and women who have felt like there are equal opportunities in the companies they have worked for has decreased by 4% since last year. This is an interesting statistic that shouldn't be ignored by employers; why is it that more females haven't seen equal opportunities for both genders than males? Is there enough being done internally at companies to eradicate this feeling of inequality?

Following on from this, our survey insights revealed that there did appear to be a noticeable gap in the level of a position versus the gender of our respondents. We found that 32% of male respondents were in positions Senior Manager level and above such as Head of, Director and CMO positions, compared to 20% of female participants. However, at the mid-management level we see more females in Manager and Assistant Manager positions than males.

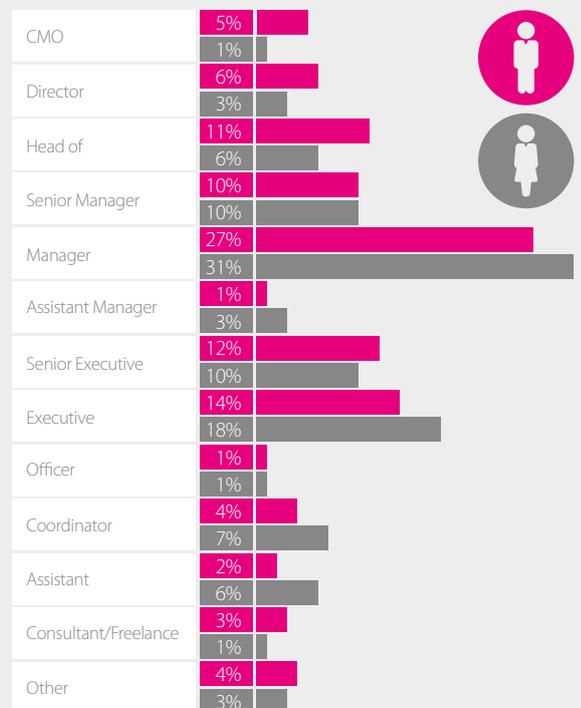
Have you ever experienced discrimination at work?



Do you feel there are equal opportunities for both men & women in the companies you have worked for?



Gender Vs Role



B2B Overview

Dominic Phipps

Head of B2B Marketing Recruitment

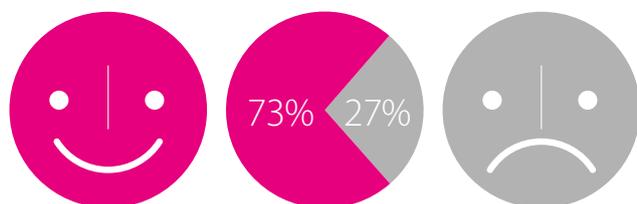
Throughout 2018/2019 we experienced a lot more recruitment at the mid-level than we've seen in previous years. Less senior-level hires seemed to be made during 2018 due to growing uncertainty in the run up to March 2019. However, over the course of the last few months the amount of senior appointments we have seen has started to increase, particularly in B2B marketing. A lack of economic and business confidence had meant less 'big hires' were being made, but now many companies have realised that they can't keep holding out for further clarity in fear that they may fall behind their competitors.

The Life Sciences and Pharmaceuticals industries never seem to slow down, and because of the global reach of Pharma and Life Science research and products, the industry is fairly insulated against economic shifts meaning recruitment remains steady. Thus, over the last twelve months, we've seen the most marketing recruitment activity in the Life Sciences and Pharmaceuticals industries, alongside our clients in the Software and Fintech industries.

Companies are valuing a good relationship between employer and agency much more now than they did a few years ago.

How happy are you in your current role?

B2B



Employers really need to move fast when they meet someone they like as the good candidates that are active in the market won't be around for long.

Software marketing is still going through a 'boom period', just as it has been for the last couple of years. The nature of the service driven products in this industry means that customers need to hear about and be made aware of these products and the problems they can solve. Typically, software packages are bespoke, meaning that the real benefits associated with these products must be prominent in the messaging. Therefore, the importance of marketing these products effectively is crucial.

Without doubt the most in-demand skills this year have been digital marketing skillsets. One of the great things about digital marketing is that it is measurable. This ability to measure and track digital activity, as well as demonstrate ROI, is a vital part of successful marketing strategies.

Within B2B marketing, content and copywriting skills are also in high demand. B2B marketing is becoming much more emotive, and more products are being sold based on the company offering a tailored solution. Subsequently, company copy and content must be of a high-calibre to resonate with the readership and, as such, talented copywriters and content creators are being well sought after.

We've found that Product Marketing Managers with software marketing backgrounds have been particularly tough to source recently. This is because experienced software marketing candidates are extremely high in demand, and can be quite hard to tempt away from their current roles. As such, software marketing salaries continue to be on the up, and typically, due to the intangible nature of their products and having less overhead costs, these businesses can place themselves at the forefront of company culture with stand-out office environments and perks. All of which make the decision for an experienced software marketer to move on much tougher.



Without doubt the most in-demand skills this year have been digital marketing skillsets. The ability to measure and track digital activity, as well as demonstrate ROI, is a vital part of successful marketing strategies.



My advice to candidates:

For 2019, I would advise candidates to have a think about what it is you want from your job search, and think about which areas of your development are particularly important to you before you start going forwards with recruitment processes. If working with a recruitment agency, try to get to know them as this will allow them to tailor the search at their end accordingly. The better we know you, the better we can represent you and find you what you're looking for! I would say try to gain as much digital and measurable skills as you can this year, this will make you valuable as part of your team, as well as look attractive on your own CV.

My advice to employers:

I've said it before and I'll say it again, if you see a candidate you really like, move fast! You must expect candidates to have more than one role they're pursuing at any given time. Remember that your business is being interviewed by the candidate, just as much as you are interviewing them.

In B2B marketing recruitment at Brand, many of the challenges we've faced have been down to clients not moving quickly enough to secure good candidates and waiting to compare them to others rather than pushing forward when they like someone. The market today is still candidate-led and there are less marketing candidates on the lookout for new roles currently. Therefore, employers really do need to move fast when they meet someone they like as the good candidates that are active in the market won't be around for long.

We've found that companies are valuing a good relationship between employer and agency much more now than they perhaps did a few years ago, which is rewarding for us. The way the current candidate market is highlights the inadequacies of many other agencies that do not specialise in marketing, whereas genuine specialist agencies, like us, can add value to a business as a preferred recruitment partner, rather than just being an agency which 'submits CVs'.

In the next 12 months I will expect to see a surge in marketing recruitment (and recruitment in general) as soon as the Brexit direction is decided, much like what happened in 2016 after the EU referendum outcome was announced. I also predict to see employers investing more in training to keep employees engaged and thinking about how their teams can build on their current skills...Are there any skills gaps? How can you fill them?

B2B Salaries 2019/2020

	Marketing Assistant	Marketing Executive	Marketing Manager	Digital Marketing Manager
Average	£22,000	£26,500	£42,000	£45,000
Technology	£20,000 - £23,000	£23,000 - £28,000	£37,000 - £45,000	£40,000 - £50,000
Manufacturing/Construction	£18,000 - £22,000	£22,000 - £28,000	£35,000 - £45,000	£40,000 - £50,000
Medical/Pharma	£20,000 - £24,000	£25,000 - £32,000	£40,000 - £45,000	£40,000 - £50,000
Software	£19,000 - £23,000	£23,000 - £30,000	£37,000 - £45,000	£40,000 - £50,000

Consumer Overview

Sarah Rhodes

Head of Consumer Marketing Recruitment

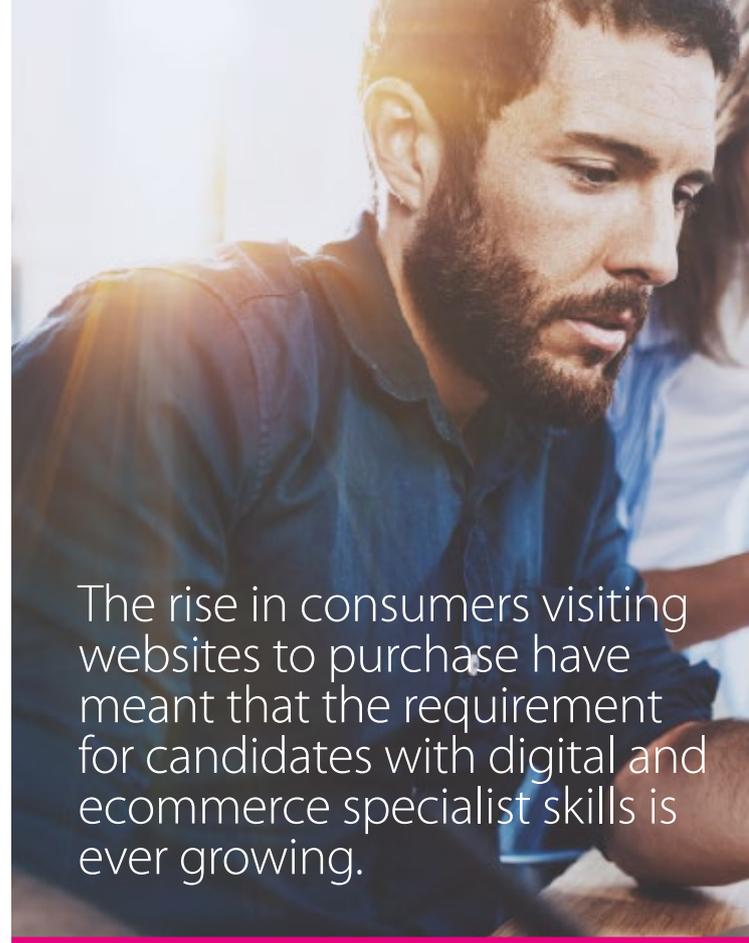
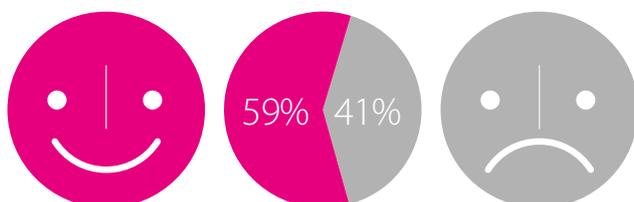
Retail and consumer goods industries have boomed recently in the marketing space, and have been expanding their marketing teams the most out of all the B2C sectors we work with. Brand or product placement and the art of persuasion are more important than ever as consumers are getting more choice for the same products. As such, marketing departments are growing to ensure their brands are at the top of their game.

Many of the roles that we've recruited for recently have been ecommerce positions; this really coincides with the way consumer shopping behaviour has been going recently with so many more of us edging towards online shopping, and away from the traditional high street. By 2040, it is thought that 95% of all purchases will be facilitated by ecommerce (*Nasdaq*). These ecommerce and digital marketing candidates have been the most in-demand within consumer marketing this year. With 1 in every 5 pounds spent with UK retailers now being online (*ONS*), the rise in consumers visiting websites to purchase rather than physical stores have meant that the requirement for candidates with digital/ecommerce specialist skills is ever growing.

In our experience, Leisure and Automotive businesses have been hiring the least over the last twelve months. In these sectors there have been very few newly created roles coming through, and the roles that we have seen have tended to be re-fill vacancies when employees decide to move on elsewhere. With Brexit coming into play and currently weighing on everyone's minds, the Automotive and Leisure sectors are perhaps some of the most affected by the more cautious approach to consumer spending, particularly with their products being larger and more luxurious purchases which tend to take a hit at times like this.

How happy are you in your current role?

Consumer

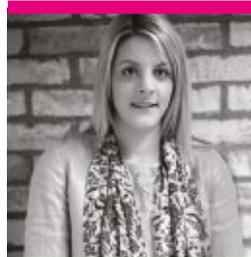


The rise in consumers visiting websites to purchase have meant that the requirement for candidates with digital and ecommerce specialist skills is ever growing.

In the Consumer Marketing Recruitment Team, we've been the busiest at the Senior Marketing Executive and Junior Manager levels. The main reason for this is that many employers are looking to hire at a more 'mid-level' to ensure that the candidates that are joining know the basic requirements but still have some room to grow within the business over time. Therefore, making them less 'risky' hires, and in theory, easier to retain for a longer period.

One challenge for us over the last year has been that candidates today are being much more aggressively retained by their current employers, whether this is through attractive salaries or extensive benefits packages. The aggressive retention of candidates through boosting salaries can cause a bit of a problem, and have a knock-on effect for future hiring managers, who are expected to match these attractive salaries or lose out on talent, this then creates a vicious circle which keeps going round and round.

Most likely due to the better retention of marketing talent, another challenge that the market has faced is a general lack of candidates actively looking. Of those that are seeking new opportunities, these candidates will often have several different interviews going on at any one time - gone are the days where a candidate has just one role that they're determinedly going after! There is a lot more choice in the job market right now, and as such many candidates are spreading themselves quite thinly in their job search. For hiring managers this can cause a problem, for example if they must follow a formal process of a set number of interviews or if the potential hire must meet certain team members who aren't available for a while, they will run the risk of that candidate being offered something elsewhere. Employers really do need to strike while the iron's hot and must start to be more flexible with their interview processes.



My advice to candidates:

For the coming year, I would recommend that anyone looking for a new role ensures that they are being realistic in what it is that they're looking for. Yes, salaries are on the rise and skillsets are being more specialist in certain areas, but don't sell yourself short by looking for just any role. There's a lot going on in the market right now, and all for the positive, so it is about ensuring that you're picking opportunities that play to your true strengths.

My advice to employers:

I would advise employers to really be sure about when is the right time for them to recruit and what exactly it is that they are looking for. As an employer you must be sure that now is the right time for the business to recruit and equally that you are able to dedicate the time to find the right person and book in interviews when necessary rather than leaving it weeks between first and second interview stages. You could seriously be limiting your options in the market place as candidates are moving so quickly and have so much choice at the moment.

Currently, I'm finding that many consumer clients are looking to partner with specialist agencies, like ourselves, for specialist job roles. We've found that many hiring managers are partnering with Brand on an exclusive or retained basis to ensure they find the required candidate, rather than wasting time and energy going out to multiple agencies. What this means is that our approach can be extremely tailored, and the client will be able to give us a lot more time for a full brief and feedback to ensure that only the right candidates with the right skillsets are met. This way of working is extremely positive for all parties involved, and is personally my favourite way of working as I can build and maintain much stronger relationships.

As we move into a more flexible working culture, hiring managers need to be aware that candidates today aren't purely driven by bigger basic packages or a car allowance. More and more marketers now seek flexibility around working from home, flexible hours, or even a couple of days out a year to do charity events or volunteering. It is possible to secure someone fantastic by offering them something which appeals to their desire for a better work/life balance through more freedom and flexibility, even if your budget doesn't allow for increasing the salary offering.

The market is currently very buoyant and there's no sign of it slowing, so it's an exciting time to be looking for a new marketing role or to be hiring. The future of marketing is limitless, and I believe candidates will continue to have choice, but as employers are able to offer more flexibility there may be a shift for hiring managers to take back a bit more control of the process rather than being candidate-led.

Consumer Salaries 2019/2020

	Marketing Assistant	Marketing Executive	Marketing Manager	Digital Marketing Manager
Average	£22,000	£26,500	£42,000	£45,000
FMCG/Retail	£23,000 - £25,000	£28,000 - £30,000	£50,000 - £54,000	£50,000 - £55,000
Leisure	£22,000 - £25,000	£25,000 - £28,000	£45,000 - £48,000	£45,000 - £48,000
Automotive	£23,000 - £25,000	£23,000 - £25,000	£45,000 - £48,000	£45,000 - £50,000

Services Overview

Ben Phillips

Head of Services Marketing Recruitment

The Services Marketing Recruitment Team at Brand has been continuously busy over the last twelve months, with our plethora of clients across the agency-side, third sector, professional/financial services, publishing and education industries all recruiting steadily throughout the year.

We've been recruiting a great deal for our Charity and Not-for-Profit clients recently. It has appeared that these third sector organisations are now becoming much more aware of the importance a strong marketing team plays in building awareness and helping an organisation to grow. With 75% of charities citing raising awareness of their cause as the top reason to use digital marketing, but 96% saying that they're not utilising digital to its full potential (*Salesforce.org*); building an effective digital marketing strategy will likely be high on many charities' agendas for the coming year. As such, we'll expect to continue to see many not-for-profit and charity marketing jobs coming through over the coming months, likely with a digital or strategic focus.

The Professional and Financial Services industries tend to be highly competitive markets, with many players in the field. We're now finding that these types of businesses are increasingly recognising the necessity for effective marketing and good branding to differentiate their brands to win, engage and retain customers. As a result, we have been recruiting for several firms in these industries over the last year in their efforts to boost their brands, and we don't expect this to slow down anytime soon.

We've also been particularly busy recruiting a range of positions from Assistant/Executive level to Head of Marketing roles for our clients in the Education sector. Marketers in the education industry are facing new challenges and opportunities in an increasingly digital era, and schools and universities are seeing the need to keep up with the always-on social media world, and increasingly demanding target audiences, through hiring skilled and experienced marketing departments. Within the education sector, we often find that there is a lack of experienced education marketers actively looking in the market. This is most likely down to the fact that there seems to be much more longevity in the amount of time education marketing professionals stay in their roles compared to other industries. This reflects well on these institutions, showing that they are great places to work.

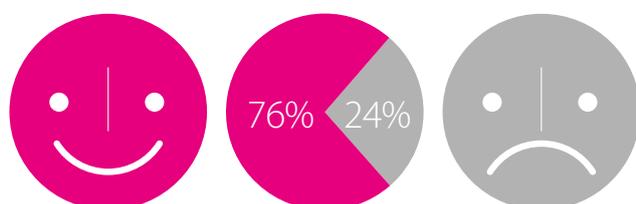
Over the past 12 months we have experienced the most recruitment at the Junior/Executive level. As marketing teams expand, departments start to bring in candidates with more specialisms into their teams such as Social Media, SEO, PPC and Web – and these hires tend to be made at Junior/Executive level at first. Our Marketing Recruitment Survey results show that this trend is likely to continue with 42% of Services clients indicating that they will be expecting to do the most marketing recruitment at the Executive level over the next year.

Nearly all marketing roles now have a digital element, therefore the candidates with broader online and offline skillsets are in-demand, and will continue to be so.

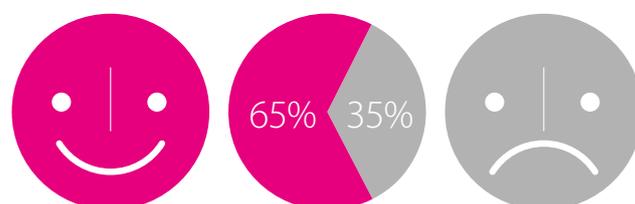


How happy are you in your current role?

Services



Agency



With Senior level vacancies such as Director/Head of positions, there doesn't seem to have been the same level of growth. This may be down to the economic uncertainty we're currently experiencing which has meant candidates and companies are staying put for now at this level.

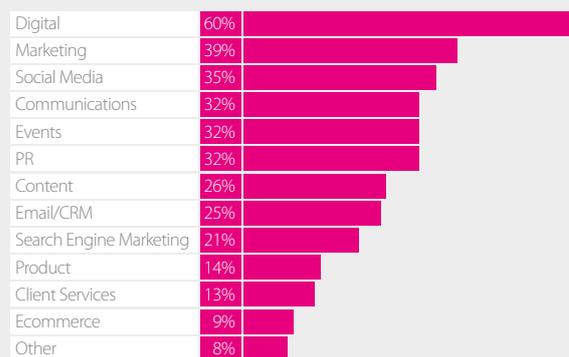
With digital being an integral part of most marketing strategies today, candidates with digital skills continue to be highly sought-after. Our Marketing Recruitment Survey found that in 2019 hiring managers expect to make the most investment in digital in general, as well as more specific digital specialisms such as email/CRM, social media and search engine marketing. Nearly all marketing roles now have a digital element, therefore the candidates with broader online and offline skillsets are in-demand, and will continue to be so.

In the Services Marketing Recruitment Team, we've experienced some lengthy, fragmented and unclear recruitment processes from some of our clients of late, which, in the current candidate-led market, has proved quite challenging. The top marketing talent is highly coveted, and these candidates will more than likely be interviewing at several different companies at any one time. If employers aren't reacting to this and moving quickly when they meet someone they like, they'll be at risk of losing out when the candidate chooses to go elsewhere.

Agency-side marketing recruitment has continued to be steady for us over the last year, and I have noticed that the most successful hires have been made when agencies we're working with make us an exclusive recruitment partner. This approach allows us to really immerse ourselves in the agency's culture and gives us time to fully understand the job description and the type of candidate that would best suit the agency in question. Experienced agency candidates continue to be less active in the market, often because agency-life has many great benefits and they lead the way in being employer brands of choice. When agency candidates do tend to be looking for new roles, they will often be wanting to move client-side for a change of career direction, rather than joining another agency.

Throughout the rest of 2019 and moving into 2020 I look forward to maintaining and establishing new relationships with businesses across the region. One of the most satisfying things for us to see is hiring managers coming back to us time and time again! Equally I'm looking forward to finding the right match for those hard-to-fill vacancies, as this is another great feeling for those of us in recruitment!

In which areas do you expect your marketing department to see the most investment in 2019?



My advice to candidates:

Be flexible in your approach to job searches. I have on many occasions contacted a candidate about a role they may not have previously considered, but after a detailed discussion with us the job ends up surprising them by being exactly what they didn't know they were looking for!

My advice to employers:

I would advise employers to have a clear cut, structured recruitment process and timeframe laid out to ensure a smooth process when filling vacancies, and to ensure they don't miss out on the ideal candidate because they haven't been quick enough.

Services Salaries 2019/2020

	Marketing Assistant	Marketing Executive	Marketing Manager	Digital Marketing Manager
Average	£22,000	£26,500	£42,000	£45,000
Not For Profit/Charity	£18,000 - £22,000	£24,000 - £28,000	£36,000 - £40,000	£38,000 - £40,000
Professional/Financial Services	£22,000 - £24,000	£25,000 - £30,000	£42,000 - £48,000	£45,000 - £50,000
Publishing/Media	£20,000 - £22,000	£24,000 - £26,000	£38,000 - £42,000	£38,000 - £42,000
Education/Public Sector	£21,000 - £23,000	£23,000 - £26,000	£38,000 - £42,000	£37,000 - £43,000

Agency Salaries 2019/2020

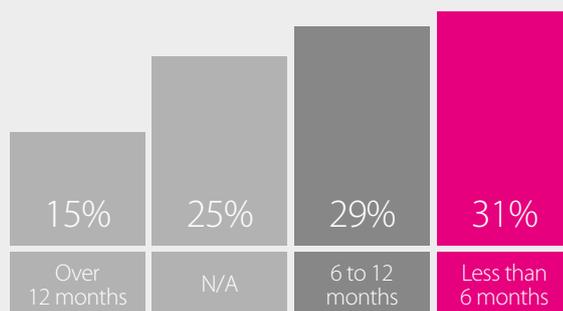
	Account Executive	Account Manager	Account Director
Marketing	£22,000	£32,000	£50,000
PR	£24,000	£32,000	£50,000
Digital	£26,000	£35,000	£50,000

Salary Survey 2019/2020

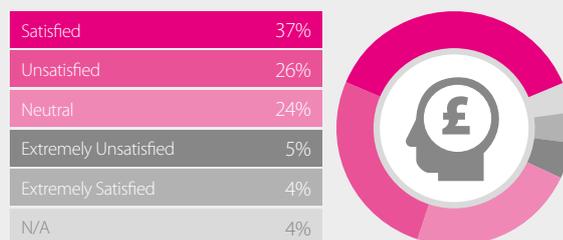
According to the Office of National Statistics, average weekly earnings for workers in Britain were estimated to have increased by 3.4% (1.5% after adjusting for inflation) compared with the same period the year before (December 2018 - February 2019). For marketing positions, we have seen an average salary change of +1.44% based on our Marketing Salary Survey 2019 findings. We found that the largest average salary increases of over 7% were for Channel/Partner Managers, SEO Executives and Internal Communications Managers.

Remuneration was revealed as the joint-second most popular motivator to make marketers look for new jobs over the next year, alongside seeking a new challenge, making it clear that financial reward is something that is important to marketers today. Our results revealed that the majority (41%) of marketing professionals are either satisfied or extremely satisfied with their current salaries. We also found that 52% would feel comfortable asking their employer for a pay rise, a figure which has increased gradually over the past few years. This growth is perhaps a result of marketers today feeling more at ease with discussing their pay, something which the increasing measurability in marketing can help to justify and do. In addition, professionals are aware of the growing number of job opportunities in the market, which can give them more confidence to ask for what they want, knowing that there are other options available to them.

■ When was your last pay review?



■ How satisfied are you with your current salary?



■ Would you feel comfortable asking your employer for a pay rise?



■ How has your salary changed over the last 12 months?



MARKETING	2018	2019	Salary Change
Marketing Assistant	£22,000	£22,000	0.00%
Marketing Executive	£25,000	£26,500	6.00%
Senior Marketing Executive	£31,000	£31,000	0.00%
Marketing Manager	£40,000	£42,000	5.00%
Senior Marketing Manager	£50,000	£52,000	4.00%
Head of Marketing	£65,000	£66,000	1.54%
Marketing Director	£80,000	£82,000	2.50%
Trade Marketing Executive	£28,000	£29,000	3.57%
Trade Marketing Manager	£41,500	£40,000	-3.61%
CRM/Direct Marketing Executive	£30,000	£29,000	-3.33%
CRM/Direct Marketing Manager	£40,500	£42,000	3.70%
Insight Manager	£43,000	£42,000	-2.33%
Channel/Partner Manager	£46,000	£49,500	7.61%
Campaign Manager		£39,000	
Head of Campaigns		£65,000	

PR	2018	2019	Salary Change
PR Executive	£25,500	£27,000	5.88%
PR Manager	£38,000	£40,000	5.26%
Head of PR	£50,000	£52,500	5.00%
Communications Executive	£27,500	£28,000	1.82%
Communications Manager	£44,500	£44,000	-1.12%
Internal Communications Manager	£42,000	£45,000	7.14%
Head of Communications	£62,500	£63,000	0.80%

DIGITAL	2018	2019	Salary Change
Digital Marketing Assistant	£21,000	£22,000	4.76%
Digital Marketing Executive	£29,000	£30,000	3.45%
Digital Marketing Manager	£45,000	£45,000	0.00%
Digital Acquisition Manager		£55,000	
Head of Digital	£69,000	£70,000	1.45%
Social Media Manager	£40,000	£40,000	0.00%
Influencer Marketing Manager		£40,000	
SEO Executive	£28,000	£30,000	7.14%
SEO Manager	£40,000	£40,500	1.25%
PPC Executive	£28,000	£28,000	0.00%
PPC Manager	£38,000	£39,000	2.63%
Ecommerce Executive	£28,000	£28,000	0.00%
Ecommerce Manager	£42,000	£44,000	4.76%

CONTENT/COPY	2018	2019	Salary Change
Copywriter	£30,000	£29,500	-1.67%
Content Executive	£28,000	£28,000	0.00%
Content Manager	£35,000	£36,000	2.86%

BRAND/CATEGORY	2018	2019	Salary Change
Assistant Brand Manager	£30,000	£30,000	0.00%
Brand Manager	£45,000	£44,000	-2.22%
Senior Brand Manager	£60,000	£58,000	-3.33%
Head of Brand	£67,000	£65,000	-2.99%
Category Executive	£26,000	£27,000	3.85%
Category Manager	£50,000	£52,500	5.00%

PRODUCT	2018	2019	Salary Change
Assistant Product Manager	£30,500	£32,500	6.56%
Product Manager	£50,000	£49,000	-2.00%
Head of Product	£58,000	£60,000	3.45%

EVENTS	2018	2019	Salary Change
Events Coordinator	£26,000	£26,000	0.00%
Events Manager	£37,000	£36,000	-2.70%

AGENCY	2018	2019	Salary Change
Account Executive	£22,000	£22,000	0.00%
Senior Account Executive	£27,000	£28,000	3.70%
Account Manager	£33,000	£32,000	-3.03%
Senior Account Manager	£37,000	£36,500	-1.35%
Account Director	£50,000	£50,000	0.00%
Client Services Director	£55,000	£52,000	-5.45%
Digital Account Executive	£25,000	£26,000	4.00%
Digital Account Manager	£34,500	£35,000	1.45%
Digital Account Director	£52,000	£50,000	-3.85%
PR Account Executive	£23,000	£24,000	4.35%
PR Account Manager	£32,500	£32,000	-1.54%
PR Account Director	£49,000	£50,000	2.04%

CREATIVE	2018	2019	Salary Change
Junior Graphic Designer		£21,000	
Graphic Designer		£28,000	
Senior Graphic Designer		£34,000	
Digital Designer		£29,000	
Artworker		£23,000	
Head of Creative		£60,000	
Videographer		£24,000	
Illustrator		£24,000	

Average Salary Increase: 1.44%

Could you benefit from salary benchmarking for your marketing team?

We offer free, no obligation, professional salary benchmarking services.

For over thirteen years we've advised UK businesses of all shapes, sizes and industries on salaries for their marketing teams.

We can help you to:

- Save money when hiring
- Retain valuable employees
- Increase safeguarding against headhunting
- Gain peace of mind
- Ensure efficient salary budgeting
- Support pay review meetings

Contact us for more information on **01223 242423** or info@brandrecruitment.co.uk and detail you're interested in salary benchmarking.





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