

Marketing Salary Survey

Ultimate Marketing is the specialist Marketing & PR arm of Ultimate Recruitment, based out of our London office at Ludgate Circus. We are delighted to bring our first Marketing Salary Survey to your attention. We have collated the latest figures for the range of positions we cover, up to the end of the last financial year, 5th April 2008.

The data and trend analysis has been gathered together from our experience in working on vacancies over the past 18 months, from feedback from all candidates and clients spoken to, from job adverts in press and online over 2008 so far and from our colleagues who work in Marketing Recruitment.

Trend Analysis

Quality marketing professionals remain at a premium as demand for them persists in exceeding supply; hence salaries have continued to increase over the last financial year, despite the general downturn in the economy originally thought likely to threaten marketing.

Salary increases are not the only method by which employers are focussing on attracting the cream of the candidate crop, with dramatic improvements in benefits occurring over the past 18 months. An increased number of marketing roles now receive bonus payments (an average of 8% across all roles & sectors) and an increase in flexible benefits and working hours has been noticeable as companies' battle to offer the best work-life balance.

One comment that has come back to us time and again from candidates is that their perception of a potential employer is largely determined through the recruitment process, rather than pre-conceived ideas from company branding. Slow speed of response in giving feedback (and the lack of feedback itself), and length of time between interview stages being the foremost factors in candidate dissatisfaction, and has led to offers being rejected. Not forgetting the long term effects on that candidate as a consumer, of course.

The candidate shortage has also led to more companies relaxing their policies on 'same sector' marketing experience and considering good candidates with transferrable skills. This has been a trend in all sectors, but increasingly so in the traditionally entrenched Financial Services sector, where the skills from FMCG and retail environments are more and more highly rated.

Candidates

➤ Digital

Across all sectors we have seen the sustained growth in the prevalence of online and, more specifically, digital marketing roles. We have seen this not just at the large National and Multinationals, but also with smaller companies looking to develop their presence through their increased access to more affordable online technology.

The greater accountability and ROI opportunities for online activity, as well as ever increasing public access, has led to this being the largest area for growth in marketing departments, and leading to the highest demand for marketers being those with digital experience.

This trend towards technology has also bore witness to the blurring of the lines between some areas of IT and Marketing roles, and seen online skills highly sought after in marketers.

➤ Agency / Client Side

The historically difficult switch between agency and client side marketing roles has shown steady signs of abating. Agencies struggling to find the quality of available agency experienced candidates have shown an ever increasing consideration to well rounded client side marketers at all levels.

Vice-versa, client side roles are increasingly being taken up by ex-agency candidates as their experience in cutting edge methods, particularly Digital, as mentioned above, and Experiential are key as in-house marketing departments expand. In addition candidates are increasingly appreciated for their start-to-finish campaign management experience, and the perceived harder work ethic of agency staff.

If you would like to discuss your recruitment requirements within the Marketing field please speak to your existing consultant, or call Paul Henly on 020 7822 0266. Alternatively email: paul.henly@ultimate-resourcing.com

Salary Survey

<u>Role</u>	<u>Typical</u>	<u>Range</u>
Marketing Director	£ 90,000	£ 70,000 - £ 150,000
Marketing Manager	£ 45,000	£ 35,000 - £ 70,000
Marketing Executive	£ 28,000	£ 25,000 - £ 44,000
Marketing Assistant	£ 22,000	£ 18,000 - £ 26,000
Direct Marketing Manager	£ 45,000	£ 40,000 - £ 52,000
Direct Marketing Executive	£ 30,000	£ 25,000 - £ 38,000
Online Marketing Manager	£ 45,000	£ 40,000 - £ 65,000
Online Marketing Executive	£ 32,000	£ 25,000 - £ 45,000
Digital Marketing Manager	£ 50,000	£ 40,000 - £ 60,000
Communications Manager	£ 45,000	£ 35,000 - £ 65,000
Brand Manager	£ 45,000	£ 35,000 - £ 55,000
Product Manager	£ 50,000	£ 45,000 - £ 70,000
PR Director	£ 65,000	£ 60,000 - £ 90,000
PR Manager	£ 35,000	£ 30,000 - £ 45,000
PR Executive	£ 28,000	£ 25,000 - £ 36,000
Events Manager	£ 35,000	£ 30,000 - £ 50,000
Events Co-ordinator	£ 21,000	£ 16,000 - £ 24,000
Agency Director	£ 120,000	£ 100,000 - £ 180,000
Client Services Director	£ 75,000	£ 70,000 - £ 90,000
Account Director	£ 50,000	£ 45,000 - £ 65,000
Account Manager	£ 35,000	£ 28,000 - £ 40,000
Account Executive	£ 25,000	£ 18,000 - £ 27,000

Figures based across all industry sectors, and exclusive of any bonus or benefits packages. Values are heavily weighted towards London roles.