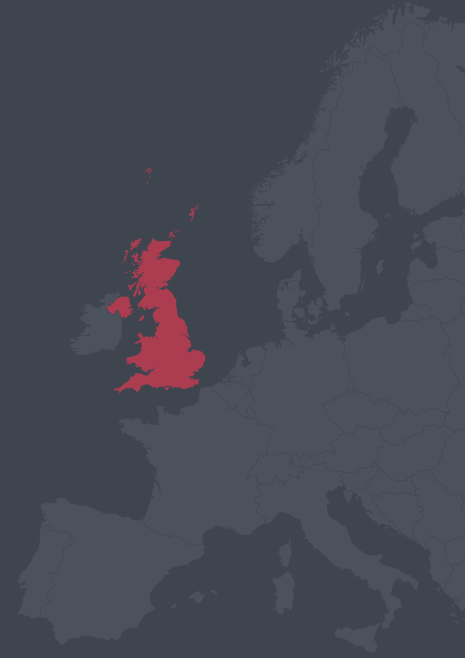


UK Consumer Sector Salary Survey 2016

# What are you worth?





# Introduction

Welcome to Nigel Wright Group's UK Consumer Sector Salary Survey 2016, which is specifically designed to provide you with an insight into the salaries commanded by professionals within this sector. Nigel Wright Group has earned a strong reputation within the consumer sector across Europe for providing a high quality recruitment service that is built upon our industry knowledge. We consider it important to continue to bring you relevant, useful information that you can use, in an accessible format.

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This survey has been compiled from the responses of over 1,000 respondents who completed our online questionnaire in the final quarter of 2015 as well as data from our own extensive database of candidates.

The survey represents a cross-section of respondents with the following profile:

- Consumer sub-sector: Food & Drink, Health & Beauty, Consumer Electronics, DIY, Fashion and Apparel, Household Products, Luxury Goods, OTC pharmaceuticals, Leisure & Entertainment, Media and publishing, Retail and E-commerce and Travel;
- Male 69%, female 31%;
- Average age 44;
- 97% of respondents work in full-time employment;
- 76% of respondents are educated to degree level or above;
- 30% have been in their current position less than one year; 45% for between one and three years, 15% for between three and five years and 9% for more than five years.

The first three parts of the survey focus on some general points of interest, such as levels of satisfaction, respondents' motivation to change jobs as well as attitudes towards skill shortages and the qualities needed to succeed in the industry. This is followed by discipline-specific analyses of salaries.

**For further information or to discuss your recruitment requirements please contact us on 0191 222 0770 and you will be directed to a consultant specialising in your area. For more information on our services please visit [www.nigelwright.com](http://www.nigelwright.com).**



# Contents

<b>1.</b>	<b>Non-monetary indicators</b>	<b>06</b>
1.1	Job satisfaction by job level	06
1.2	Job satisfaction by discipline	07
1.3	Factors influencing a change of roles	08
1.4	Methods used to search for a new role	09
<b>2.</b>	<b>Salaries, benefits and bonuses</b>	<b>10</b>
2.1	Average percentage of salary increase received and expected by level	11
2.2	Average percentage of salary increase received and expected by discipline	12
2.3	Importance of benefits as part of a remuneration package	13
2.4	Importance of benefits as part of a remuneration package by gender	14
2.5	Benefits and bonus entitlement	15
2.6	Bonus rates received and expected	16
<b>3.</b>	<b>Skills and attitudes</b>	<b>17</b>
3.1	Skill shortages	18
3.2	Qualities needed to be successful	19
<b>4.</b>	<b>Analysis of salaries in relation to discipline</b>	<b>20</b>
4.1	Executive	21
4.2	Marketing	22
4.3	Sales	23
4.4	Operations	24
4.5	Supply Chain and Procurement	25
<b>5.</b>	<b>Contact information</b>	<b>26</b>



# Respondents' Profile



**69%**

MALE



**31%**

FEMALE

Average age: **44**



**76%**

Are educated to  
degree level or above



**97%**

Work in full time  
employment

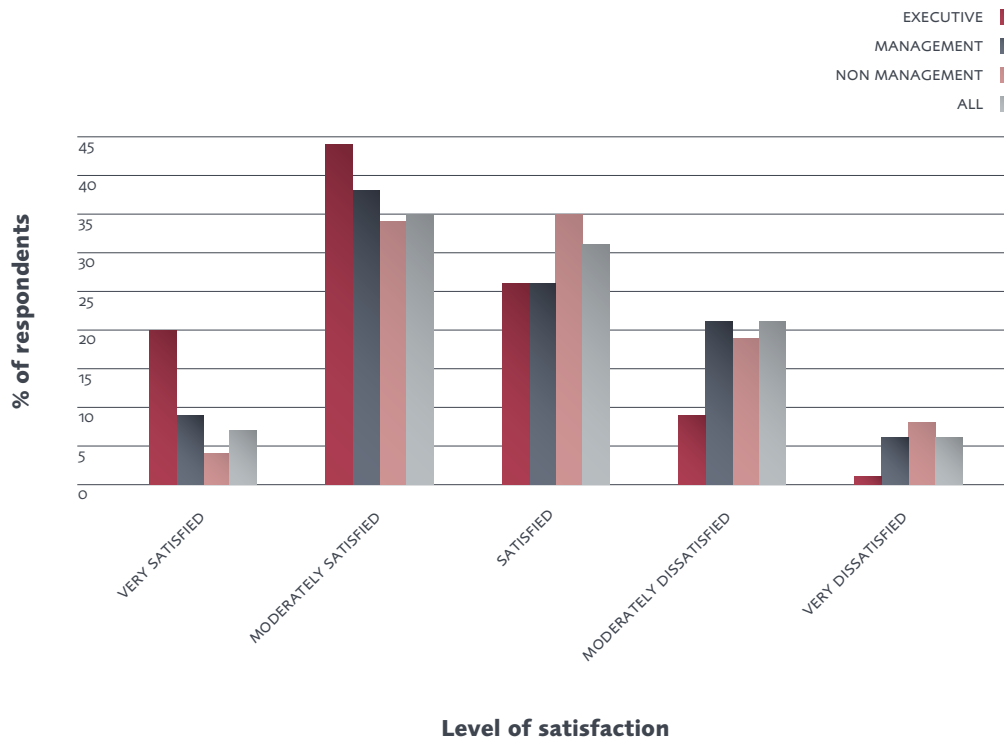


# 1. Non-monetary indicators

## 1.1 Job satisfaction by job level

Respondents were asked to rate their level of job satisfaction on the following five-point scale:

- 1 = very dissatisfied
- 2 = moderately dissatisfied
- 3 = satisfied
- 4 = moderately satisfied
- 5 = very satisfied



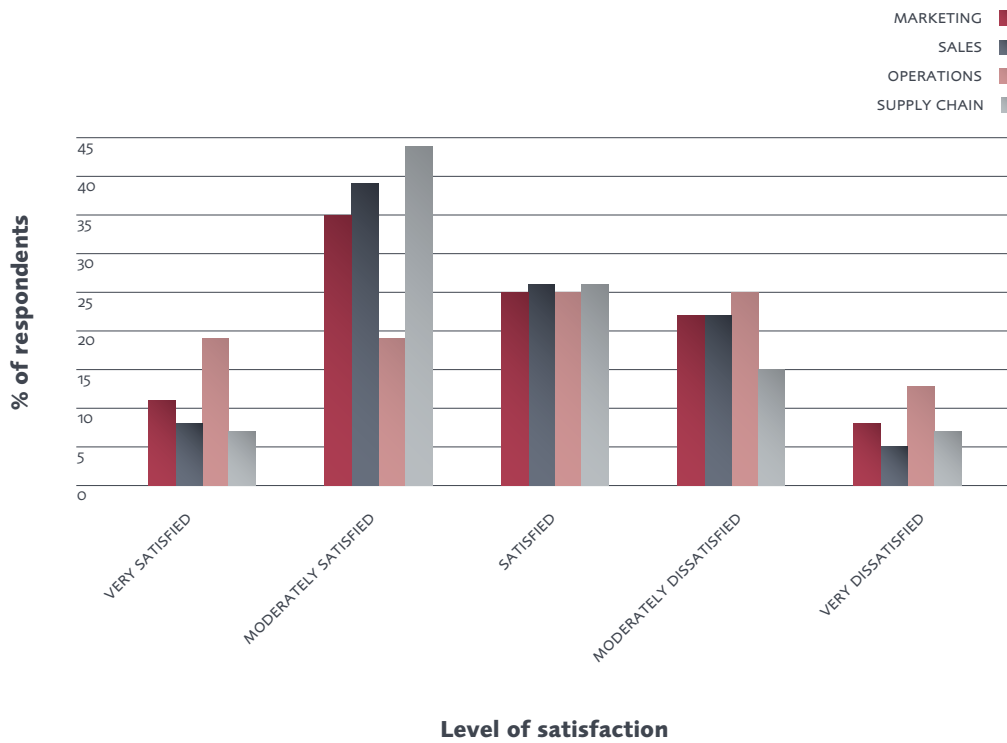
The results show a fairly satisfied workforce in the UK consumer sector. Although there are variations between the strength of respondents' satisfaction, over 70% of respondents at each level of their organisations rated themselves as being between satisfied and very satisfied. This is encouraging for HR professionals and managers alike. The challenge, then, is to find out why the others are dissatisfied and what can be done to change this, whilst ensuring that the satisfaction level of the rest of the workforce is maintained.



## 1.2 Job satisfaction by discipline

Respondents were asked to rate their level of job satisfaction on the following five-point scale:

- 1 = very dissatisfied
- 2 = moderately dissatisfied
- 3 = satisfied
- 4 = moderately satisfied
- 5 = very satisfied

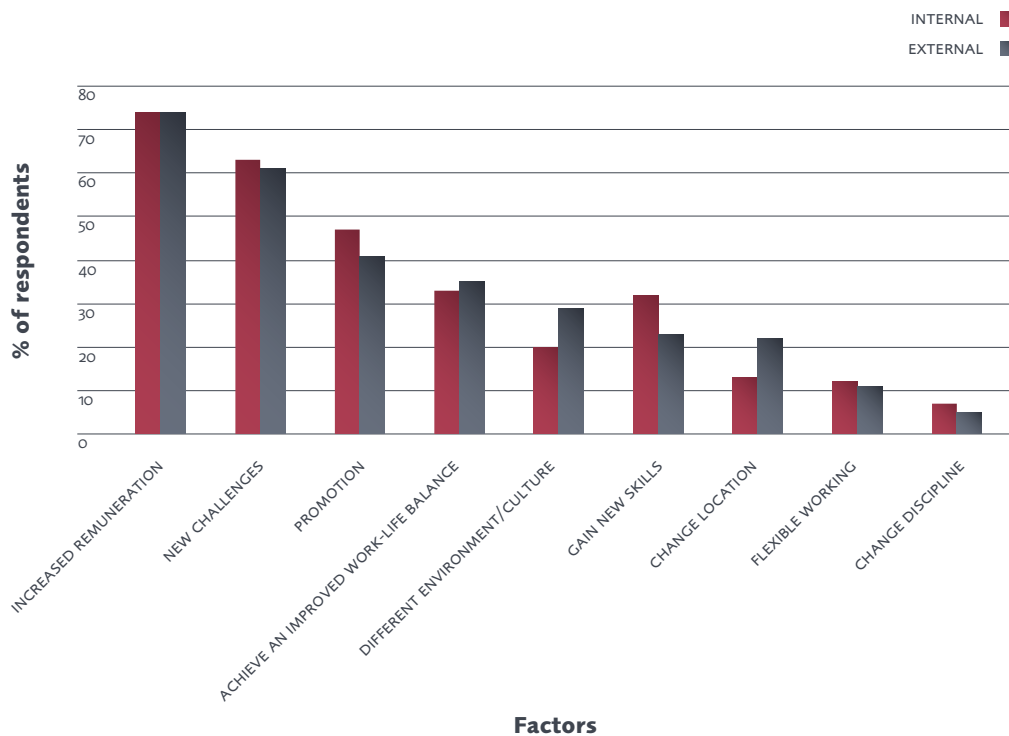


Those working in supply chain roles generally are happier in their jobs, than sales or marketing personnel. Respondents working in operational roles were the most dissatisfied.



## 1.3 Changing jobs

Factors influencing a change of roles internally or externally to another organisation.

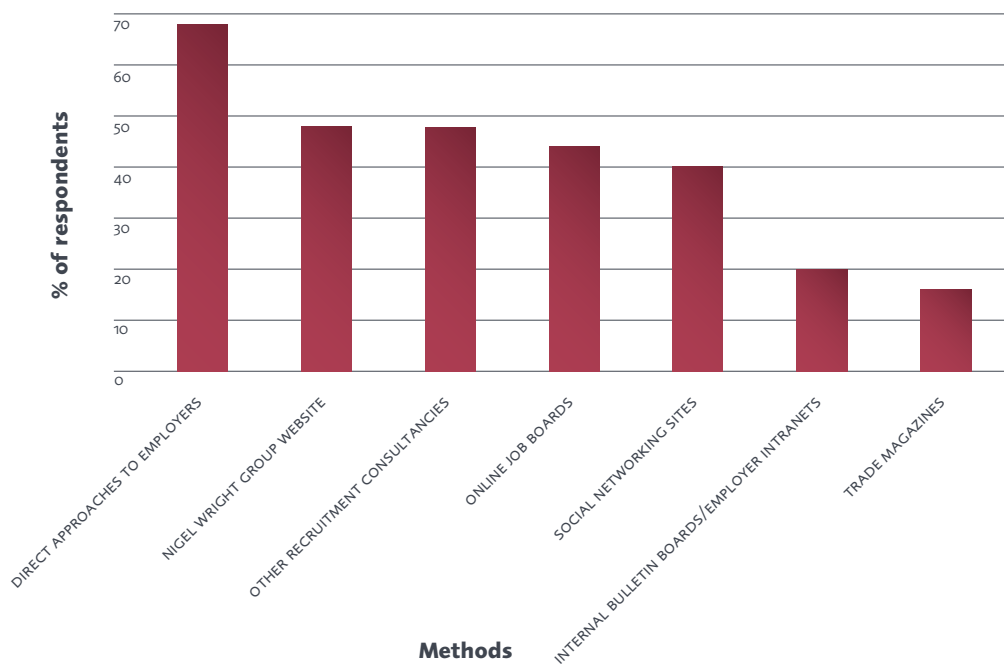


Respondents were asked to select the top three factors that would motivate them to change jobs, both within their current company (internally) and to another organisation (externally). In the consumer sector, money is the most important factor, but the opportunity to experience new challenges and gain promotion are also persuasive factors for employees considering their next move. Achieving an improved work-life balance is also an increasingly important factor for job seekers today.





## 1.4 Methods used to search for a new role



Respondents were asked to select all methods that they would utilise when looking for a new role. As the respondents surveyed were mainly people already known to Nigel Wright Recruitment, it is no surprise that within the top three methods were our website and using a recruitment consultancy.



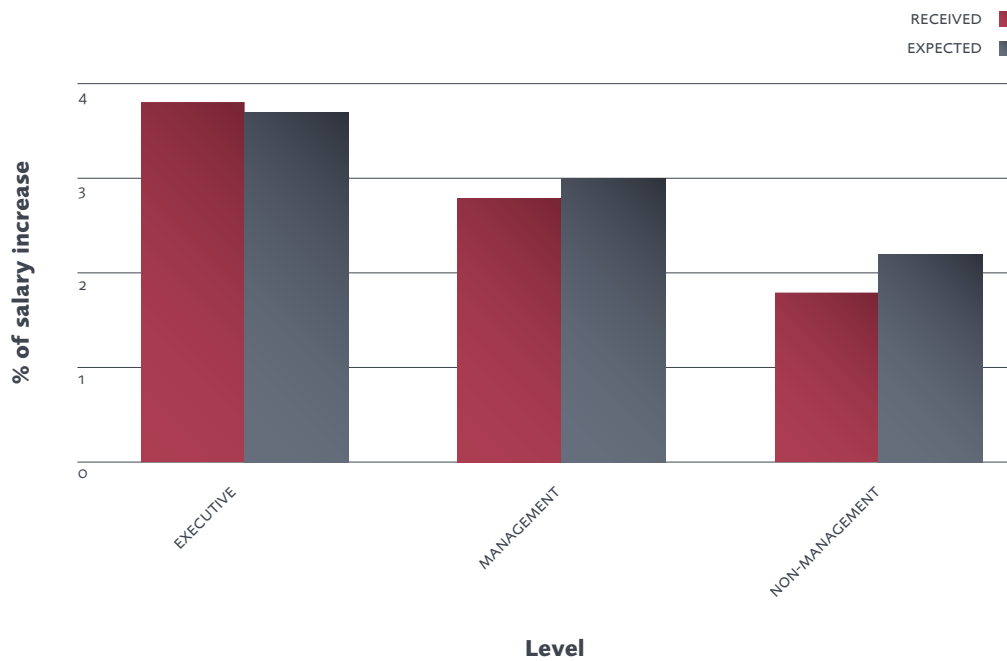
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# Salary, benefits and bonuses

This section presents information from respondents from all disciplines and levels of the UK consumer sector on their salaries, benefits, and bonuses.



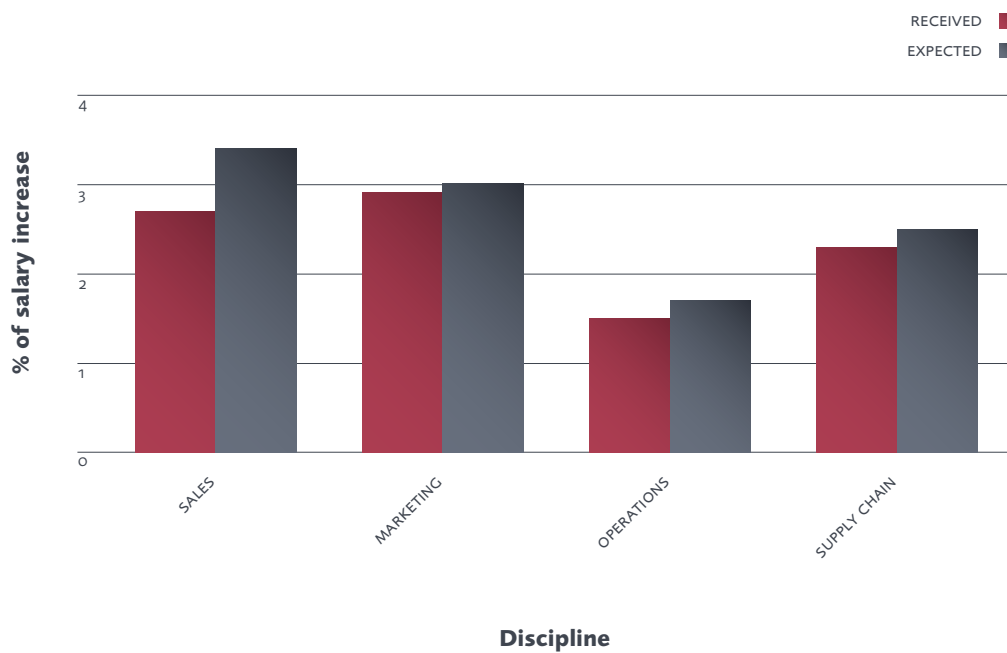
## 2.1 Average percentage of salary increase received and expected by level



As part of their last salary review respondents received, on average, a 3.1% increase. Executives received a higher rate of increase than management, who in turn received a higher increase than non-management.



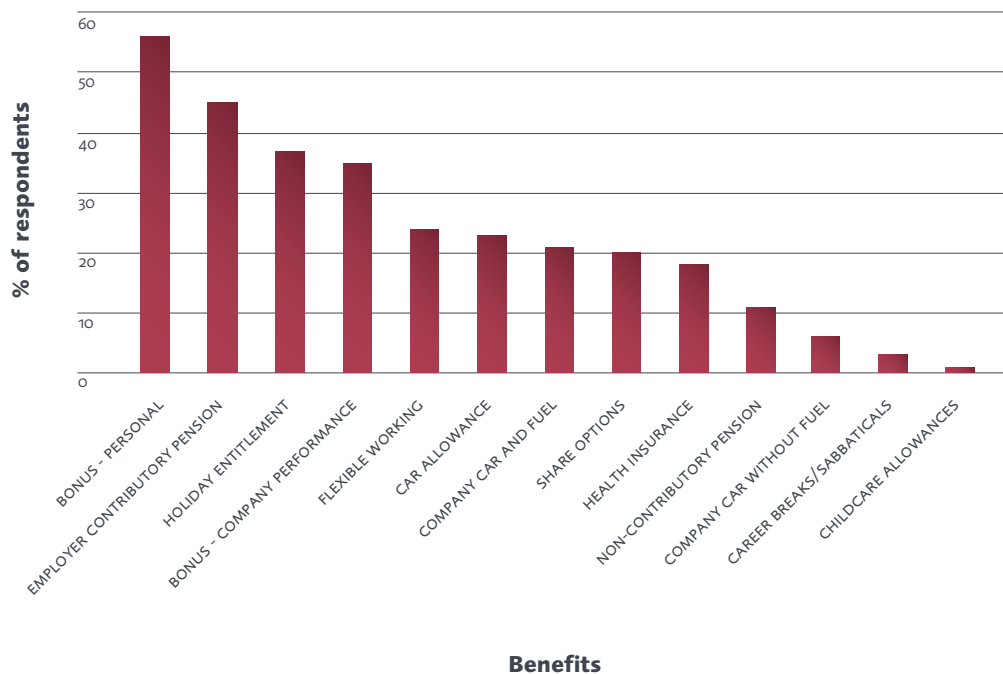
## 2.2 Average percentage of salary increase received and expected by discipline



When we consider salary increase by discipline, on average those working in operational roles experienced a lower rate than those working in sales, marketing, and supply chain jobs. Sales people expect the highest increase (3.4%) for the next salary review.



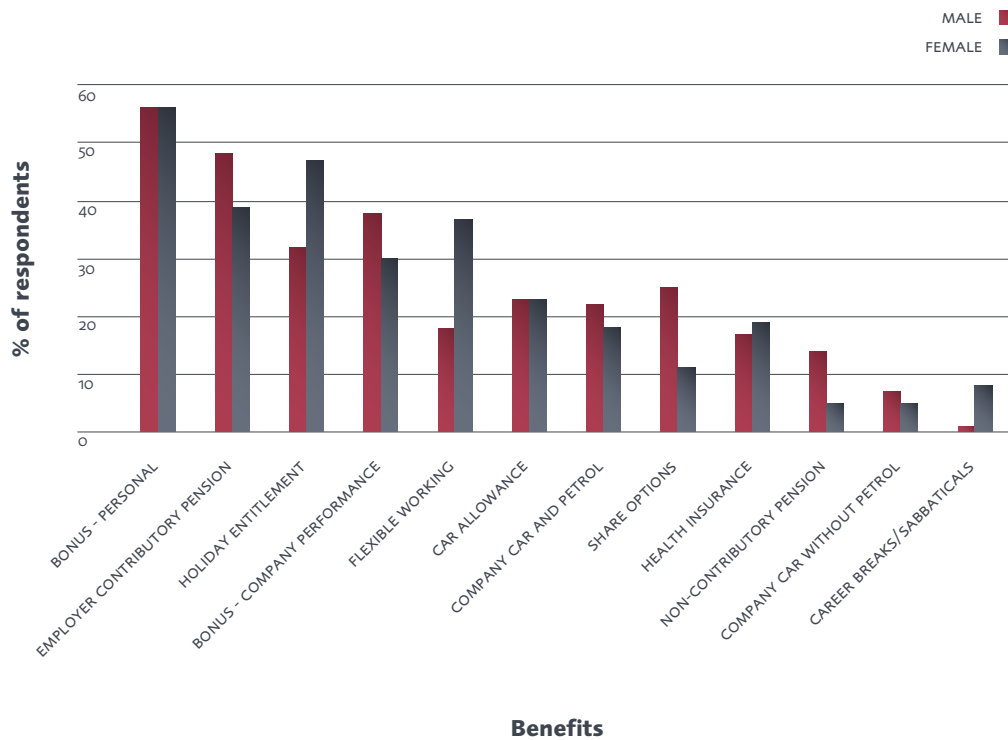
## 2.3 Importance of benefits as part of a remuneration package



We asked people to list the three benefits that were most important to them. Respondents felt that the three most important employer benefits as part of a remuneration package were a personal bonus (56%), an employer contributory pension (45%) and a holiday entitlement (37%).



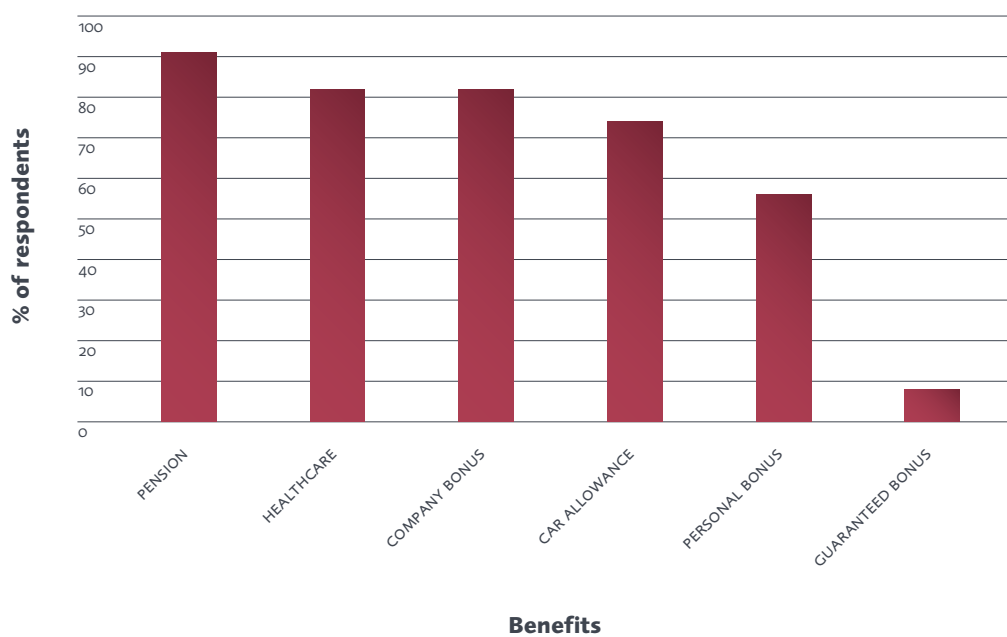
## 2.4 Importance of benefits as part of a remuneration package by gender



For men and women, a personal bonus is the most important benefit in an overall remuneration package. Men tend to value pension and company bonus options as important factors in their overall benefits package. Women value holidays and flexible working more so than those factors.



## 2.5 Benefits and bonus entitlement



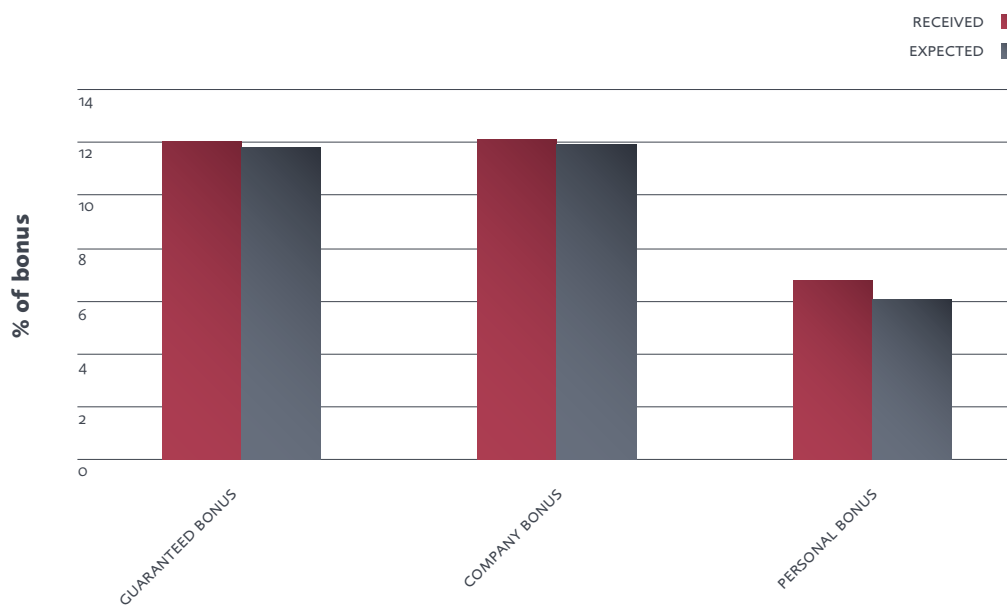
Overall, 88% of those surveyed receive some form of benefit or bonus. The most common being a pension (91%), healthcare (82%) and a company bonus (82%).

With their pension, 61% personally contribute 5% or less. Almost half (49%) say that their company contributes 5% or more into their pension pot.

With healthcare cover, two thirds of respondents have coverage for themselves and family members.



## 2.6 Bonus rates received and expected



Those respondents that received a bonus last year gained, on average, 10%. Personal bonuses were lower than company or guaranteed bonus payments. There was a slight degree of negativity about this year's bonus payments, but on average the estimation was for a bonus payment of 9.7%





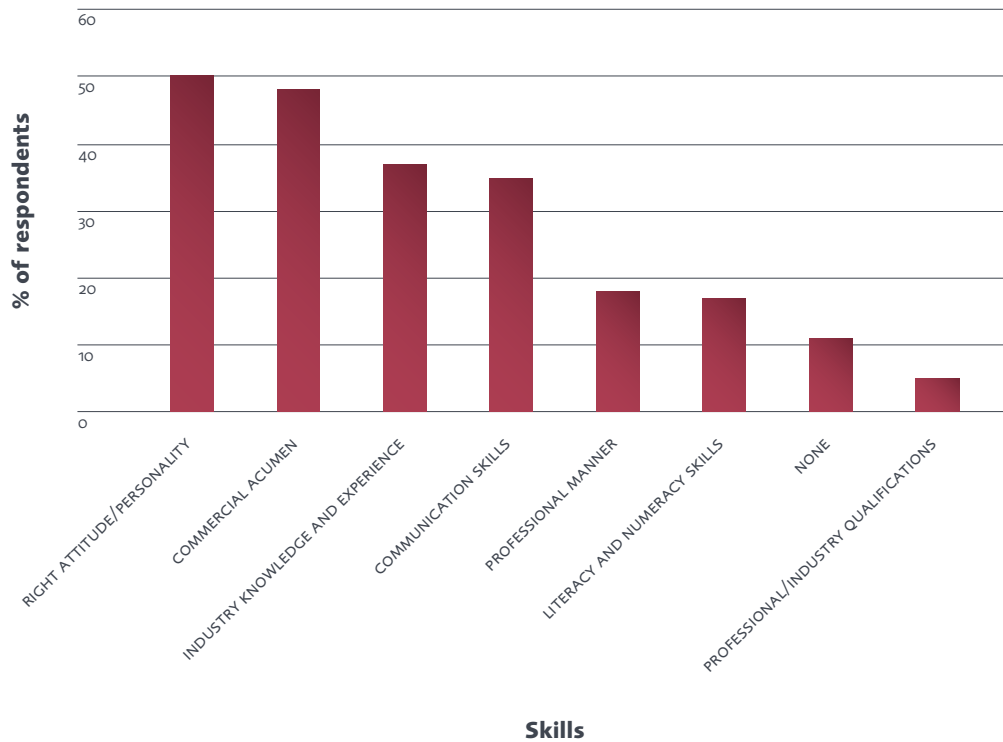
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# Skills and attitudes

This section presents information from respondents on skills shortages and what qualities they believe are needed to be successful in their industry.



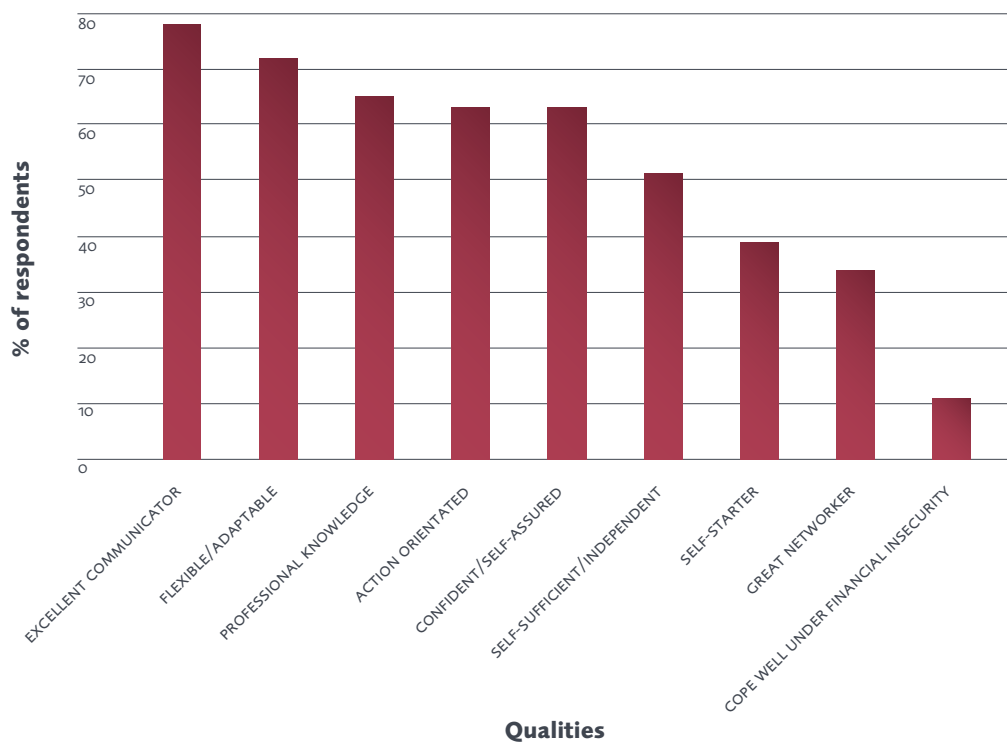
### 3.1 Skills shortages



Respondents were asked to select which skills they thought were lacking in the consumer industry. Overall, the right attitude/personality (50%) commercial acumen (48%) were the most commonly selected skill shortages, followed by industry knowledge and experience (43%). We also asked if companies had taken any actions to address these perceived skill shortages and 27% said that their companies had recruited from other industries or professions and 24% said that there had been an increase in training budgets. Only 10% said that their companies had recruited people from other countries to address skills gaps.



### 3.2 Qualities needed to be successful



We asked respondents to select what qualities they felt were the most important for those working in the consumer sector. Being an excellent communicator (78%), being flexible and adaptable (72%) and having professional knowledge (65%) were considered to be the most important.



UK Consumer Sector Salary Survey 2016

# Analysis of salaries in relation to discipline

The Nigel Wright UK Consumer sector salary review is based on the details we hold on our database and is supplemented with the information we have collected as part of this survey. Whilst we make every possible attempt to ensure the data we provide is accurate it should be noted that salary levels can vary depending on company size, industry sector and the availability of candidates in a specific discipline.



## 4.1 Executive

JOB TITLE	Average	Minimum	Maximum
CEO	£245,000	£170,000	£500,000
Managing Director	£195,000	£100,000	£300,000
<b>Marketing</b>			
Global Marketing Director	£135,000	£80,000	£185,000
Marketing Director	£110,000	£70,000	£175,000
Brand Director	£107,000	£65,000	£120,000
Digital Marketing Director	£96,000	£50,000	£145,000
Category Director	£94,000	£75,000	£150,000
PR/Communication Director	£90,000	£60,000	£150,000
Innovation Director	£84,000	£70,000	£155,000
Trade Marketing Director	£76,000	£60,000	£120,000
<b>Sales</b>			
Commercial Director	£98,000	£70,000	£200,000
Sales Director	£97,000	£60,000	£180,000
Business Unit Director	£96,000	£80,000	£140,000
Regional Sales Director	£86,000	£70,000	£145,000
Export Director	£76,000	£70,000	£120,000
<b>Manufacturing</b>			
Operations Director	£120,000	£90,000	£200,000
Supply Chain Director	£115,000	£90,000	£200,000
Procurement Director	£120,000	£95,000	£180,000
R&D Director	£130,000	£90,000	£180,000
Technical Director	£130,000	£100,000	£180,000
Manufacturing Director	£110,000	£90,000	£150,000
Engineering Director	£110,000	£90,000	£140,000
Site Director	£120,000	£100,000	£140,000
Logistics Director	£100,000	£90,000	£150,000



## 4.2 Marketing

JOB TITLE	Average	Minimum	Maximum
Marketing Controller	£69,000	£50,000	£90,000
Head of Marketing	£77,000	£60,000	£100,000
Senior Marketing Manager	£62,000	£45,000	£80,000
Marketing Manager	£50,000	£40,000	£75,000
Marketing Coordinator	£27,000	£20,000	£45,000
Senior Brand Manager	£52,000	£40,000	£80,000
Brand Manager	£41,000	£27,000	£65,000
Assistant Brand Manager	£32,000	£20,000	£40,000
Senior Product Manager	£47,000	£35,000	£70,000
Product Manager	£40,000	£24,000	£55,000
Product Manager Junior	£32,000	£20,000	£44,000
Head of Category/Category Controller	£80,000	£65,000	£90,000
Senior Category Manager	£62,000	£55,000	£75,000
Category Manager	£48,000	£35,000	£65,000
Category/Insights Manager	£40,000	£30,000	£60,000
Head of Trade Marketing	£68,000	£45,000	£100,000
Shopper Marketing Manager	£49,000	£32,000	£70,000
Trade Marketing Manager	£46,000	£30,000	£70,000
Head of PR/Communications	£69,000	£40,000	£120,000
PR/Communications Manager	£46,000	£25,000	£80,000
Marketing Innovation Manager	£57,000	£30,000	£150,000
Market Research Manager	£52,000	£28,000	£86,000
Head of Digital	£84,000	£50,000	£140,000
Digital Marketing Manager	£49,000	£30,000	£70,000
Digital Marketing Executive	£30,000	£18,000	£35,000



## 4.3 Sales

JOB TITLE	Average	Minimum	Maximum
National Account Director	£66,000	£40,000	£110,000
Head of Sales	£72,000	£60,000	£140,000
National Sales Manager	£50,000	£40,000	£80,000
Sales Manager	£47,000	£40,000	£80,000
Field Sales Manager	£44,000	£20,000	£60,000
Business Unit Manager	£65,000	£40,000	£90,000
Commercial Manager	£56,000	£40,000	£90,000
Commercial Executive	£33,000	£25,000	£40,000
National Account Controller	£61,000	£50,000	£90,000
Senior National Account Manager	£57,000	£45,000	£75,000
National Account Manager	£48,000	£35,000	£55,000
National Account Executive	£35,000	£25,000	£38,000
Head of Key Accounts	£70,000	£50,000	£90,000
Senior Key Account Manager	£47,000	£40,000	£65,000
Key Account Manager	£42,000	£25,000	£60,000
Junior Key Account Manager	£31,000	£20,000	£35,000
Business Development Manager	£48,000	£20,000	£70,000
Business Development Executive	£35,000	£22,000	£38,000
Head of Export	£67,000	£50,000	£100,000
Export Sales Manager	£46,000	£35,000	£80,000
Export Sales Executive	£29,000	£22,000	£40,000



## 4.4 Manufacturing

JOB TITLE	Average	Minimum	Maximum
Factory General Manager	£91,000	£70,000	£120,000
Head of Operations	£74,000	£50,000	£90,000
Senior Operations Manager	£80,000	£60,000	£85,000
Operations Manager	£66,000	£50,000	£75,000
Manufacturing Manager	£56,000	£45,000	£65,000
Group Engineering Manager/ Head of Engineering	£100,000	£80,000	£120,000
Chief Engineer	£85,000	£70,000	£100,000
Engineering Manager	£66,000	£45,000	£70,000
Programme Manager	£85,000	£70,000	£105,000
Project Engineer	£50,000	£35,000	£65,000
Group CI Manager	£93,000	£75,000	£110,000
CI Manager	£56,000	£40,000	£70,000
Group Technical Manager/ Head of Technical	£85,000	£75,000	£95,000
Technical Manager	£55,000	£40,000	£70,000
Head of R&D	£80,000	£60,000	£110,000
NPD Manager	£55,000	£40,000	£70,000
Group Health & Safety Manager	£88,000	£75,000	£100,000
Health & Safety Manager	£60,000	£45,000	£75,000





## 4.5 Supply Chain & Procurement

JOB TITLE	Average	Minimum	Maximum
Head of Supply Chain	£85,000	£70,000	£115,000
Supply Chain Manager	£65,000	£50,000	£90,000
Head of Planning (Supply/Demand)	£70,000	£50,000	£95,000
Head of S&OP	£75,000	£60,000	£110,000
Planning Manager (Supply/Demand)	£64,000	£40,000	£75,000
Planner (Supply/Demand)	£34,000	£25,000	£45,000
<hr/>			
Head of Logistics	£81,000	£65,000	£110,000
Logistics Manager	£65,000	£45,000	£75,000
<hr/>			
Head of Procurement	£90,000	£75,000	£110,000
Procurement/Purchasing Manager	£68,000	£50,000	£95,000
Category Manager	£60,000	£40,000	£65,000
Senior Buyer	£45,000	£38,000	£65,000
Buyer	£38,000	£25,000	£45,000



## 5. Contact details

For more information on the UK Consumer Sector Salary Survey 2016, please contact the Marketing team at Nigel Wright Group on the details below:

### **Nigel Wright Group**

Lloyds Court  
78 Grey Street  
Newcastle upon Tyne  
NE1 6AF

**T:** +44 (0)191 222 0770

**E:** [creative@nigelwright.com](mailto:creative@nigelwright.com)

**W:** [www.nigelwright.com](http://www.nigelwright.com)

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#### **NEWCASTLE UPON TYNE**

LLOYDS COURT  
78 GREY STREET  
NEWCASTLE UPON TYNE  
NE1 6AF

**T:** +44 (0)191 222 0770

#### **TEESSIDE**

ESHTON SUITE, OFFICE 2  
WYNYARD PARK HOUSE,  
WYNYARD AVENUE,  
WYNYARD,  
TS22 5TB

**T:** +44 (0)1740 661000

#### **LONDON**

20 ST DUNSTAN'S HILL,  
LONDON,  
EC3R 8HL

**T:** +44 (0)207 405 3921

#### **COPENHAGEN**

HAVNEGADE 39  
1058 COPENHAGEN K  
DENMARK

**T:** +45 7027 8601

#### **LAUSANNE**

RUE CAROLINE 2  
1003 LAUSANNE  
SWITZERLAND

**T:** +41 (0)21 311 2376

#### **ÅRHUS**

VÆRKMESTERGADE 2,  
17. ETAGE  
8000 AARHUS C  
DENMARK

**T:** +45 7027 8601

#### **STOCKHOLM**

GREV TUREGATAN 3, 4 TR  
114 46 STOCKHOLM  
SWEDEN

**T:** +46 (0)8 400 264 35

#### **MALMÖ**

HIGH COURT,  
MALMÖHUSVÄGEN 1,  
211 18 MALMÖ,  
SWEDEN

**T:** +46 (0)8 400 264 35

#### **OSLO**

DRONNING EUFEMIAS GATE 16  
0191 OSLO  
NORWAY

**T:** +47 238 97 773

#### **AMSTERDAM**

PARNASSUSWEG 819  
1082 LZ AMSTERDAM  
THE NETHERLANDS

**T:** +31 (0)20 799 7730

#### **HELSINKI**

BULEVARDI STREET 7  
00120 HELSINKI  
FINLAND

**T:** +46 8 400 264 35

#### **PARIS**

29 RUE DE BASSANO  
75008 PARIS  
FRANCE

**T:** +33 1 76 73 29 80

#### **DÜSSELDORF**

KÖNIGSALLEE 2B  
5TH FLOOR  
40212 DÜSSELDORF  
GERMANY

**T:** +49 211 882 42 364

#### **MADRID**

PALACIO DE MIRAFLORES  
CARRERA DE SAN JERÓNIMO, 15 - 2ª  
28014 MADRID  
SPAIN

**T:** +34 91 788 3172

#### **GOTHENBURG**

WORLD TRADE CENTER,  
MÅSSANS GATA 18,  
P.O. BOX 5243,  
402 24 GOTHENBURG

**T:** +46 (0)8 400 264 35



