

North East Salary Survey 2013

# What are you worth?







# Introduction

Welcome to the 2013 edition of the Nigel Wright Recruitment North East Salary Survey. As a company that is at the core of recruitment in the region, it is essential that we acknowledge market movements and understand the effects these changes have on employment and the overall business environment. Due to the effect that these fluctuations will ultimately have on any company's recruitment strategy, we see it as essential to provide our clients with the most up-to-date information available.

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The information in this survey has been gathered from over 1000 respondents who completed our online survey in the last quarter of 2012/2013, as well as data from our own extensive database of candidates. This provides us with a large data-set allowing us to understand in more depth the average salary and the type of benefits people receive within the North East. Other factors include what benefits people see as an important part of their remuneration package and the reasons why people move jobs internally or externally, as well as the methods that they utilise to search for a new job. We hope that the results presented within the general overview and discipline specific information will be of interest.

**For further information and advice please contact one of our consultants specialising in your specific discipline on 0191 222 0770.**

## About Nigel Wright Recruitment

**Since its formation in the 1980s, Nigel Wright Recruitment has become a leading name in the recruitment industry across Europe.**

Nigel Wright Recruitment specialise in a range of industry sectors and professionally qualified disciplines and can provide search, selection and database solutions to meet your recruitment needs, nationally and internationally. The teams are able to handle executive and senior management roles, through to junior and entry level for permanent, temporary, interim and contract roles. Across the UK and Internationally, Nigel Wright is now regarded as a leading Consumer Recruitment Group. We also serve the following key industry sectors: Industrial and Manufacturing, Business and Professional

services, Public Sector, Scientific and Digital and Creative and cover the following disciplines; sales, marketing, operations, finance and accountancy, information technology human resources and executive search.

Nigel Wright Recruitment's specialist consultants are committed to delivering a quality service; most have an industry background and will have experience of dealing with key companies in your sector. This depth of knowledge and expertise ensures that the professional and unique service offered to our clients and candidates is second to none.



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# 1. Executive summary

## Respondent's Profile



Male: 68%



Female: 32%

Average age: 42



95%

Work in full time  
employment



75%

Are educated to  
degree level or above



32%

Hold a professional  
qualification such as  
CIM, IPD, and ACA etc

## Company And Employee Profile

The majority of respondents (62%) are employed by companies or organisations with less than 1000 employees. 21% work for companies and/or organisations with more than 5000 employees.

43% are employed by companies or organisations with a turnover greater than £40 million. 20% work for companies or organisations with a turnover in excess of £500 million.

In the main, respondents work in the industrial and manufacturing (39%) and business support and professional services (38%) sectors. Followed by the public sector (15%) and consumer (8%).



## Work History And Job Satisfaction

47% of respondents have worked for their current employer between 1 and 5 years. 16% have been with the same company for more than 10 years and 22% less than twelve months.

The majority (58%) of respondents have been in their current role for less than two years. 16% have been fulfilling the same role for more than five years while 30% have been in their role for less than 12 months.

On average, respondents work 43 hours per week.

The majority of respondents were either satisfied (23%) or moderately satisfied (35%) with their current job. Only 18% described themselves as very satisfied with 6% feeling very dissatisfied.

## Basic Salary, Excluding Benefits And Bonuses

The average salary, excluding benefits and bonuses, received by those in permanent employment is £51,000.

Industrial and Manufacturing sector salaries were generally higher with an average of £56,000 followed by salaries in the Consumer sector at £49,000.

The average public sector salary was £45,000 while in the business support and professional services sector the average salary was £48,000.

There was a significant difference between male and female salaries with men receiving, on average, £57,000 with women receiving £39,000.

The majority of respondents were either satisfied (23%) or moderately satisfied (34%) with their current remuneration. Only 15% claimed to be very satisfied while 6% indicated they are very dissatisfied.

### Salary increase received and expected

As part of their last salary review respondents received, on average, a 2.8% increase.

Overall, respondents were expecting slightly less in their next salary review, with the average increase expected, falling to 2.6%.

## Job Seeking And Job Changing

76% of respondents in permanent employment would use Nigel Wright Recruitment's website to search for a new job.

This was followed by other recruitment consultancies (54%) and direct approaches to employers (47%).

43% use other online tools such as job boards (38%) and social networking sites (27%).

Respondents in non permanent employment rely more on online job boards (58%).

Nigel Wright Recruitment's website (57%) as well as other recruitment consultancies (49%) and direct approaches (33%), were also important.

Increased remuneration, promotion and new challenges would be the most important factors for respondents, when looking to change career.



## Benefits

72% of respondents receive some form of company benefit or bonus as part of their remuneration package.

### Pension

36% have held their company pension fund for up to three years, with employers contributing 7% on average, and respondents personally contributing 5%.

### Car allowance or loan

47% of respondents are entitled to a car allowance or loan, with an average value of £7000.

### Childcare allowance

69% of respondents are entitled to a childcare allowance, however only 7% claim it. The average being £1500 per year.

### Annual leave

The majority of respondents (57%) are entitled to between 21 and 25 days of leave per year. 40% take more than 25 days leave every year.

### Healthcare

65% of respondents are entitled to healthcare with 54% receiving cover for both themselves and family members.

### Importance of benefits

Respondents felt that the three most important employer benefits as part of a remuneration package were an employer contributory pension (57%), holiday entitlement (50%) and flexible working (49%). A personal bonus (41%) was also rated highly.

## Bonus

37% of respondents receive both a company and personal bonus. 8% of those also receive a guaranteed bonus.

### Guaranteed bonus

9% of respondents overall receive a guaranteed bonus as part of their remuneration package. 27% of those received between six and ten percent, with 29% anticipating 6-10% in their next guaranteed bonus.

### Company performance related bonus

62% of respondents receive a company performance related bonus as part of their remuneration package. 36% of those received between one and five percent in their last company bonus and 38% of respondents are expecting to receive the same again in their next company bonus.

### Personal performance related bonus

37% of respondents receive a performance related bonus as part of their remuneration package. 43% of those received between one and five percent in their last personal bonus and 42% of respondents are expecting to receive the same again in their next personal bonus.

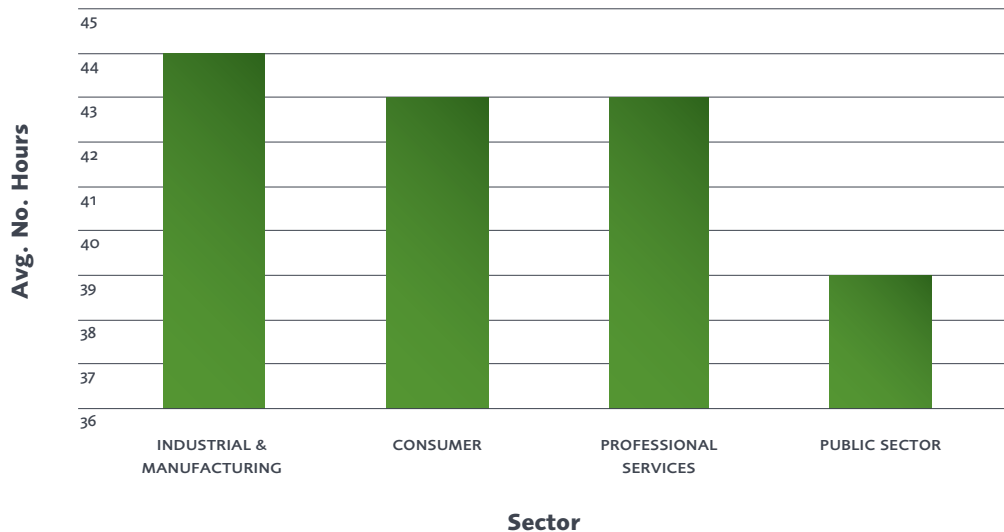


## 2. Non-monetary indicators

### 2.1 Weekly hours worked by sector

This section presents information from respondents from all disciplines and levels, on their working hours, levels of satisfaction and the factors that motivate them to change roles.

#### 2.1 – Average number of hours worked per week



On average, respondents work 43 hours per week. Thirty eight per cent of respondents work between 41-50 hours per week and a further 13% work between 51-60 hours per week. On average, employees in the industrial and manufacturing and consumer sectors work slightly longer hours per week, than those in public sector.

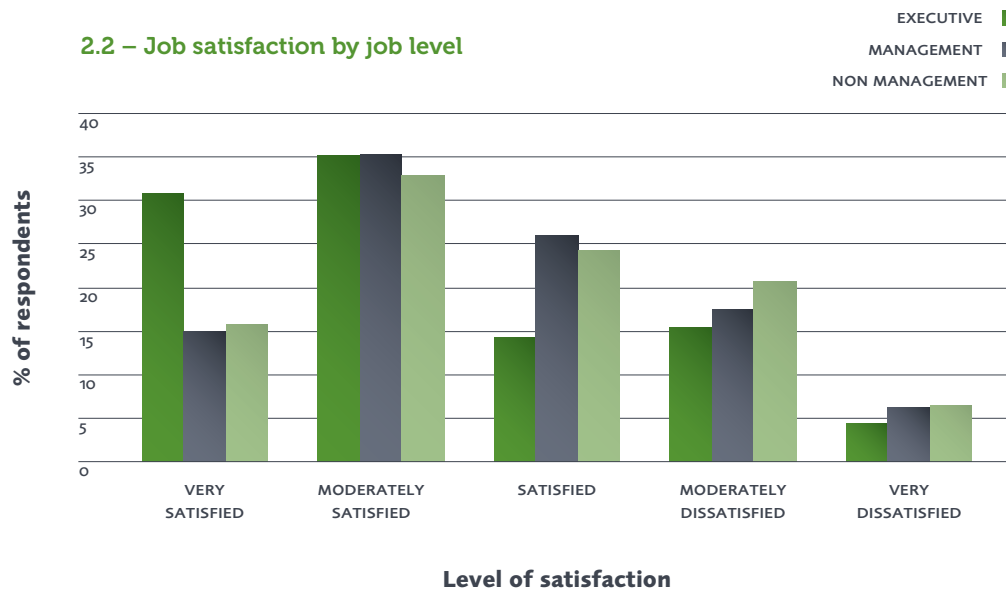




## 2.2 Job satisfaction by job level

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 overall. 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 other 20-30% are dissatisfied and what can be done to change this, whilst ensuring that the satisfaction level of the rest of the workforce is maintained.



## 2.3 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

**Executive** = Board level

**Commercial** = Sales, Marketing & Business Development

**Operations** = Engineering, Supply Chain & Manufacturing

**Support Services** = HR, IT & Finance



Overall there is little difference in the level of satisfaction across the disciplines below executive level. Those working in commercial roles, however, are slightly (2-3%) less satisfied than those working in either operations or support services.



## 2.4 Job satisfaction by gender

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

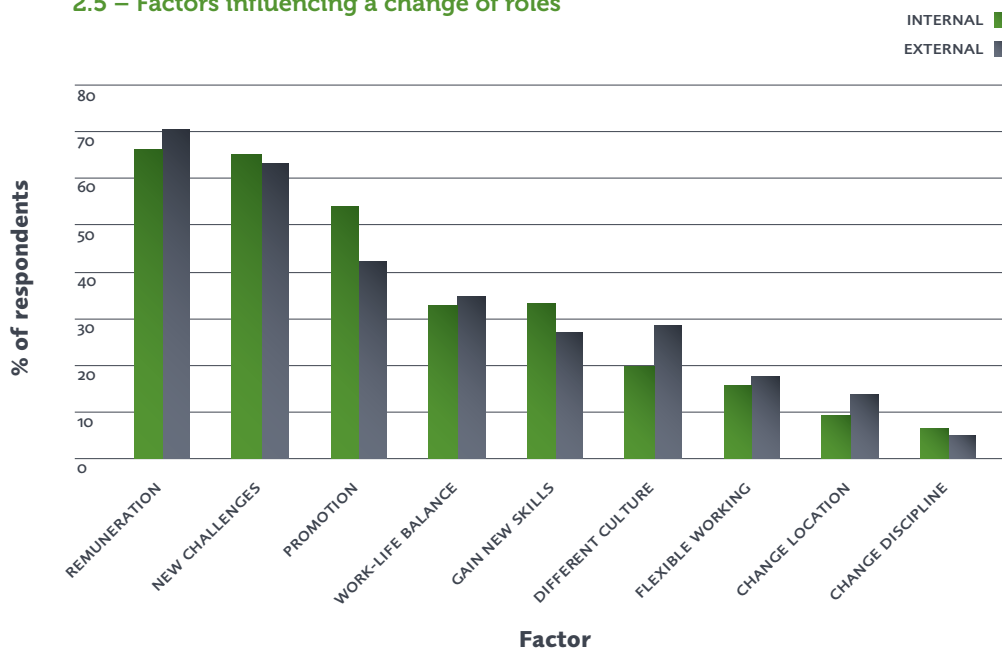


The results show that women are slightly more satisfied in their current job than men, with 78% of women rating themselves satisfied to very satisfied, compared with 75% of men.



## 2.5 Factors influencing a change of roles

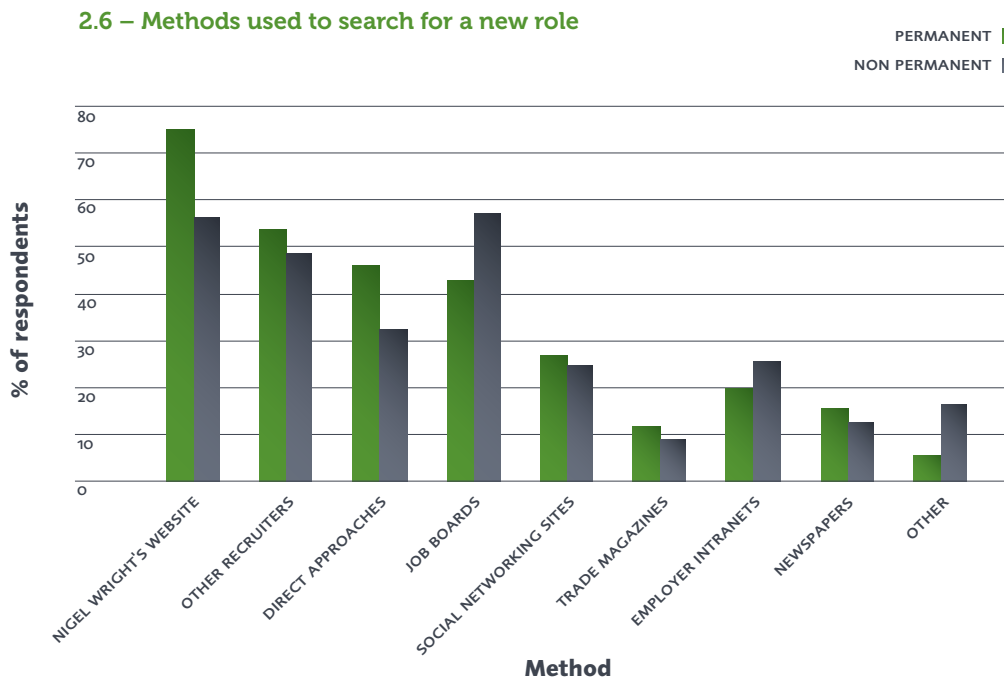
### 2.5 – Factors influencing a change of roles



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). It is perhaps no surprise that the three most popular influencing factors are quite closely linked – one leading to the other in most cases. These were increased remuneration, new challenges and promotion.



## 2.6 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. Social networking is also an increasingly important method for job seekers. Using Social Networking sites to identify job opportunities now surpasses the use of traditional media such as newspapers and magazines.



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# 3. Salary, benefits and bonuses



### 3.1 Basic salary (£) excluding benefits or bonus by type of employment

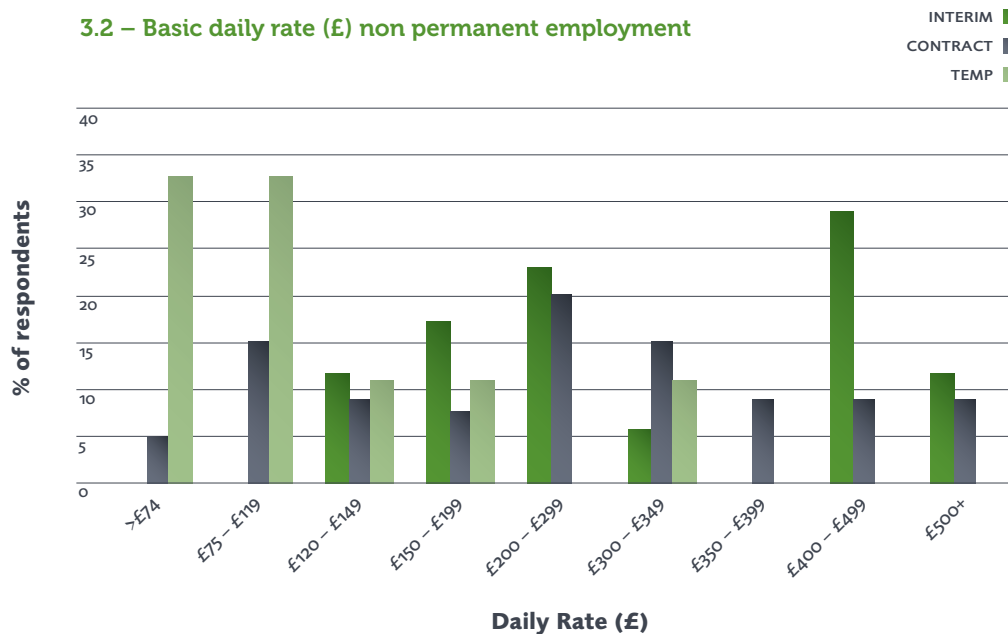
This section presents information from respondents from all disciplines and levels on their salary, benefits and bonuses.



The average salary, excluding benefits and bonuses, received by all respondents, is £49,000. For respondents in permanent employment, the average salary was £51,000, while those in non permanent employment (temporary, interim or contact) receive 47,000.



### 3.2 Basic daily rate (£) non permanent employment



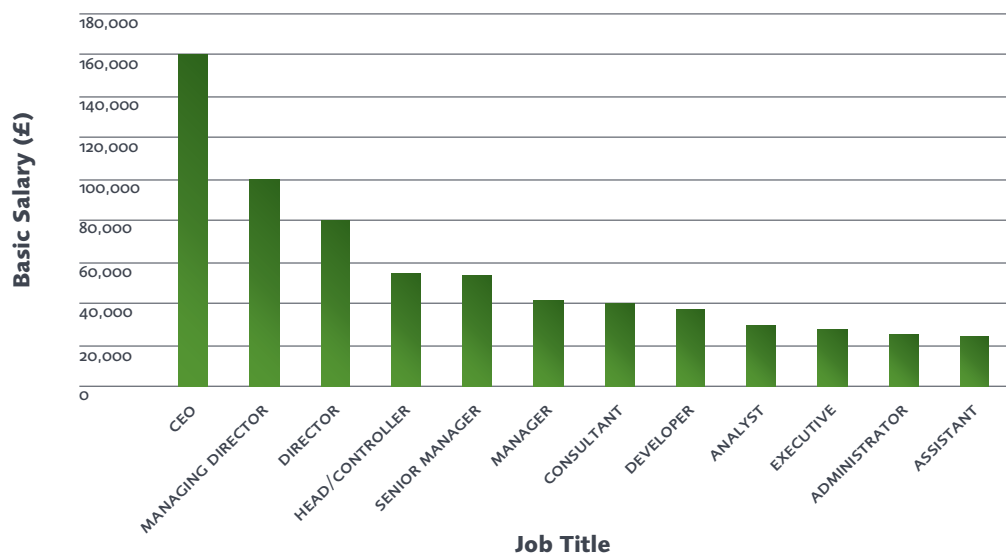
The average basic daily rate for respondents working in non permanent employment is £280. Interim candidates (£345) on average tend to earn more followed by contractors (£285) and temps (£120). Nigel Wright Recruitment interim candidates are typically IT executives or CEOs of SMEs. Our temp candidates, in the main, are HR, Sales and Marketing professionals whereas our contractors tend to work in Finance, IT and Operations across all levels.





### 3.3 Basic salary (£) excluding benefits or bonus by generic job title

#### 3.3 – Basic salary (£) excluding benefits or bonus by generic job title

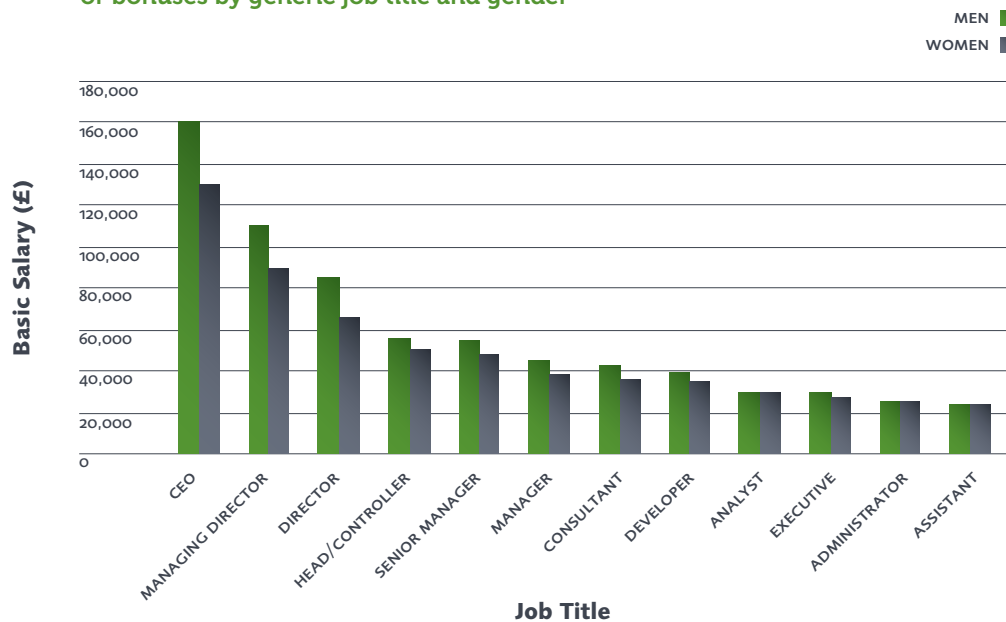


These results highlight the differences in salaries received by respondents fulfilling different, generic roles, within their companies and/or organisations. A more detailed analysis of job titles in relation to function start at page 22. The average CEO salary was £160,000 followed by Managing Directors at £100,000. On average, Directors are earning £80,000 whereas functional Heads or Controllers earn £55,000. Senior Managers earn on average, £54,000 compared to Managers who earn £42,000. As part of the survey, each respondent was asked to select the job title closest to their own. These results, therefore, should only be used as a guide.



### 3.4 Basic salary (£) excluding benefits or bonuses by generic job title and gender

3.4 – Basic salary (£) excluding benefits or bonuses by generic job title and gender

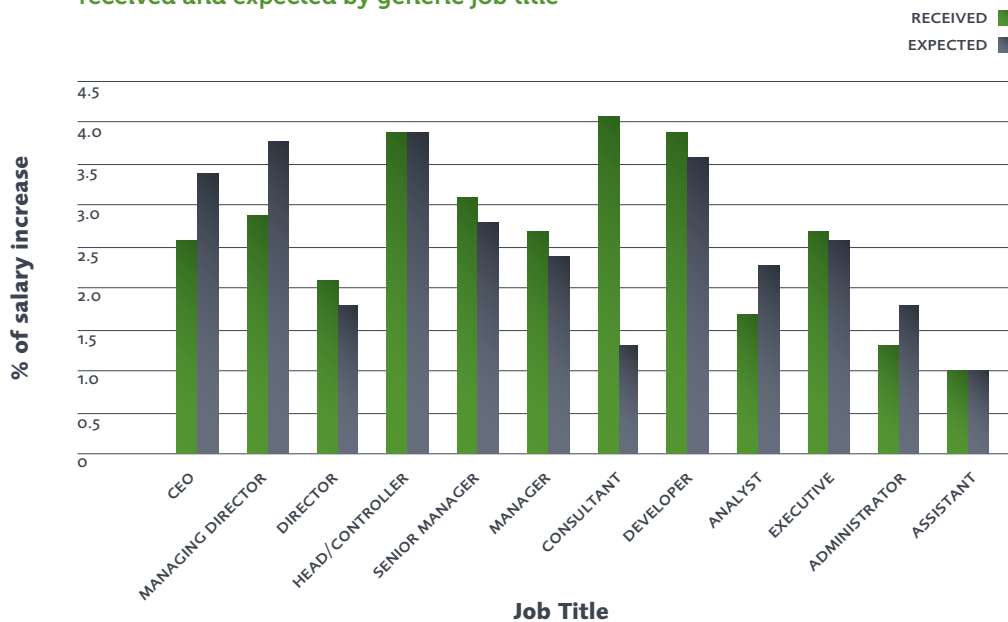


The majority (68%) of respondents are male and this should be taken into consideration when assessing these results. The results do highlight, however, an enduring pay gap between men and woman. There was a significant difference between male and female salaries with men receiving, on average, £57,000 with women receiving £39,000. The difference is particularly apparent at the executive level, where the pay gap between men and woman tends to be higher.



### 3.5 Average percentage of salary increase received and expected by generic job title

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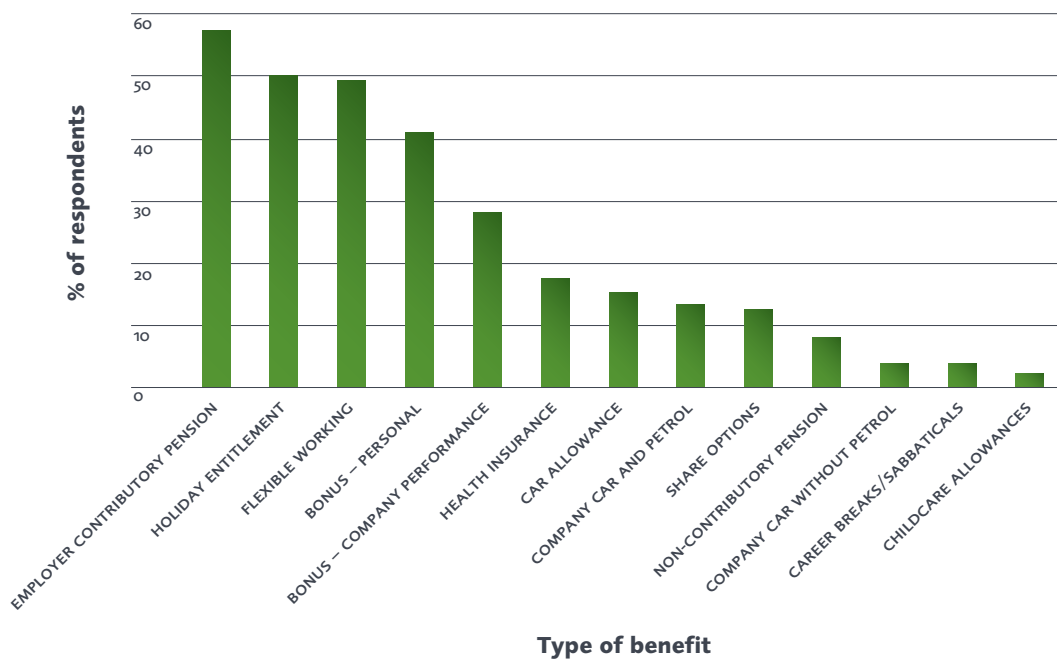


As part of their last salary review respondents received, on average, a 2.8% increase. Overall, respondents were expecting slightly less in their next salary review, with the average increase expected at 2.6%. Those at the executive level were more likely to be anticipating a raise next year whereas other roles such as Consultants are expecting their value to decrease significantly. The majority (56%) of respondents received between 1% and 5% in their last review and 60% expect to receive between 1% and 5% in their next review.



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

#### 3.6 – Importance of benefits as part of a remuneration package

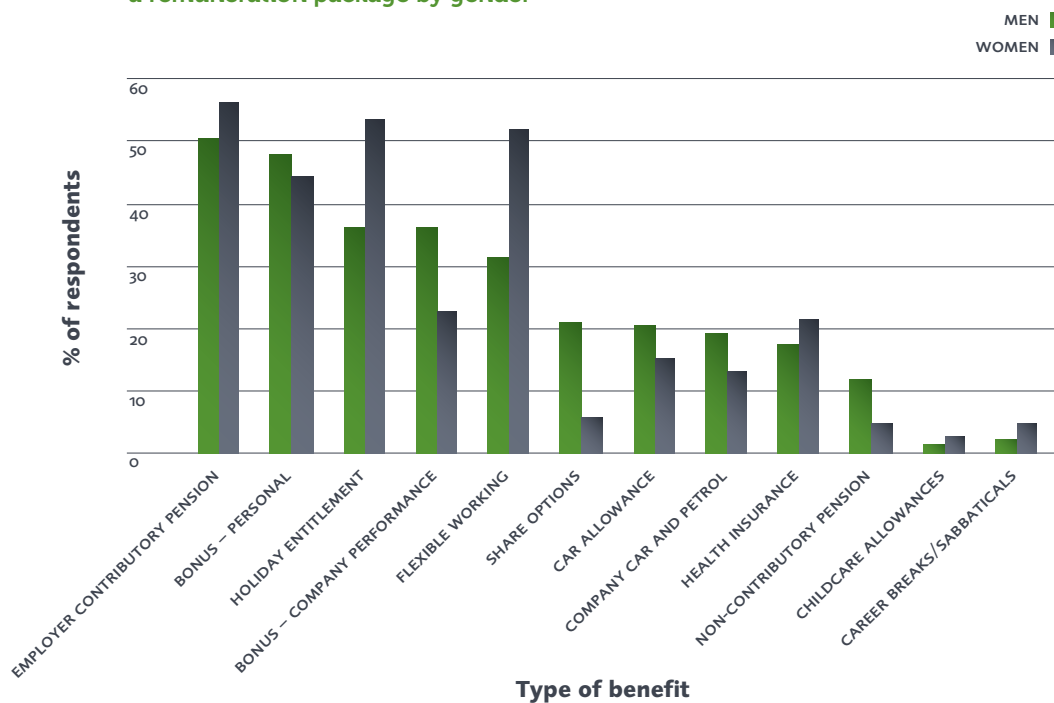


72% of respondents receive some form of company benefit or bonus as part of their remuneration package. Respondents felt that the three most important employer benefits as part of a remuneration package were an employer contributory pension (57%), holiday entitlement (50%) and Flexible working (49%). Child care (2%) and career breaks (4%) were considered the least important benefits.



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

3.7 – Importance of benefits as part of a remuneration package by gender



For men and woman a personal bonus is considered almost equally important to an overall remuneration package. Men tend to value share options and a company car as important factors in their overall benefits package. Women tend to value flexible working and holidays as important factors in their overall benefits package.



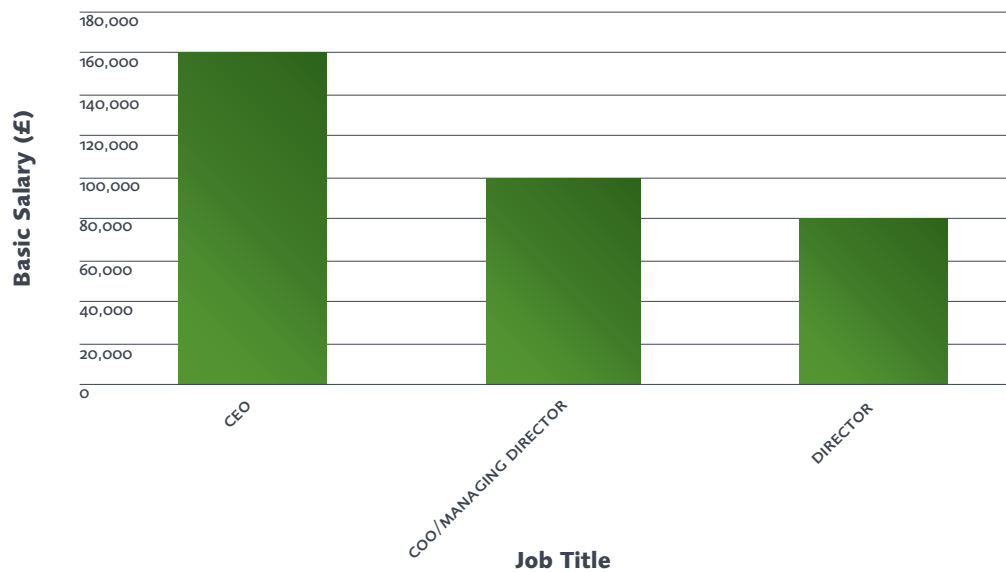
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# 4. Analysis of salaries in relation to discipline



## 4.1 Executive/Board level

Job Title	Range	Average Basic Salary
CEO	£100,000 – £180,000+	£160,000
COO/Managing Director	£80,000 – £120,000+	£100,000
Director	£60,000 – £100,000+	£80,000



Salary ranges are broad and reflect the wide range of companies within the North East. These results should therefore only be used as a guide. For further information on your recruitment needs or on a particular role within this discipline, please contact one of our consultants on 0191 222 0770.



## Basic salary, excluding benefits

The average basic salary, excluding benefits, at executive/board level is £105,000 with the average daily rate for a non permanent executive, £510.

53% of respondents are either satisfied or moderately satisfied with their current remuneration. 28% are very satisfied and less than 5% of respondents are very dissatisfied.

## Salary increase received and expected

42% of respondents at executive and board level received between a 1% and 5% increase in their last salary review. 60% were expecting to receive the same percentage value as part of their next review.

## Benefits

At executive and board level, 90% of respondents receive some form of company benefit or bonus as part of their remuneration package.

### Car allowance

92% of respondents at executive and board level are entitled to a car allowance or loan. The majority (63%) receive between £6,000 and £15,000 with only 3% receiving more than £20,000.

### Childcare allowance

55% of executive and board level respondents are entitled to a childcare allowance of which only 5% actually claim it.

### Annual leave

63% of executive and board level respondents take between 21 and 25 days leave per year. 37% take more than 25 days.

### Healthcare

76% of executive and board level respondents are entitled to a healthcare allowance of which 97% have cover that includes themselves and family members.

### Pension

95% of executive and board level respondents are entitled to an employer pension fund. 35% have been paying into the fund for up to five years, with 13% for less than a year. The majority (53%) receive over 7% contributions from their employer. 16% receive in excess of an 11% contribution for their employer.

Typically, executive and board level respondents will contribute between 4% and 8% into their company pension fund; with 22% contributing over 9%.





## Bonuses

### Guaranteed bonus

5% of respondents at executive and board level receive a guaranteed bonus. 50% of those received between 11% and 20% in their last bonus. 50% of respondents are expecting to receive between 11% and 20% in their next guaranteed bonus.

### Company performance related bonus

74% of respondents at executive and board level receive a company performance related bonus. 14% received between 21% and 40% in their last bonus and 18% are expecting to receive between 21% and 40% in their next bonus.

### Personal performance related bonus

26% of respondents at executive and board level receive a personal performance related bonus. 20% received between 6% and 10% in their last bonus and 30% are expecting to receive between 11% and 20% in their next bonus.

## Views

### Skills shortages

At executive and board level, respondents highlighted that communications skills (55%), commercial acumen (53%) and having the right personality (49%) were the three key attributes that people often lack at the top.

### Qualities required to be successful

To be successful at executive and board level, in the main, respondents indicated that a mix of flexibility (83%), good communication skills (76%) and being confident and self assured (72%) were essential.

### Importance of benefits

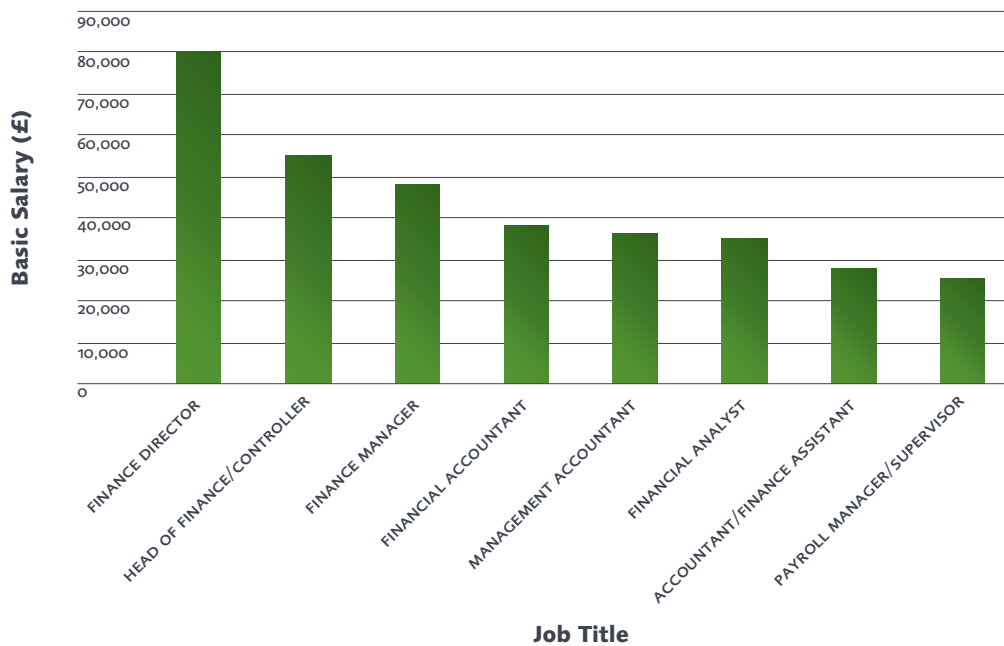
Respondents at executive and board level considered an employer contributory pension (53%), company performance related bonus (47%) and a personal performance related bonus (34%) to be the three most important benefits.

37% of respondents receive a performance related bonus as part of their remuneration package. 43% of those received between one and five percent in their last personal bonus and 42% of respondents are expecting to receive the same again in their next personal bonus.



## 4.2 Finance and Accountancy

Job Title	Range	Average Basic Salary
Finance Director	£40,000 – £100,000+	£80,000
Head Of Finance/Controller	£50,000 – £80,000+	£55,000
Finance Manager	£45,000 – £80,000	£48,000
Financial Accountant	£35,000 – £40,000	£38,000
Management Accountant	£32,000 – £40,000	£36,000
Financial Analyst	£30,000 – £40,000	£35,000
Accountant/Finance Assistant	£25,000 – £30,000	£28,000
Payroll Manager/Supervisor	£20,000 – £30,000	£26,000

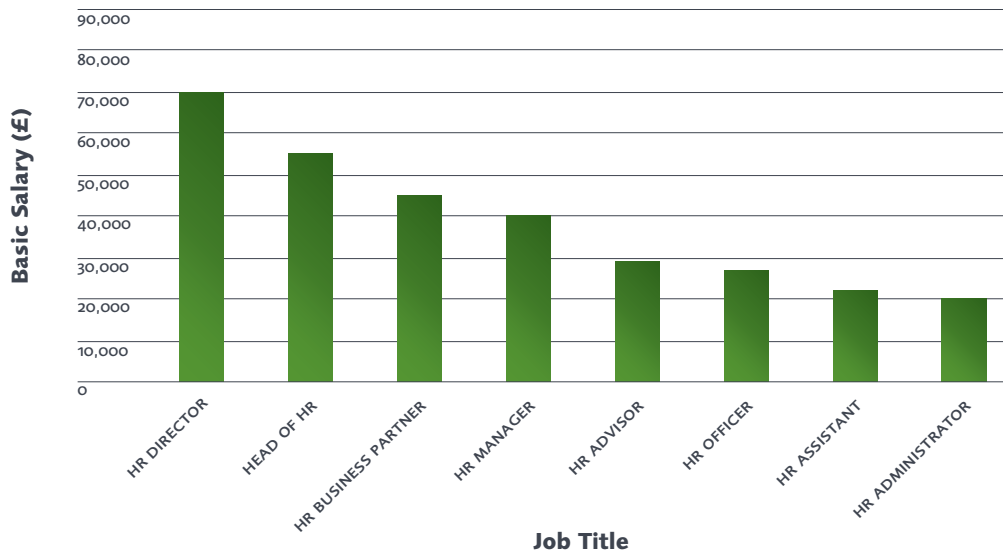


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## 4.3 Human Resources

Job Title	Range	Average Basic Salary
HR Director	£55,000 – £100,000+	£70,000
Head Of HR	£45,000 – £90,000	£55,000
HR Business Partner	£30,000 – £50,000	£45,000
HR Manager	£20,000 – £70,000	£40,000
HR Advisor	£25,000 – £40,000	£29,000
HR Officer	£20,000 – £50,000	£27,000
HR Assistant	£18,000 – £30,000	£22,000
HR Administrator	£18,000 – £40,000	£20,000

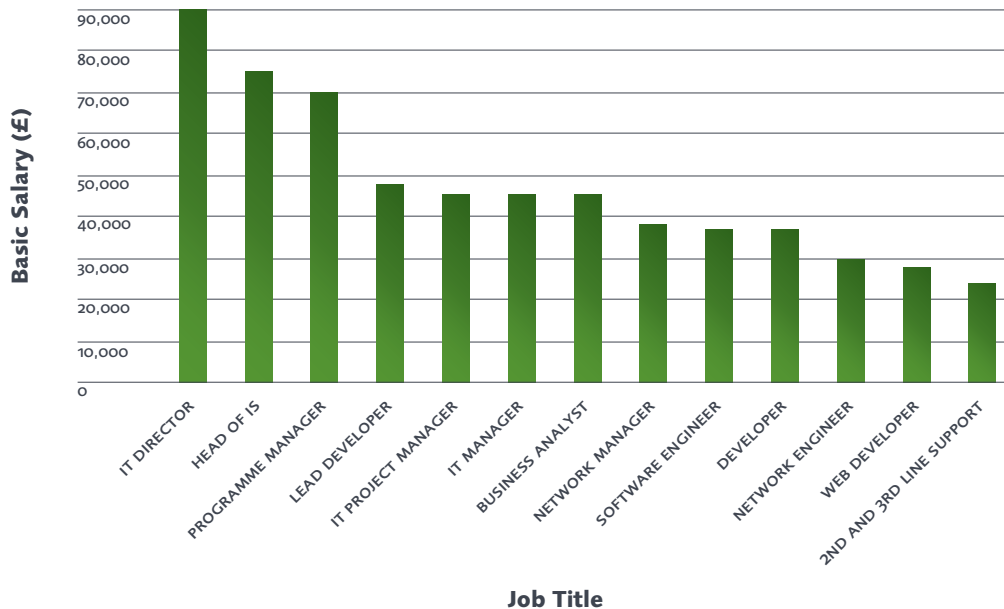


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## 4.4 Information Technology

Job Title	Range	Average Basic Salary
IT Director	£55,000 – £100,000+	£90,000
Head of IS	£50,000 – £90,000	£75,000
Programme Manager	£50,000 – £80,000	£70,000
Lead Developer	£30,000 – £90,000	£48,000
IT Project Manager	£30,000 – £80,000	£45,000
IT Manager	£30,000 – £80,000	£45,000
Business Analyst	£25,000 – £60,000	£45,000
Network Manager	£30,000 – £50,000	£38,000
Software Engineer	£20,000 – £50,000	£37,000
Developer	£25,000 – £60,000	£37,000
Network Engineer	£25,000 – £40,000	£30,000
Web Developer	£20,000 – £35,000	£28,000
2nd and 3rd Line Support	£18,000 – £35,000	£24,000

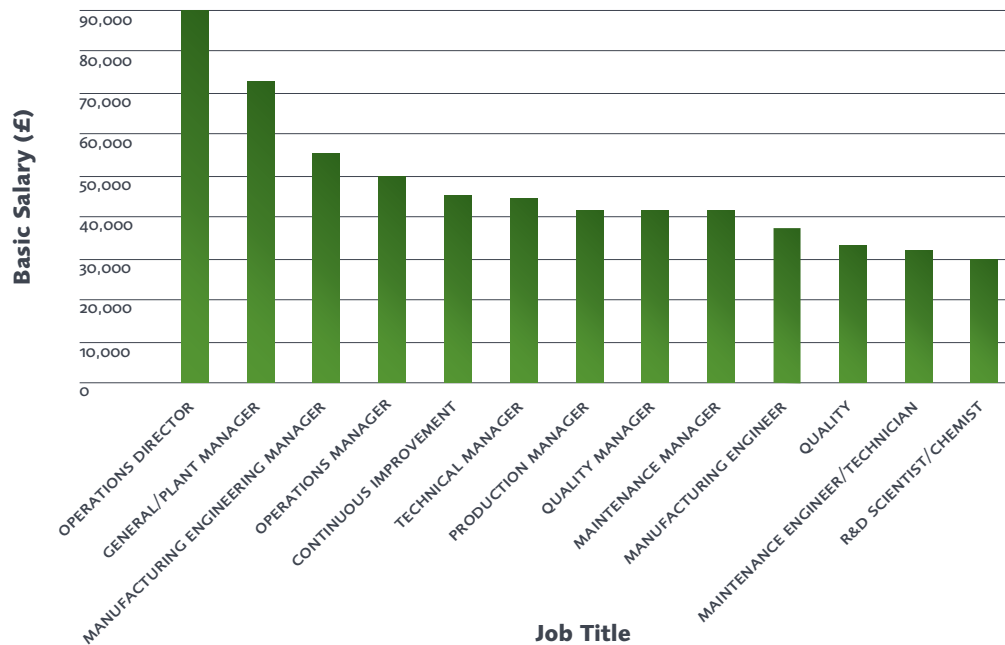


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## 4.5 Manufacturing

Job Title	Range	Average Basic Salary
Operations Director	£40,000 – £100,000+	£90,000
General/Plant Manager	£40,000 – £90,000	£73,000
Manufacturing Engineering Manager	£30,000 – £70,000	£55,000
Operations Manager	£30,000 – £80,000	£50,000
Continuous Improvement	£30,000 – £60,000	£45,000
Technical Manager	£30,000 – £80,000	£44,000
Production Manager	£30,000 – £70,000	£42,000
Quality Manager	£30,000 – £70,000	£42,000
Maintenance Manager	£35,000 – £50,000	£42,000
Manufacturing Engineer	£20,000 – £50,000	£37,000
Quality Engineer/Technician	£25,000 – £40,000	£33,000
Maintenance Engineer/Technician	£26,000 – £40,000	£32,000
R&D Scientist/Chemist	£20,000 – £40,000	£30,000

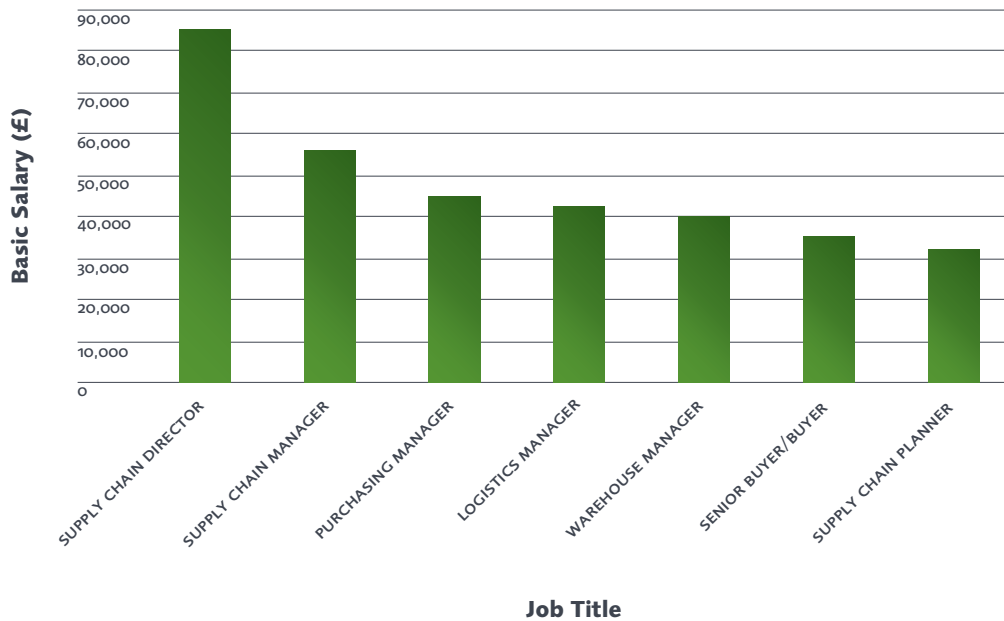


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## 4.6 Supply Chain

Job Title	Range	Average Basic Salary
Supply Chain Director	£70,000 – £100,000+	£85,000
Supply Chain Manager	£40,000 – £70,000	£56,000
Purchasing Manager	£30,000 – £70,000	£44,000
Logistics Manager	£30,000 – £70,000	£42,000
Warehouse Manager	£20,000 – £60,000	£40,000
Senior Buyer/Buyer	£20,000 – £50,000	£35,000
Supply Chain Planner	£20,000 – £40,000	£32,000

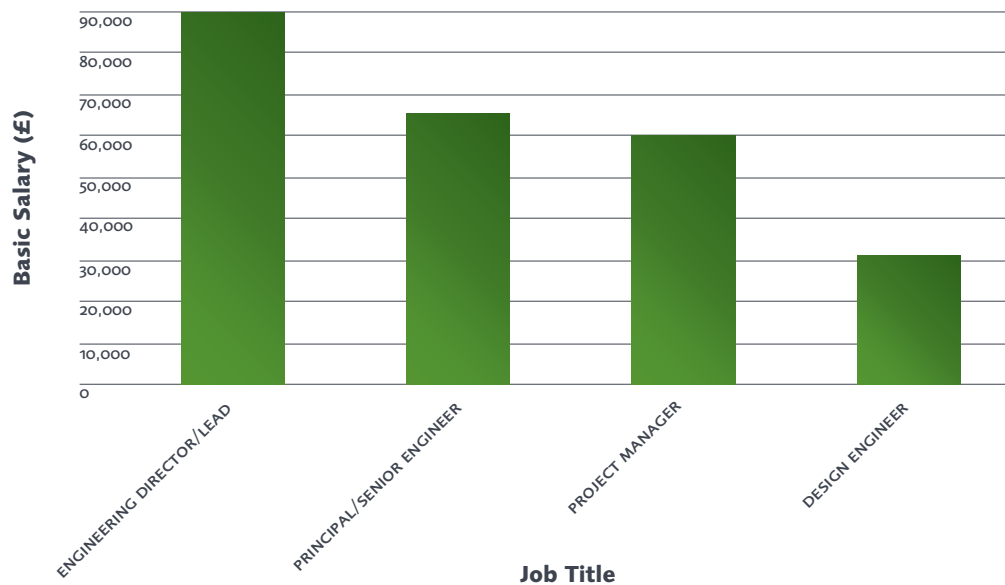


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## 4.7 Engineering

Job Title	Range	Average Basic Salary
Engineering Director/Lead	£70,000 – £120,000	£90,000
Principal/Senior Engineer	£50,000 – £80,000	£65,000
Project Manager	£40,000 – £70,000	£60,000
Design Engineer	£20,000 – £60,000	£31,000

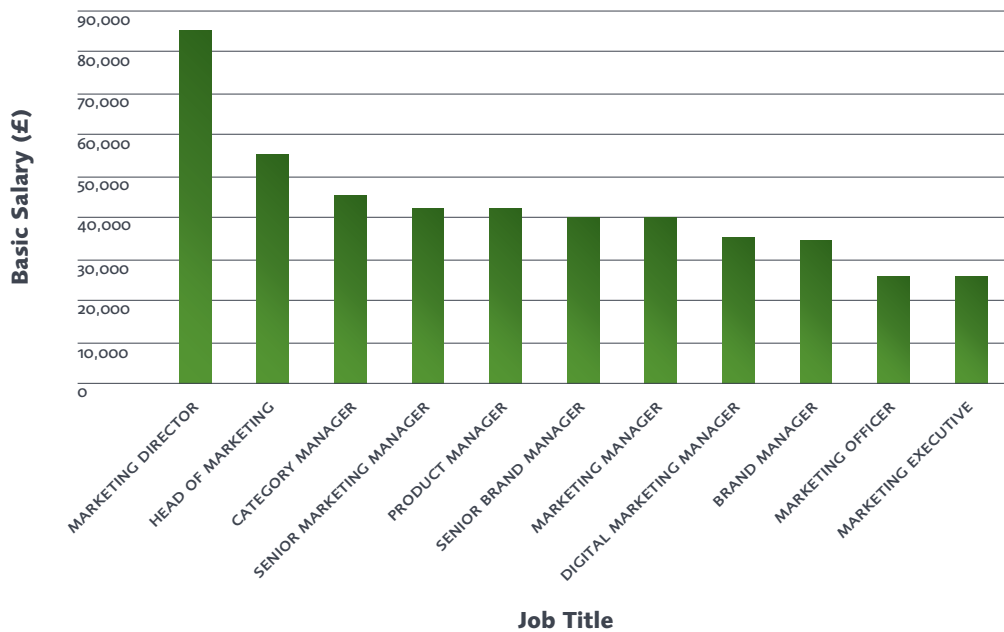


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## 4.8 Marketing

Job Title	Range	Average Basic Salary
Marketing Director	£50,000 – £100,000+	£85,000
Head of Marketing	£50,000 – £100,000+	£55,000
Category Manager	£30,000 – £79,000	£45,000
Senior Marketing Manager	£30,000 – £100,000	£42,000
Product Manager	£30,000 – £60,000	£42,000
Senior Brand Manager	£30,000 – £50,000	£40,000
Marketing Manager	£30,000 – £80,000	£40,000
Digital Marketing Manager	£20,000 – £50,000	£35,000
Brand Manager	£20,000 – £60,000	£34,000
Marketing Officer	£20,000 – £30,000	£26,000
Marketing Executive	£20,000 – £30,000	£26,000



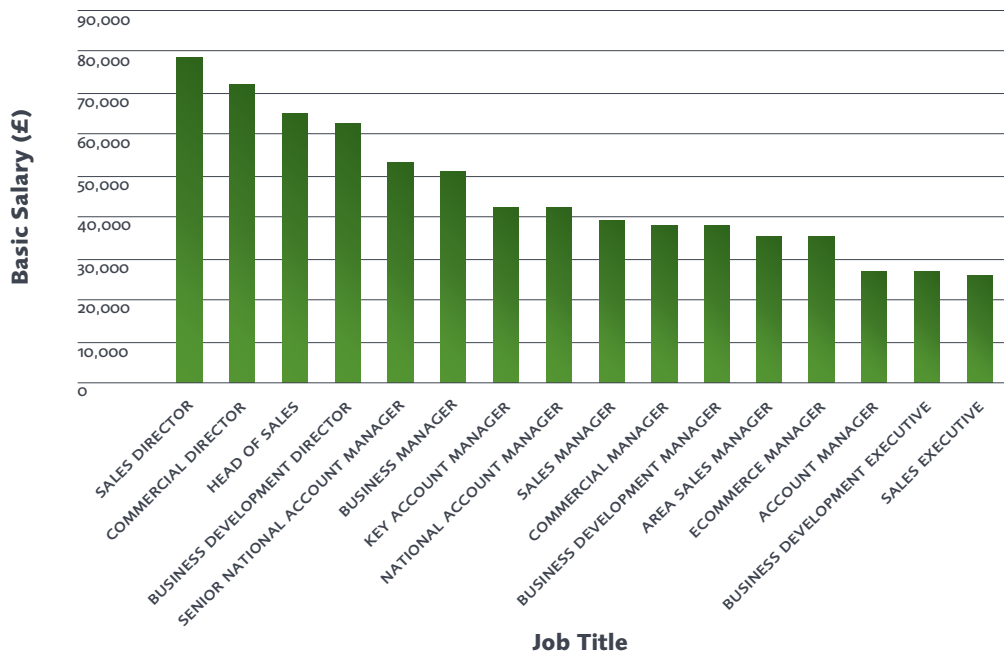
Salary ranges are broad and reflect the wide range of companies within the North East. These results should therefore only be used as a guide. For further information on your recruitment needs or on a particular role within this discipline, please contact one of our consultants on 0191 222 0770.





## 4.9 Sales

Job Title	Range	Average Basic Salary
Sales Director	£50,000 – £100,000+	£78,000
Commercial Director	£50,000 – £100,000+	£72,000
Head Of Sales	£30,000 – £80,000	£65,000
Business Development Director	£40,000 – £100,000	£62,000
Senior National Account Manager	£30,000 – £70,000	£53,000
Business Manager	£30,000 – £60,000	£51,000
Key Account Manager	£20,000 – £60,000	£42,000
National Account Manager	£20,000 – £60,000	£42,000
Sales Manager	£20,000 – £80,000	£39,000
Commercial Manager	£30,000 – £60,000	£38,000
Business Development Manager	£20,000 – £50,000	£38,000
Area Sales Manager	£20,000 – £50,000	£35,000
Ecommerce Manager	£30,000 – £40,000	£35,000
Account Manager	£20,000 – £29,000	£27,000
Business Development Executive	£20,000 – £29,000	£27,000
Sales Executive	£20,000 – £40,000	£26,000



Salary ranges are broad and reflect the wide range of companies within the North East. These results should therefore only be used as a guide. For further information on your recruitment needs or on a particular role within this discipline, please contact one of our consultants on 0191 222 0770.



## 5. Contact details

For more information on the North East Salary Survey 2013, please contact the Marketing department at Nigel Wright Recruitment on the details below:

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