



**NIGEL WRIGHT**  
GROUP  
RECRUITMENT

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**THE NORTH EAST OF ENGLAND**  
**SALES & MARKETING**  
SALARIES, SKILLS AND BENEFITS REPORT  
**2020**

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## INTRODUCTION

Welcome to Nigel Wright Recruitment's 2020 North East of England Sales & Marketing Salaries, Skills and Benefits Report.

The North East is a highly attractive market for any company that needs to employ experienced Sales & Marketing professionals, and to seek the expertise of marketers provided by the array of marketing agencies.

It goes without saying that salaries are obviously dependent upon the company and the job role, together with the specific skills and experience of the employee. Market conditions and dominant employers will affect local and regional market rates, as will supply and demand. Recruitment companies are obviously in an ideal position to be cognisant of market rates, since their customer base covers both employers and employees. The goal for the employer is to attract good talent and pay them fairly.

Market rates set candidates' expectations and employers' salary offers. Market rates are more established in some disciplines and levels than others. Certain disciplines will command a strong market rate especially when markets are buoyant and skilled workers are essential but in short supply.

## ABOUT NIGEL WRIGHT RECRUITMENT

Nigel Wright Recruitment is the leading and largest, multi-discipline regional recruitment business specialising in the North of England, with deep expertise across every discipline.

Our clients trust us to quickly attract the highest calibre and most suitable candidates first time.

1. **We access candidates that others can't.**
2. **Our customers believe we enhance their employer brand.**
3. **We control the process and manage risk, allowing you to focus on your day job.**
4. **We deliver sustainable results that produce long term value.**

We create greater value than our competitors with an open market perception survey ranking us above all competitors across relationships, service, knowledge, quality and capability.

## SAMPLE BASE

Nigel Wright's annual survey is sent to over 30,000 professionals at all levels across the North East of England.

This Report has been compiled from the answers of people identifying themselves as having a Sales & Marketing discipline. As such it is the most comprehensive Report about what Sales & Marketing professionals in the North East are earning and what benefits they are enjoying, their opinions on what attracts and motivates them to stay with or leave their employers, and their remuneration structures.

The sample base is representative of the North East Sales & Marketing marketplace.

The majority are male (53%) and a third (31%) are working in the consumer products industries, especially food & drinks. A fifth (21%) are working in companies that deliver some form of professional, financial or consumer services; and 15% are employed in the public or third sector.

95% of our Sales & Marketing sample are in full-time employment, and 92% described themselves as permanent, 6% as contract, 1% as interim and 1% as temporary. The results shown in this survey are based on permanent full-time workers.

FIGURE 1: RESPONDENTS' SECTOR

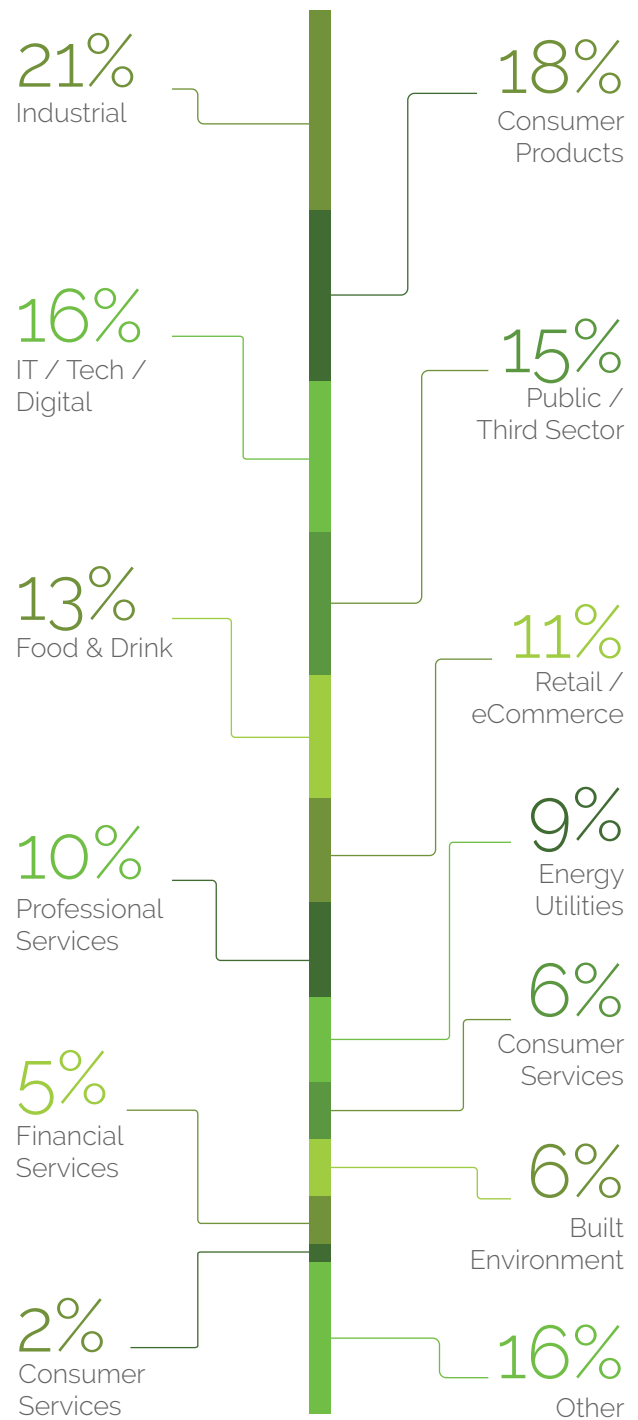
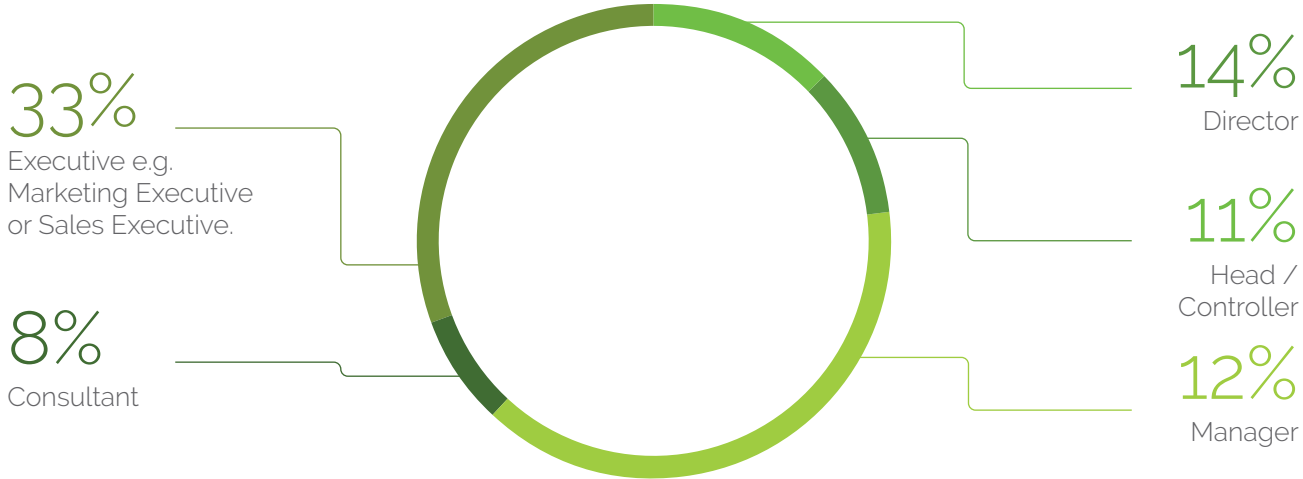


FIGURE 2: RESPONDENTS' JOB TITLE



In terms of position, **67%** of our sample are employed in a management capacity, including **14%** who identify themselves as Directors. **8%** work as consultants, while the remainder are employed at more junior levels.



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**1.0**

# THE WORKING ENVIRONMENT

“ I am uncomfortable with the short-term focus within the business and the lack of opportunity to develop and progress in my career. ”

## 1.1 SATISFACTION LEVELS & CHANGING JOBS

TABLE 1: JOB AND SALARY SATISFACTION

	Current job		Current salary	
	Sales & Marketing	All disciplines	Sales & Marketing	All disciplines
Very satisfied	11%	13%	15%	17%
Moderately satisfied	44%	46%	49%	45%
Neither satisfied nor dissatisfied	19%	16%	16%	15%
Moderately dissatisfied	20%	17%	11%	17%
Very dissatisfied	6%	7%	9%	7%

The survey found that **55%** of permanent Sales & Marketing professionals in the North East are satisfied with their current job (**11%** are very satisfied, **44%** moderately satisfied).

Not surprisingly, this tends to mirror how they feel about their current remuneration, but when the two statements are analysed in conjunction with each other, there is a hard core of **13%** of workers who are dissatisfied with both their job and their salary.

This is eclipsed by the **46%** who say they are satisfied with their job and their remuneration, and the remaining **41%** fall somewhere in between these two poles.

“ I'm seeking a better salary and new challenges elsewhere. ”

“ I want to join a company more in line with my values and with a modern approach to working. ”

FIGURE 3: SATISFACTION MATRIX

		Salary satisfaction		
		Satisfied	Neither satisfied nor dissatisfied	Unsatisfied
Job satisfaction	Satisfied	46%	5%	4%
	Neither satisfied nor dissatisfied	9%	6%	4%
	Unsatisfied	9%	4%	13%

46% are satisfied with both their job and their remuneration.

“There are few progression opportunities here; I'd like a role with purpose.”



TABLE 2: CHANGING JOBS

	Sales & Marketing	All disciplines
Changing job now (within a month or so)	14%	11%
Within the next year	30%	30%
In the next 1 - 2 years	23%	17%
In the next 2 - 3 years	8%	8%
In 3+ years	2%	3%
Not planning to change job	24%	31%

When we asked permanent Sales & Marketing professionals if they were planning to change jobs, **76%** told us they were planning to do so. **67%** of our sample base said they are planning to change jobs within the next two years. **14%** told us they were currently in process, and **30%** said they were looking to move within the next year.

These findings are also borne out by the fact that only **23%** of our sample have worked for their current employer for more than five years, with **13%** having been in their current position for more than five years. Our research finds that only when people reach the age of 50+ does the urge to change jobs start diminishing.

67% say they will be looking to change jobs in the next two years (44% within the year ahead).

14% told us they were currently in process to change jobs.

# Why Sales & Marketing professionals change jobs

TABLE 3: FACTORS INFLUENCING A CHANGE OF ROLES

	Sales & Marketing	All disciplines
Feel valued / have influence / make an impact	77%	75%
Higher salary	70%	70%
Company's values & culture	67%	61%
New challenges	65%	57%
Agile / flexible working	64%	61%
Career progression	61%	59%
Location	56%	64%
Generous holiday entitlement	46%	50%
Generous employer contributory pension	42%	44%
Profit share / bonus / commission levels	31%	25%
Health insurance	28%	25%
Car allowance / loan	24%	18%
Environmental & sustainability credentials	21%	15%
Corporate social responsibility initiatives	19%	14%
Latest technologies	19%	18%

We asked permanent Sales & Marketing professionals to select from a series of factors that were important to them when looking for a new role, and also asked them to tell us their main reason for changing jobs. Overall, the top three reasons selected were to feel valued and make a difference (77%), to earn a higher salary (70%), and a company's values and culture (67%).

Least likely to influence a permanent Sales & Marketing professionals' decision to change roles are corporate social responsibility initiatives and access to the latest technologies.

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The main reasons that Sales & Marketing professionals change jobs is to feel valued and make a difference, to earn a higher salary, or because they're attracted by a company's values and culture.

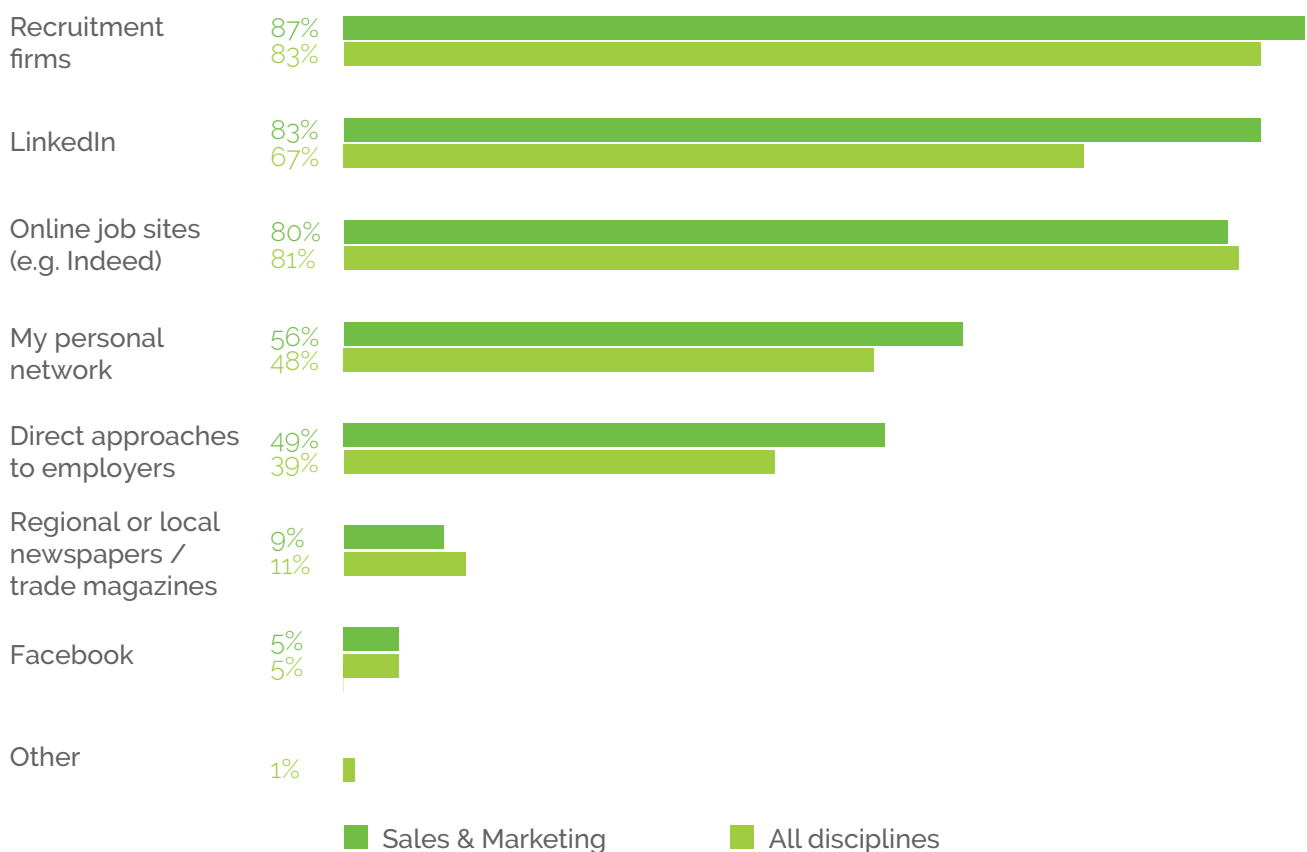
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“ I want a better paying job with more opportunities for job progression. ”

“ It's difficult to implement any kind of change here despite the fact that the company is clearly struggling to keep pace with its competition. ”

# How Sales & Marketing professionals look for jobs

FIGURE 3: METHODS USED TO SEARCH FOR A NEW ROLE



Once seeking new employment, the first ports of call are recruitment firms (87%), LinkedIn (83%) and online job sites (80%). Permanent Sales & Marketing professionals are more likely to approach their personal network (56%) than make direct approaches to employers (49%).

“I want increased responsibility that reflects my experience.”

## 1.2 SALARY INCREASES, BONUSES & BENEFITS

### Basic salaries

TABLE 4: AVERAGE SALARY INCREASE RECEIVED AND EXPECTED

	Last salary review		Next salary review	
	Sales & Marketing	All disciplines	Sales & Marketing	All disciplines
Zero	29%	24%	19%	16%
Up to 1%	6%	8%	6%	8%
Between 1 - 2%	24%	24%	22%	21%
Between 2 - 3%	21%	21%	26%	24%
Between 3 - 4%	5%	6%	7%	7%
Between 4 - 5%	4%	5%	2%	4%
Between 5 - 10%	2%	6%	2%	6%
Between 10 - 15%	3%	3%	5%	1%
Between 15 - 20%	4%	1%	1%	1%
20%+	3%	2%	1%	0%
Don't know	-	-	10%	11%

Almost a third (29%) of permanent Sales & Marketing professionals told us they received no increase at their last pay review and a further 30% received an increase of 2% or less. With the UK annual inflation rate averaging 1.8% in 2019, this means that 59% had an effective decrease in the value of their basic salary. Our sample were hopeful that they would receive a more generous pay increase at their next salary review, but still 47% are anticipating less than 2%.

30% received a pay increase of up to 2%.

29% received no increase to their basic salary at their last pay review.

TABLE 5: BONUS AND COMMISSION PAYMENTS

	Guaranteed	Personal performance	Company performance
Payment type received	11%	36%	29%
0 - 1 %	27%	10%	10%
1 - 5%	27%	26%	29%
5 - 10%	27%	16%	37%
10 - 15%	7%	22%	10%
15 - 20%	7%	8%	10%
20 - 40%	0%	6%	5%
40%+	7%	10%	0%

Base: All permanent employees receiving some form of bonus / commission

**51%** of permanent Sales & Marketing professionals told us they get some form of financial bonus or commission payment on top of their basic salary.

**51%** receive a bonus or commission.

We looked specifically at company performance, personal bonus and guaranteed bonus payments, and the one that was most commonly received was personal performance bonus payments which was received by **36%** of our sample.

For most permanent Sales & Marketing professionals who receive a personal performance bonus (**52%**) it will represent less than 10% of their salary. For those receiving a company bonus payment, **25%** are receiving over 10%.

**FIGURE 5: NEXT EXPECTED BONUS / COMMISSION**



Base: All permanent employees receiving some form of bonus / commission

In order to get an understanding of what overall level bonus / commission payments represent, we asked what the overall level received would be compared to basic salary (Table 6). **25%** said that it would represent less than 10% and **30%** said that it would be over 50%. **25%** said they expected to achieve more bonus / commission next year (Figure 5).

**55% who receive a bonus find it's worth up to 20% of their salary.**

TABLE 6: MAXIMUM LEVEL OF TOTAL BONUS OR COMMISSION PAID

	Sales & Marketing	All disciplines
Under 10% of basic salary	25%	42%
Between 10 - 20% of basic salary	30%	27%
Between 20 - 30% of basic salary	4%	9%
Between 30 - 50% of basic salary	11%	5%
Between 50 - 75% of basic salary	4%	2%
Between 75 - 100% of basic salary	3%	1%
Over 100% of basic salary	16%	3%
Not certain / don't know	7%	12%

Base: All receiving some form of bonus / commission payment



## Benefits received

TABLE 7: BENEFITS CURRENTLY RECEIVED

	Sales & Marketing	All disciplines
Death / injury in service benefits	54%	61%
Car parking (free parking / reimbursement of daily parking )	36%	44%
Buy / sell holidays	34%	30%
Company car / car allowance	34%	19%
Help with career development costs (e.g. professional qualifications)	24%	28%
Private healthcare insurance (self only)	19%	22%
Private healthcare (self & family)	16%	17%
Help with commuting costs	6%	6%
Travel insurance	6%	5%
Mutual pay (profit share scheme)	6%	5%
Interest free loans	3%	3%
Other	13%	17%

54% receive death / injury in service benefits.

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We asked permanent Sales & Marketing professionals to tell us which benefits they received. Death / injury in service benefit is the most frequent one received. Healthcare (either for themselves or family) is received by **35%** of our sample and help with the costs of career development is received by **24%**. **34%** told us they were able to buy or sell holidays, and the same proportion receive a company car or car allowance.

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19% get healthcare just for themselves  
and 16% have healthcare for themselves  
and family.

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# Pension

FIGURE 6: YEARS IN PENSION POT

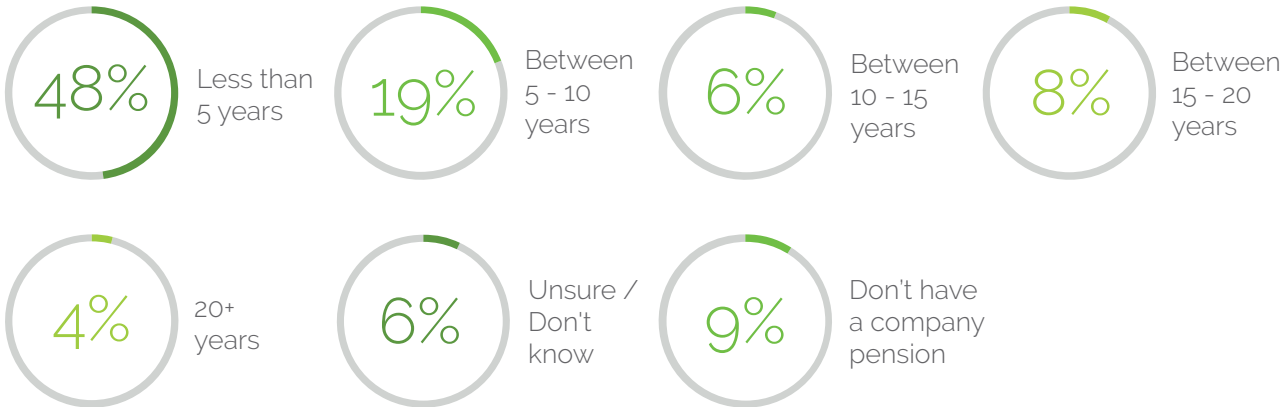
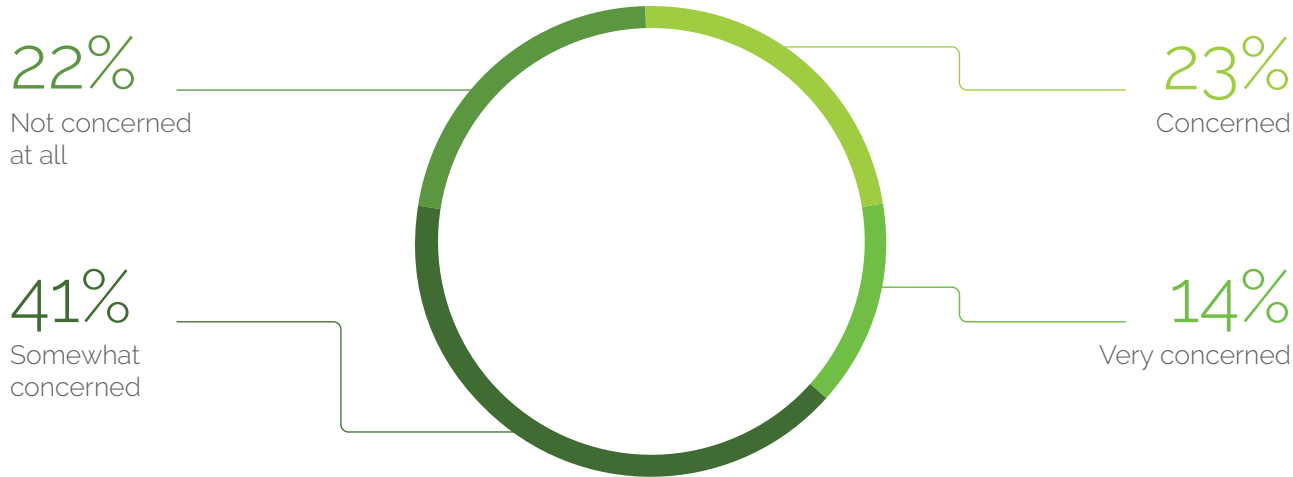


FIGURE 7: PENSION CONCERNS



78% are concerned about the size of their final pension pot.

TABLE 8: PERCENTAGE CONTRIBUTION TO PENSION

	Employers' contribution		Personal contribution	
	Sales & Marketing	All disciplines	Sales & Marketing	All disciplines
Up to 3%	24%	17%	19%	13%
Between 3 - 5%	31%	31%	35%	38%
Between 5 - 7%	13%	18%	18%	21%
Between 7 - 10%	14%	14%	10%	14%
Between 10 - 15%	3%	7%	2%	4%
Between 15 - 20%	1%	3%	2%	2%
Over 20%	2%	2%	1%	1%
N/A / don't know	12%	8%	12%	7%

Base: All permanent employees

A fifth of Sales & Marketing professionals (22%) say they have no concerns about their pension, although **41%** say they are "somewhat concerned." **14%** are "very concerned" about their final pension pot. Only **6%** are working for companies who contribute 10% or more into a pension, and **54%** say their personal contribution is less than 5%.

# Holidays

TABLE 9: STANDARD HOLIDAY ENTITLEMENT

	Sales & Marketing
20 days or less	10%
21 - 24 days	20%
25 days	39%
26 - 30 days	25%
31+ days	6%

In terms of holidays, **69%** of permanent Sales & Marketing professionals were getting at least 25 days. Unsurprisingly, the larger the company, the more generous the holiday entitlement.

**31% have 26+ days holiday per year.**

## 1.3 FLEXIBLE WORKING

FIGURE 8: FLEXIBLE WORKING OPTIONS

	On offer		Ideal scenario	
	Sales & Marketing	All disciplines	Sales & Marketing	All disciplines
Agile working (work where, when and how you choose)	24%	18%	50%	47%
Flexi-time that includes a 'core' period of the day during which you are required to be at work	24%	27%	46%	47%
Working from home regularly	24%	18%	36%	33%
Working from home occasionally	36%	42%	32%	37%
Informal permission to start late / leave work early	35%	47%	31%	33%
Compressed hours (same hours over fewer days)	7%	8%	20%	26%
Term-time working	1%	3%	7%	5%
Part-time working	6%	10%	6%	7%
Annual hours	1%	2%	4%	4%
Job sharing	2%	5%	1%	2%
Other	0%	1%	2%	1%
None	19%	19%	1%	1%
Not possible with my role	6%	6%	-	3%

In this year's survey, we asked permanent Sales & Marketing professionals to tell us what flexible working options they are offered through their employer and which would represent an ideal working scenario. We already know through earlier questioning that **64%** say that flexible working is important to them when seeking a new role (reference Table 3).

Not everyone can work flexibly: **19%** said their company offered no options to do so and **6%** said that it wasn't possible with their job role. **36%** said their company lets them work from home occasionally, **24%** said they can work this way regularly, and **35%** say their employer provides informal permission to start late / leave work early.

However, these do not represent permanent Sales & Marketing professionals' ideal working scenario. Agile working and flexi-time are the most popular options – and **75%** of the sample chose at least one or both of these as representing their ideal working options.

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81% work for a company that offers some form of flexible working.

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75% consider agile working or flexi-time to be an ideal form of working.

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25% are unable to enjoy any form of flexible working options.

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## 1.4 THE DAILY COMMUTE

TABLE 10: LENGTH OF COMMUTE TO WORK

	Current journey	Maximum acceptable
Up to 30 minutes	49%	15%
Up to 45 minutes	18%	27%
Up to 1 hour	17%	34%
Up to 1 hour 15 minutes	5%	6%
Up to 1 hour 30 minutes	1%	7%
Up to 2 hours	3%	6%
Over 2 hours	7%	4%

This year we asked about the length and cost of people's daily journey to work, and we also asked about the maximum time they would consider commuting.

Almost half of people in our sample (49%) told us that door to door, their journey is less than 30 minutes, and 48% said their weekly travel costs were less than £20. Only 16% travel for more than an hour each way and 21% say they spend over £40 per week.

57% of our sample said they would consider a commute of over 45 minutes, and a quarter (23%) are prepared to have a journey time of over an hour. Only 14% would consider travel costs in excess of £60 a week. 80% of our sample told us that they drive to work each day, with only 10% using public transport.



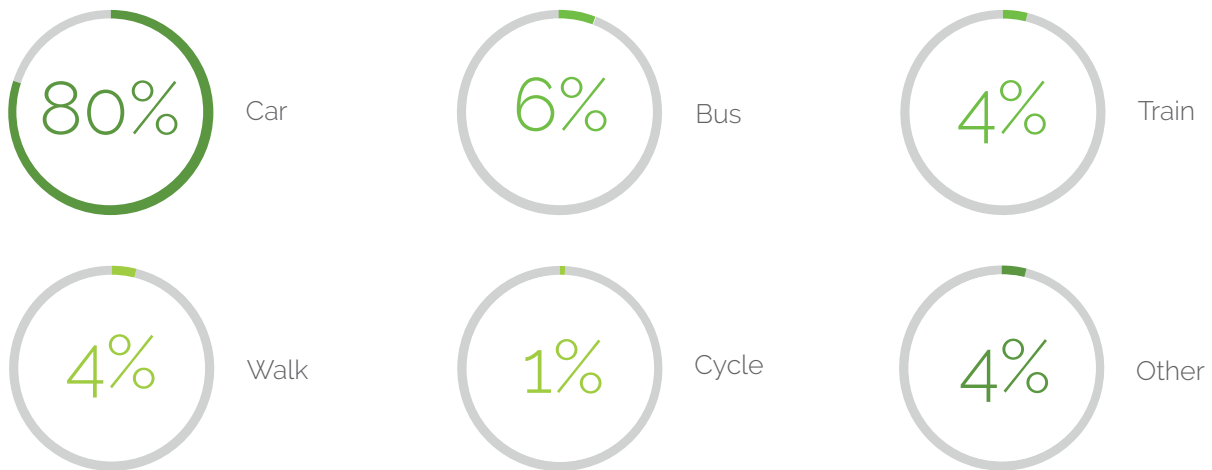
**TABLE 11: WEEKLY COMMUTING COSTS**

	Current journey	Maximum acceptable
Less than £10	21%	9%
Between £10 - £20 per week	27%	14%
Between £20 - £30 per week	18%	29%
Between £30 - £40 per week	13%	18%
Between £40 - £60 per week	11%	16%
Between £60 - £80 per week	5%	6%
Between £80 - £100 per week	1%	2%
Over £100 per week	4%	6%

67% of Sales & Marketing professional commute for up to 45 minutes to work.

66% of Sales & Marketing professionals incur weekly commuting costs of up to £30.

FIGURE 9: MAIN TYPE OF TRANSPORT TO WORK



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80% of Sales & Marketing professionals drive to work.

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## 1.5 LEARNING & DEVELOPMENT OPPORTUNITIES

TABLE 12: LEARNING & DEVELOPMENT OPPORTUNITIES

	Sales & Marketing	All disciplines
Those working at companies offering L&D opportunities	55%	64%
Online learning platform	58%	63%
Leadership programme	47%	44%
Professional development programmes	44%	44%
Professional memberships	42%	48%
Personal development programmes	31%	37%
Leadership training for those who don't want to manage people	18%	15%
Enable employees to pursue their passions (e.g. learn a new language)	12%	8%
Ability to retrain	8%	7%

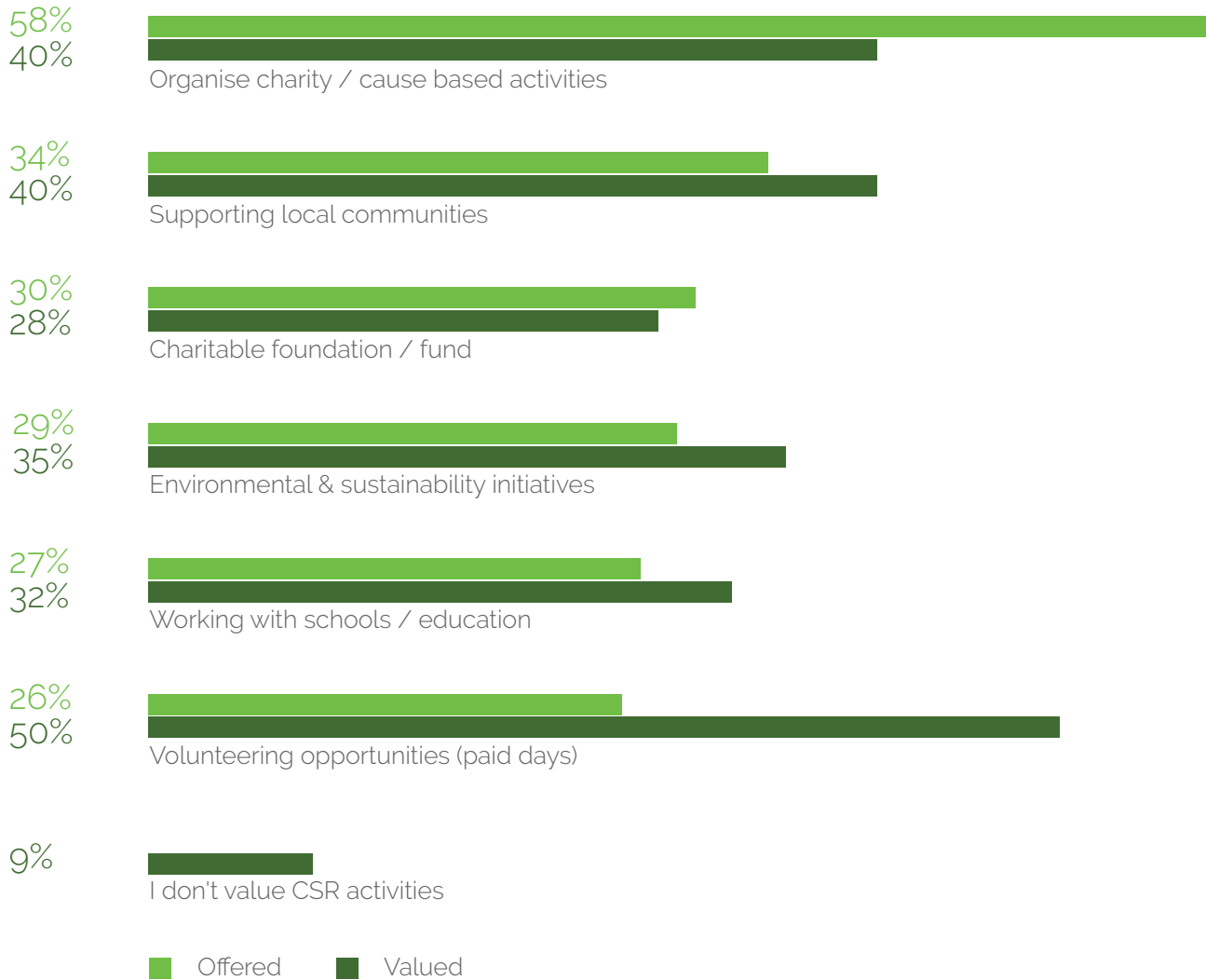
Base: All permanent employees at companies providing L&D

Within companies offering L&D, the most common opportunity offered to Sales & Marketing professionals was access to an online learning platform (58%), and the least likely was the ability to retrain.

55% of our sample told us their employer offered them L&D opportunities.

## 1.6 CORPORATE SOCIAL RESPONSIBILITY

FIGURE 10: CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES (OFFERED & PERSONALLY VALUED)



The most common CSR activities encouraged are charity-based activities. Our survey found that this type of CSR activity is highly valued by Sales & Marketing professionals, but that the most valued activity is taking part in volunteering opportunities.

It is assumed that one of the benefits of CSR is increased employee engagement and satisfaction. It is also assumed that employees want to work for a company involved in positive initiatives and with a strong public image, and that CSR initiatives will attract valuable and engaged employees.

However, our earlier questions about what is important to Sales & Marketing professionals when they are looking for a new role does imply that CSR is one of the least likely factors to influence a change of job (reference Table 3). Nevertheless, it is positive to note that only **9%** say they don't value CSR activities.

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69% say their company offers CSR activities.

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9% say they don't value CSR activities.

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Volunteering and charity-based activities are highly valued by Sales & Marketing professionals.

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## 1.7 SKILL SHORTAGES

TABLE 13: ACTIONS TAKEN BY EMPLOYERS TO ADDRESS SKILL SHORTAGES.

	Sales & Marketing	All disciplines
Those working for companies with skill shortages	27%	26%
Increased external hiring	50%	50%
Reskilled our current workforce	29%	34%
Recruited apprentices / graduates	26%	39%
Recruited from other industries or professions	21%	22%
Recruited workers from other countries	16%	15%
Utilising AI / automation	11%	14%
Recruited from further afield in the UK	3%	15%
Other	18%	19%

Base: All working for companies with skill shortages

**27%** of Sales & Marketing professionals reported that the companies they work for are experiencing skill shortages. To counter this, those companies were seen to have taken various actions to address those skill shortages – the most common being increased external hiring (**50%**) followed by reskilling the workforce (**29%**).

When we asked for more details about skill shortages, the issue mentioned most often was finding experienced people with digital knowledge and skills, which obviously differs from company to company.

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**27% say their company is experiencing skill shortages.**

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“ We need digital marketing and digital channel specialists in areas such as PPC, Technical SEO and CRO. ”

“ There's a lack of digital knowledge across the business; people are unwilling to learn and adapt. ”

“ Our company is engineering led and there's a lack of commercial and marketing expertise. ”

## 1.8 RECRUITMENT

TABLE 14: HOW WILL THE NUMBER OF PEOPLE RECRUITED BY YOUR COMPANY CHANGE COMPARED TO LAST YEAR?

	Sales & Marketing	All disciplines
Recruit more	44%	41%
No change	24%	24%
Recruit less	12%	11%
Don't know	20%	24%

We asked respondents whether they thought their organisation would be recruiting more people in the next 12 months and whilst **20%** admitted they didn't know, **44%** said they expected to see an increase on current recruitment levels, and only **12%** said there would be less recruitment.

**68%** say their companies will recruit at least the same or more people during 2020.

“ We're seeking people with data science, digital platforms and customer experience management capabilities. ”

“ There's a change in skills needed for the future workforce. ”



**TABLE 15: WHAT CHALLENGES DO YOU THINK YOUR COMPANY EXPECTS TO ENCOUNTER WHEN RECRUITING STAFF?**

	Sales & Marketing	All disciplines
Shortage of suitable candidates	55%	54%
Competition from other employers	36%	37%
Applicants with unrealistic salary requirements	26%	17%
Issues relating to Brexit	17%	22%
Immigration restrictions	5%	5%
Don't know	20%	19%
Not planning to recruit	11%	11%

**55% think the companies they work for will have problems finding suitable candidates.**

Whilst Sales & Marketing professionals believe that most of their organisations will recruit staff during the year ahead, the majority expect a shortage of suitable candidates. This is compounded by competition from other employers and applicants with perceived unrealistic salary requirements.



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**2.0**

# ANALYSIS OF SALARIES IN RELATION TO DISCIPLINE

## 2.9 SALES

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
Sales Director EMEA	£87,000	£62,000	£200,000
Chief Commercial Officer / Chief Revenue Officer	£85,000	£60,000	£160,000
Sales / Commercial Director	£80,000	£46,000	£150,000
Head of Sales / Senior Sales Manager	£68,000	£45,000	£97,000
International / Export Sales Manager	£63,000	£36,000	£77,000
Commercial Manager	£58,000	£39,000	£87,000
Sales Manager	£50,000	£41,000	£70,000
Technical Sales Manager	£45,000	£35,000	£65,000
Sales Engineer	£45,000	£29,000	£60,000
Regional / Territory / Field Sales Executive	£37,000	£24,000	£45,000
Internal Sales Manager	£32,000	£26,000	£45,000
Sales Executive / Advisor	£28,000	£15,000	£33,000
Sales Administrator	£26,000	£21,000	£32,000
International / Export Sales Coordinator	£24,000	£17,000	£33,000
Telesales Executive	£22,000	£17,000	£25,000
Internal Sales Coordinator	£20,000	£15,000	£26,000
Business Development Director	£72,000	£51,000	£100,000
Business Development Manager	£46,000	£35,000	£80,000
Business Development Executive	£26,000	£21,000	£35,000
Customer Success Director	£80,000	£70,000	£100,000
Head of Customer Success	£60,000	£45,000	£75,000
Account Director	£61,000	£36,000	£77,000
Senior National Account Manager	£58,000	£40,000	£65,000
National Account Manager	£51,000	£30,000	£62,000
Key Account Manager	£38,000	£26,000	£46,000
Customer Success Manager	£40,000	£30,000	£60,000
International Account Manager	£35,000	£21,000	£56,000
Account Manager	£33,000	£21,000	£56,000

## 2.9 SALES

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
Customer Service Director	£66,000	£50,000	£100,000
Head of Customer Service	£52,000	£45,000	£65,000
Customer Experience Manager	£40,000	£22,000	£60,000
Customer Service Manager	£38,000	£31,000	£50,000
Customer Service Coordinator	£24,000	£17,000	£32,000
Customer Service Advisor	£19,000	£16,000	£27,000
Head of Contact Centre	£90,000	£75,000	£100,000
Contact Centre Manager	£70,000	£60,000	£85,000
Contact Centre Operations Manager	£50,000	£40,000	£65,000
Contact Centre Team Leader / Manager	£32,000	£25,000	£38,000
Contact Centre Advisor	£19,000	£16,000	£27,000

# SALES CAREER PYRAMID

MAIN ACTIVITIES & TYPICAL SALARY

RELATIONSHIPS

10+ years' experience  
£60k - £200k

Sales Director /  
Commercial  
Director /  
BU Manager /  
Head of eCommerce

**Strategic**  
Interface internally &  
externally with board of  
directors, shareholders, trade  
bodies, etc.

3 - 9 years' experience  
£40k - £80k

Head of International /  
KAM / NAM / BDM / Export Manager /  
Category Manager / Channel Manager  
/ Field Sales Manager /  
International Sales Manager

**Managerial**  
Interface internally with other  
functional heads, directors &  
externally with customers,  
suppliers, trade bodies

1 - 5 years' experience  
Up to £40k

Sales Rep / Merchandiser /  
Forecaster / Key Account Rep /  
Export Sales Rep

**Technical**  
Interface with  
internal  
management and  
externally with  
customers



For further information on your recruitment needs or on a particular role within Sales, please contact:

**Ben Debnam - Associate Director**

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## 2.10 MARKETING

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
Chief Marketing Officer	£124,000	£90,000	£160,000
Marketing Director	£82,000	£50,000	£150,000
Sales & Marketing Director	£82,000	£60,000	£140,000
Communications Director	£99,000	£80,000	£150,000
Head of Communications	£59,000	£40,000	£70,000
Marketing Communications Manager	£52,000	£40,000	£60,000
Communications Manager	£45,000	£30,000	£60,000
Internal Communications Manager	£33,000	£27,000	£55,000
PR Manager	£44,000	£35,000	£50,000
PR / Communication Officer / Executive	£36,000	£25,000	£45,000
Events Manager	£28,000	£18,000	£40,000
Product Director	£71,000	£60,000	£95,000
Product Manager	£48,000	£35,000	£65,000
Head of Marketing	£70,000	£35,000	£100,000
Marketing Manager	£42,000	£30,000	£75,000
Marketing Executive / Coordinator	£26,000	£18,000	£30,000
Marketing Assistant	£20,000	£18,000	£25,000
Category Director	£82,000	£60,000	£120,000
Category Manager	£51,000	£40,000	£80,000
Category Analyst	£34,000	£25,000	£40,000
Trade Marketing Manager	£40,000	£30,000	£50,000
Brand Director	£52,000	£40,000	£80,000
Senior Brand Manager	£46,000	£36,000	£60,000
Brand Manager	£38,000	£31,000	£50,000

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
Head of Client Services	£47,000	£40,000	£70,000
Client Services Manager	£35,000	£30,000	£45,000
Account Director	£42,000	£36,000	£60,000
Account Manager	£31,000	£23,000	£40,000
Account Executive	£22,000	£17,000	£25,000
Market Research Manager	£36,000	£32,000	£45,000
Market Research Assistant	£22,000	£18,000	£28,000
Director of eCommerce	£80,000	£60,000	£150,000
Head of eCommerce	£60,000	£50,000	£75,000
eCommerce Manager	£40,000	£28,000	£48,000
eCommerce Executive	£27,000	£18,000	£33,000
Head of Digital	£50,000	£35,000	£65,000
Digital Marketing Manager	£40,000	£28,000	£50,000
SEM Manager	£35,000	£25,000	£45,000
Marketing Officer	£33,000	£25,000	£40,000
Digital Campaign Manager	£33,000	£25,000	£40,000
Digital Marketing Executive	£27,000	£16,000	£40,000
SEM Executive	£25,000	£18,000	£30,000
CRM Manager / SMS / eMail	£45,000	£30,000	£50,000
Affiliate Marketing Manager	£32,000	£26,000	£40,000
Affiliate Marketing Executive	£26,000	£18,000	£30,000
Art Director	£50,000	£36,000	£70,000
Senior Graphic Designer	£31,000	£23,000	£40,000
Graphic Designer	£24,000	£18,000	£35,000
Copywriter	£30,000	£26,000	£40,000
Head of Bids	£60,000	£50,000	£70,000
Bid Manager	£48,000	£37,000	£63,000

# MARKETING CAREER PYRAMID

## MAIN ACTIVITIES & TYPICAL SALARY

## RELATIONSHIPS

### Strategic

Oversee marketing department, set budgets, grow market share, be accountable for brand/product success

£80k+

Marketing Director / Business Unit Director / Head of Customer Marketing

Interface with internal & external, board of directors, shareholders, customers, trade bodies

### Managerial

People management, P&L responsibility

£40k - £80k

Marketing Manager / (Senior) Brand/Product Manager / Category Manager / Channel Marketing Manager / NPD Manager / Insights Manager / PR Manager / Trade Marketing Manager / Innovation Manager

Interface with other functional heads, particularly sales and category teams, directors & externally with customers, agencies, trade bodies

### Technical / Tactical

Support and analysis

Up to £40k

Marketing Assistant / Assistant Brand Manager / Category Assistant / Assistant Product Manager / Trade Marketing Executive / Digital Marketing Executive

Interface with internal management (particularly sales) and externally with customers and agencies



For further information on your recruitment needs or on a particular role within Marketing, please contact:

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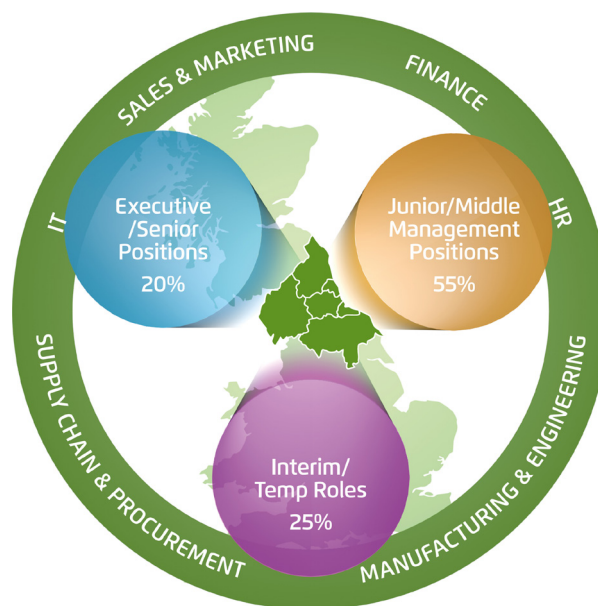


## NIGEL WRIGHT: OUR PROPOSITION

Nigel Wright Group has 2 specialist recruitment divisions:

1. The leading and largest, multi-discipline recruitment business specialising in the North of England, with deep expertise across every discipline.
2. We are Europe's number one consumer sector recruitment specialist.

### OUR REGIONAL PROPOSITION



Nigel Wright has been the preferred talent partner for the last 30 years.

1. We have significant experience in bringing together high-calibre candidates and local/global organisations for individual assignments and as part of a long-term account.
2. Our depth and breadth of experience for handling large scale, transformational recruitment projects is extensive and we have the capacity and capabilities required to provide clients with excellent service levels whilst helping achieve their objectives.

Our clients trust us to quickly attract the highest calibre and most suitable candidates first time.

1. We access candidates that others can't
2. Our customers believe we enhance their employer brand
3. We control the process and manage risk, allowing you to focus on your day job
4. We deliver sustainable results that produce long term value

# OUR OFFICES

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