



MARKETING & COMMUNICATIONS

SALARY GUIDE 2017

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Outlook

Throughout 2016 we had seen additional hiring across a broad range of Marketing & Communications roles. In Q1 and Q2, a considerable proportion of hiring was at junior to mid-level management. However in Q3 and Q4, following the referendum in June, we saw an increased push in hiring at mid to senior level, in both the Marketing & Communications space.

Across Communications, we have seen a greater focus on hiring Internal /Employee Communications professionals with experience in Change or Programme Communications (rather than BAU Communications). These roles have typically been day rate contracts, though there has been a shift towards hiring on fixed term contracts for these roles as many have been associated with long term projects or programmes.

Within Marketing, we have continued to see a wide range of roles being hired across both offline and online marketing. In particular, there has been an increase in demand for Content Marketing specialists. As companies are now allocating more of their overall marketing budget to Digital, with many Financial Services organisations expected to allocate 35% of their marketing costs to the digital space by 2019, we continue to see a rise in recruitment for hiring specialist roles within the Digital arena. Of particular note, has been hiring for digital content specialists as well as digital customer experience (CX) and digital product management

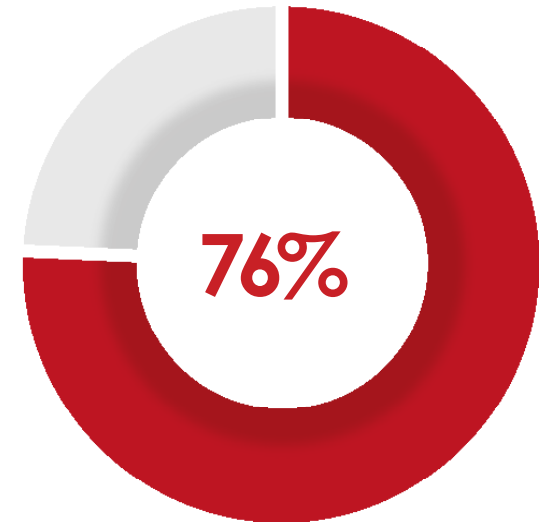
professionals. In addition, we have seen a steady increase in technology and data driven Marketing roles, most notably in Marketing Automation and Email Marketing.

Salaries have remained reasonably static post-Brexit for permanent hires across Marketing & Communications. There have been minor cuts for day rate contract roles in both Marketing & Communications, though these cuts have mostly been blanket cuts across businesses. One area which has bucked the salary trend is in the Digital area (Digital Marketing and CX), where Banks and Financial Services organisations have often lagged behind, and are now adopting a "talent-led" approach to hiring. As a result, salary levels have been driven upwards to secure the most highly sought after Digital specialists.

Industry moves/changes

Lesley McPherson, joins the Co-Op Bank as new Director of Communications. Marcus Dubois leaves HSBC to join Investec to oversee the digital content production within the Bank (at Group level). Aoife Reynolds bolsters Dan Hunter's Communications team at Nomura to become Head of the EMEA Media Relations team. Simon Watson has moved internally at RBS from Head of Communications & Branding into MD of Branch Banking. Klare Iveson (ex-Fidelity) has joined Aviva to Head up the Marketing Team for their Investment Consumer Platform. Following the merger of Just Retirement with Partnership Assurance

Group, the new entity has become the JRP Group, with Jenny Burns (ex-RSA), now leading the Brand & Culture of the newly formed entity, following the integration.



Over 75% of people used either the internet or mobile as banking methods in 2016. This number is set to increase throughout 2017 as digital becomes the most preferred option amongst consumers

LONDON & THE SOUTH EAST

Permanent

Role	1-2 years' experience		2-5 years		5-7 years		7-10 years		10+ years	
	Min £	Max £	Min £	Max £	Min £	Max £	Min £	Max £	Min £	Max £
Marketing Communications	£20,000	£25,000	£26,000	£35,000	£35,000	£55,000	£55,000	£85,000	£80,000	£200,000
Campaign Management	£20,000	£25,000	£26,000	£35,000	£35,000	£55,000	£55,000	£75,000	£75,000	£120,000
Direct marketing	£20,000	£25,000	£26,000	£35,000	£35,000	£55,000	£55,000	£75,000	£75,000	£120,000
Digital Marketing (SEM, SEO, PPC)	£20,000	£25,000	£24,000	£35,000	£35,000	£55,000	£60,000	£90,000	£90,000	£150,000
Digital Product Management	£20,000	£25,000	£24,000	£35,000	£35,000	£55,000	£60,000	£90,000	£90,000	£150,000
Digital Content	£20,000	£25,000	£24,000	£35,000	£35,000	£55,000	£55,000	£80,000	£80,000	£120,000
Digital Strategy	£20,000	£25,000	£24,000	£35,000	£35,000	£55,000	£65,000	£95,000	£80,000	£180,000
Customer Experience (CX)	£20,000	£25,000	£24,000	£35,000	£35,000	£55,000	£60,000	£90,000	£80,000	£150,000
Brand & Advertising	£20,000	£25,000	£24,000	£35,000	£35,000	£55,000	£60,000	£85,000	£80,000	£150,000
PR & Corporate Communications	£20,000	£25,000	£24,000	£35,000	£35,000	£55,000	£55,000	£85,000	£85,000	£200,000
Internal Communications / Employee Engagement	£20,000	£25,000	£24,000	£35,000	£35,000	£55,000	£55,000	£85,000	£85,000	£200,000
Change / Programme Communications	£20,000	£25,000	£24,000	£35,000	£35,000	£55,000	£55,000	£75,000	£75,000	£150,000
RFP	£22,000	£27,000	£28,000	£35,000	£35,000	£55,000	£55,000	£75,000	£75,000	£85,000
Investment Writing / Communications	£22,000	£27,000	£28,000	£35,000	£35,000	£55,000	£55,000	£75,000	£75,000	£100,000
Business Development / Sales Support	£18,000	£24,000	£24,000	£35,000	£35,000	£55,000	£55,000	£75,000	£75,000	£90,000
Copywriter/Editor	£18,000	£23,000	£24,000	£35,000	£35,000	£50,000	£50,000	£70,000	£70,000	£80,000
Event Management	£18,000	£25,000	£26,000	£35,000	£35,000	£55,000	£55,000	£75,000	£75,000	£130,000
Roadshow Management	£18,000	£25,000	£26,000	£35,000	£35,000	£55,000	£55,000	£75,000	£75,000	£100,000
Marketing strategy	£25,000	£30,000	£30,000	£40,000	£40,000	£60,000	£60,000	£80,000	£80,000	£180,000

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Permanent

Role	1-2 years' experience		2-5 years		5-7 years		7-10 years		10+ years	
	Min £	Max £	Min £	Max £	Min £	Max £	Min £	Max £	Min £	Max £
Product Management & Development	£20,000	£25,000	£26,000	£35,000	£35,000	£55,000	£55,000	£75,000	£75,000	£150,000
Proposition Development	£20,000	£25,000	£26,000	£35,000	£35,000	£55,000	£55,000	£75,000	£75,000	£150,000
Product Marketing	£20,000	£25,000	£26,000	£35,000	£35,000	£55,000	£55,000	£75,000	£75,000	£150,000
Marketing Research	£20,000	£25,000	£26,000	£35,000	£35,000	£55,000	£55,000	£75,000	£75,000	£130,000
Marketing Analysis	£20,000	£25,000	£26,000	£35,000	£35,000	£55,000	£55,000	£75,000	£75,000	£150,000
Customer Insight	£20,000	£25,000	£26,000	£35,000	£35,000	£55,000	£55,000	£75,000	£75,000	£150,000

LONDON & THE SOUTH EAST

Contract

Role	1-2 years' experience		2-5 years		5-7 years		7-10 years		10+ years	
	Min £	Max £	Min £	Max £	Min £	Max £	Min £	Max £	Min £	Max £
Marketing Communications	£100	£150	£150	£250	£250	£450	£450	£600	£550	£1,200
Campaign Management	£100	£150	£150	£250	£250	£450	£450	£600	£600	£750
Direct marketing	£100	£150	£150	£250	£250	£450	£450	£600	£600	£750
Digital Marketing (SEM, SEO, PPC)	£110	£150	£150	£250	£250	£450	£450	£600	£600	£1,000
Digital Product Management	£120	£150	£150	£250	£250	£450	£450	£700	£700	£1,500
Digital Content	£100	£150	£150	£250	£250	£450	£450	£600	£550	£750
Digital Strategy	£100	£150	£150	£250	£250	£450	£450	£600	£600	£1,200
Customer Experience (CX)	£120	£150	£150	£250	£250	£450	£450	£600	£600	£1,200
Brand & Advertising	£100	£150	£150	£250	£250	£450	£450	£600	£550	£1,200
PR & Corporate Communications	£100	£150	£150	£250	£250	£450	£450	£600	£600	£1,000
Internal Communications / Employee Engagement	£100	£150	£150	£250	£250	£450	£450	£600	£600	£1,000
Change / Programme Communications	£100	£150	£150	£200	£200	£350	£450	£600	£600	£1,200
RFP	£120	£150	£150	£200	£200	£350	£350	£500	£500	£600
Investment Writing / Communications	£120	£150	£150	£200	£200	£350	£350	£500	£500	£600
Business Development / Sales Support	£100	£150	£150	£200	£200	£350	£350	£500	£500	£600
Copywriter/Editor	£100	£150	£150	£200	£200	£350	£350	£450	£450	£600
Event Management	£100	£150	£150	£200	£200	£350	£350	£500	£500	£800
Roadshow Management	£100	£150	£150	£200	£200	£350	£350	£450	£450	£600
Marketing strategy	£150	£175	£150	£250	£250	£400	£400	£700	£700	£1,200

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Contract

Role	1-2 years' experience		2-5 years		5-7 years		7-10 years		10+ years	
	Min £	Max £	Min £	Max £	Min £	Max £	Min £	Max £	Min £	Max £
Product Management & Development	£125	£150	£150	£250	£400	£400	£400	£600	£600	£1,000
Proposition Development	£125	£150	£150	£200	£200	£400	£400	£600	£600	£1,000
Product Marketing	£125	£150	£150	£200	£200	£400	£400	£600	£600	£1,000
Marketing Research	£100	£150	£150	£200	£200	£350	£350	£500	£500	£800
Marketing Analysis	£100	£150	£150	£200	£200	£350	£350	£500	£500	£800
Customer Insight	£125	£150	£150	£200	£200	£350	£350	£550	£550	£800

Contact Us

Established in 1987 and with offices in throughout the UK (London, Manchester and Edinburgh) as well as internationally in Dubai and Singapore, McGregor Boyall Associates is one of the UK's leading recruitment firms.

Our core focus is to identify, attract and deliver high quality professionals who can support and enhance their new employer's corporate objectives.

We deliver recruitment solutions against a wide range of permanent, interim and contract requirements but whilst the roles we resource are diverse and changing, our approach remains simple, consistent and successful. In a

marketplace in which effectiveness and value are increasingly prized by both clients and candidates, we believe that the qualities that have sustained our performance in the past will continue to do so in the future.

We have been successful due to the professionalism, sector knowledge and experience of our consultants. It is their commitment to high levels of service and effective delivery

that has allowed us to develop a deep, industry-wide pool of candidates who consistently turn to McGregor Boyall when searching for a new position.

Headquartered in the City of London, and with further offices throughout the UK as well as globally in Dubai and Singapore, we are able to offer recruitment solutions throughout the UK & Europe, Middle East and Asia Pacific regions.

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