carter murray

# UK marketing and sales salary guide

2024

# Contents

# Introduction

## Welcome to our latest salary guide – based on a survey of marketing, communications, digital and sales professionals across the UK.

Our salary guides support marketing and sales professionals, along with HR teams, across all sectors by providing accurate salary benchmarking. Working with our extensive network gives us valuable insight into hiring trends and candidate insights across marketing and sales recruitment within the UK.

**Here are some headline stats from this year's salary guide:**

Two thirds (66%) of respondents are considering changing roles in 2024 compared to 51% this time last year

In 2023, 76% of senior candidates we placed were female

In the first quarter of 2024, 54% of our UK placements achieved a salary over £70,000 – 80% of which were female

The UK's marketing and sales professionals are moving jobs after just 1.3 years on average

2023 was a year of consolidation for many marketing functions across the UK, with recruitment considerable slower than the year before. While this stability was expected after the hiring boom of 2022, teams are focusing more on strategic hires than drastically growing headcount.

Salary expectations stabilised in 2023, aligning with a shift in employee priorities and overall market normalisation. Negotiations often aim to balance salaries with rising living costs, while benefits like flexible working arrangements still play a key role.

A trend we're seeing across UK marketing and sales functions is their increasing focus on personalising the customer experience. This is supported by the rise of marketing automation tools and artificial intelligence (AI) powered solutions, which also help businesses gain deeper customer insights and improve efficiency.

In this guide you'll find more recruitment trends and statistics, a look ahead throughout 2024 and beyond, and salary benchmarking.

Thank you to everyone that took part in our survey, especially those businesses and professionals who choose us as their specialist recruiter.

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# Highlights in your industry

### Executive search

The role of Chief Marketing Officer (CMO) is more critical than ever. Businesses have needed to stay ahead of the competition in the face of economic uncertainty over recent years – from interest rate fluctuations to challenging debt markets and increased focus on cash and liquidity.

But due to these conditions, we've seen continued redundancies and less opportunities for CMOs and Marketing Directors across all sectors. This is driving a surplus of these senior candidates looking for new roles.

On a positive note, this has increased the volume of opportunities available for fractional CMOs – a role that either works part-time throughout the week or on a temporary fixed-term contract.

This is a popular solution for those businesses who continue to upskill their team while reducing costs, and it appeals to executive-level candidates by offering more flexibility and diverse opportunities.

Leading businesses in the UK have consistently chosen specialist recruitment agencies like Carter Murray to run these senior mandates instead of using traditional search firms. Our senior team have extensive networks across marketing digital, communications and sales and we work hard to remain the recruitment partner of choice for these important hires.

> In 2023, 76% of all senior candidates we placed were female.

## Banking and financial services

It's been a challenging period for hiring managers in banking and financial services firms.

It's no surprise that firms reduced their hiring in 2023 after the post-pandemic recruitment boom. Last year, we saw a significant number of roles put on hold – particularly earlier in the year. Many firms increased their push for direct hiring, only to find they couldn't easily access passive high-quality candidates in the market and eventually reverting to using recruitment specialists.

Hiring processes slowed down in 2023 with interview processes taking longer, partly caused by hoops that hiring managers needed to jump through to justify new hires. Throughout most of the year, business critical hires were more likely to be approved and many roles weren't replaced after resignations – hindering and under-resourcing marketing and sales teams.

In many ways, 2023 was also challenging for candidates as the market became more employer- than candidate-driven compared to recent years.

Hiring managers have been more prescriptive in looking for niche skillsets and are less open-minded with a candidate's industry experience and expertise. Employers are willing to wait for candidates that meets their requirements instead of rushing into hiring.

Overall, we saw more movement in 2023 at the junior and mid-management level, especially in the B2B space across marketing and communications. It wasn't until later in the year that we started to see more senior professionals changing roles.

It's still an exciting time to be a marketing and sales professional in banking and financial services. Many firms are now returning to growth mode, building new roles and finally replacing those who've left. This creates some enticing new opportunities for these candidates throughout 2024.

Many firms increased their push for direct hiring, only to find they couldn't easily access passive high-quality candidates in the market and eventually reverting to using recruitment specialists.

**Emma Jerome**
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## Commerce and industry

The job market within commerce and industry sectors (which we define as any sector outside of banking, financial or professional services) experienced an uncertain 2023 – mostly impacted by budget cuts and economic challenges.

There's still high demand for marketing and sales professionals in general, but hiring processes are lengthening as businesses become less willing to compromise on candidate quality. Some have used up valuable time using internal talent acquisition teams before outsourcing to recruitment specialists.

While we've seen some more opportunities for junior to mid-level professionals, these roles are particularly difficult to secure with candidates often deciding between multiple offers. But it's positive to see skillsets are becoming more important for employers than sector experience to achieve their long-term strategies.

In terms of marketing, it's not surprising that we've seen more demand for digital specialists as technology continues to play an increasingly important role throughout all businesses.

Companies are actively seeking candidates with expertise in areas like digital marketing, data analytics and digital content creation. We also saw an increase in social media and search engine optimisation (SEO) roles in 2023.

On the sales side, we've seen many businesses expanding their sales teams with junior positions like Sales Development Reps and Account Executives while demand for mid-level professionals remains high. We have also begun to see more senior sales recruitment, creating an exciting year ahead for all levels.

We're pleased to see employers employing a range of strategies to attract and retain top talent in this competitive market, including promotions and salary increases. They're also investing more in employer branding initiatives to showcase their values, mission and culture – making them a more attractive place to work for candidates.

> It's positive to see skillsets are becoming more important for employers than sector experience.

**Wendy Gray**
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## Professional services

Despite an 11% decrease in job openings compared to the previous year, 2023 was still incredibly busy for recruitment within professional services (such as legal, accountancy, consultancy and property) – particularly across marketing and business development (BD).

High demand continued for executive, senior executive and manager levels – driving more necessity to deliver the BD and marketing strategies.

We also saw firms adopting a more meticulous hiring approach by looking at specific skillsets alongside relevant sector or practice group experience. This has made employers more cautious, extending hiring processes while they look for the required skillset and personality for the role. They will hold out for the "perfect candidate" even if that means starting from scratch and leaving a role vacant for longer.

> Law firms continue to dominate in hiring.

Law firms continue to dominate in hiring, showcasing their ongoing investment in BD and marketing talent with the never-ending cycle of candidates swapping firms on an increasingly regular basis (particularly at mid-level). On the other hand, some accountancy firms have been restructuring their marketing functions internally instead of heavily relying on external recruitment.

The property sector faced many hiring freezes and cuts in 2023, while the approach from consultancy firms varied by size – with some large companies downsizing while mid-tier and smaller firms looked to expand.

These trends hold valuable implications for companies moving forward into 2024. Experienced candidates often have multiple options on the table, so it's on the firms to sell themselves as the favoured employer.

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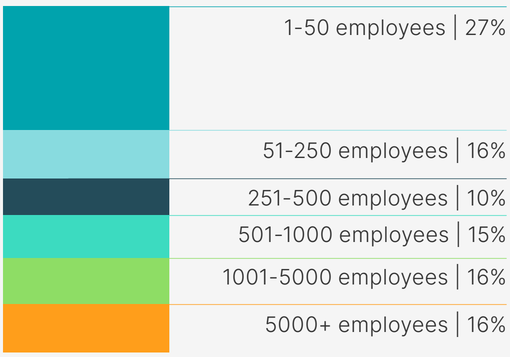
# Survey results

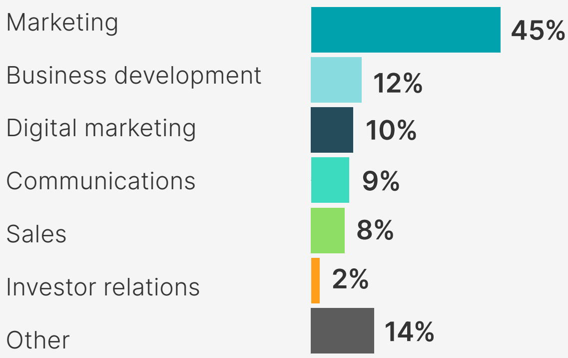
We surveyed marketing and sales professionals across the UK to get a comprehensive view of the market.

## Data sample

### What is the size of your company?




### What best describes your specialism?




### Gender

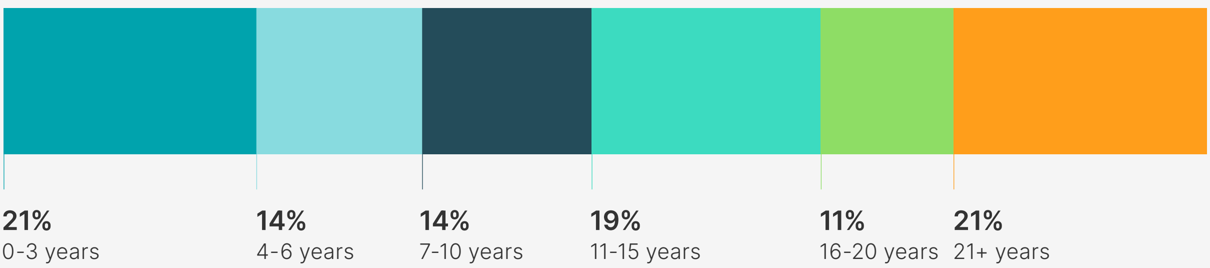
**65%** Female

**32%** Male

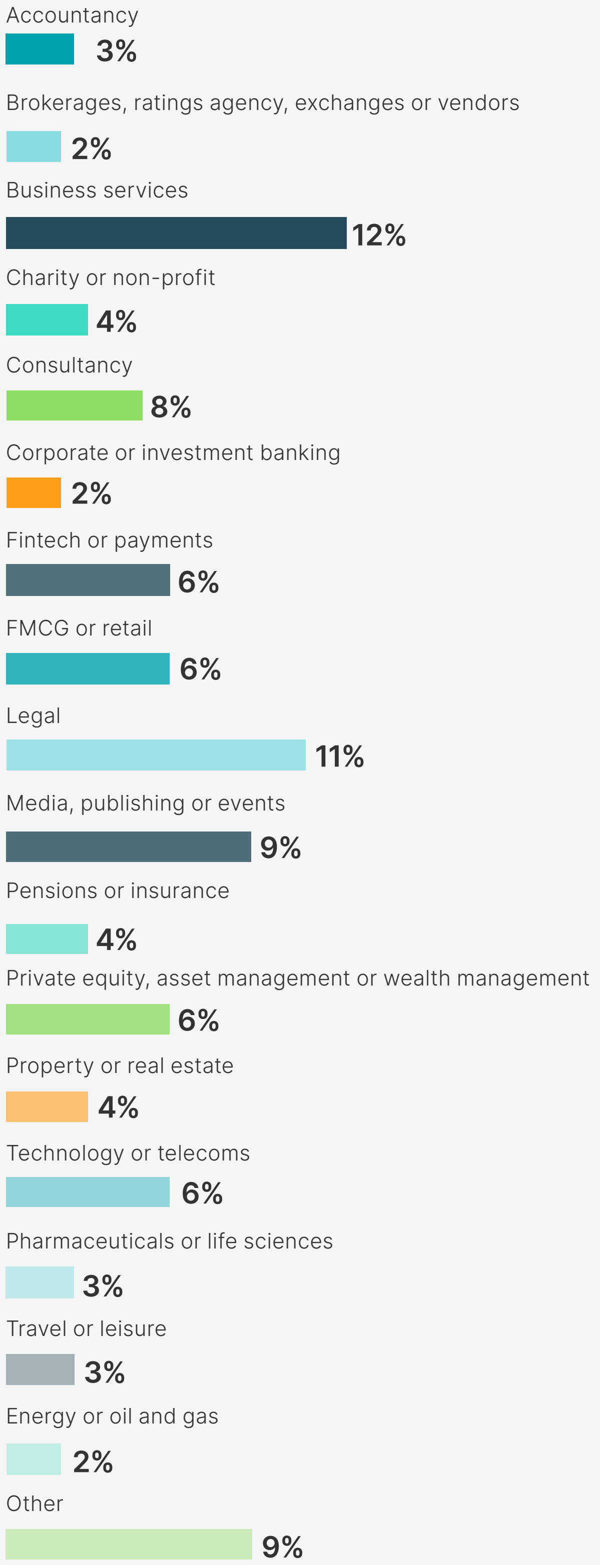
**1%** Non-binary

**2%** Prefer not to say

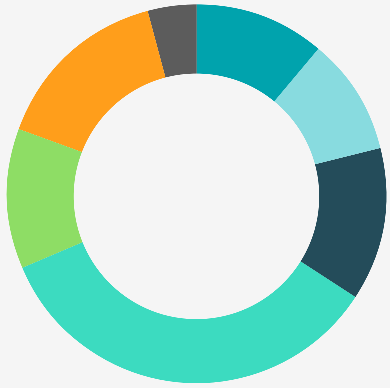
### How many years' experience do you have?



## What sector do you work in?




## What is your level of responsibility?




## Methodology

We use multiple sources to create this guide so we can provide accurate, relevant and up-to-date information. We look at

- Results of our survey that we sent to over 10,000 marketing and sales professionals
- Salary and benefits information about professionals we work with daily
- Placements we've made over the last 12 months

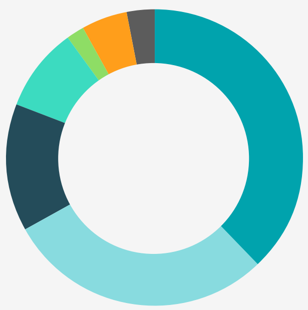
# Remuneration

## As with all industries, salaries in marketing and sales are not continuously linear.

We saw a huge boom in salaries in 2022 when candidates could demand far more than ever before, followed by 2023 when companies started to reach the limit of what they were prepared to offer.

We asked our respondents how much their salaries increased in the last 12 month, if at all.

**By how much did your base salary increase/ decrease in the last 12 months?**




We weren't surprised to see that over a third (38%) of salaries stayed the same compared to just 24% in 2022. But on a more positive note, 59% of our respondents did achieve an increase in their remuneration.

> In the first quarter of 2024, 54% of our UK placements achieved a salary over £70,000 – 80% of which were female.

### Salary changes by sector

Over the last 12 months, professionals in banking, financial services and commerce and industry sectors achieved the highest salary increases – though not as sharply as the year before:

- Over the last 12 months, 8% of banking and financial services achieved a salary increase of over 20% compared to 15% the year before
- 8% of professionals in commerce and industry achieved a salary increase of over 20% compared to 12% the year before
- 6% of professionals in professional services achieved a salary increase of over 20% compared to 15% the year before

The slowdown in salary increases can be put down to two main factors. Firstly, the market: last year due to various political issues, all three of these sectors saw a significant decrease in the number of roles. Many businesses restructured their teams, including making redundancies.

When this happens, the candidates are no longer in a position of strength as there are more people available for fewer jobs. This means employers aren't pushed to increase salaries to entice talent to join them.

Secondly, the job market and salary expectations have stabilised since 2021/2022 when many candidates were awarded large salary increases to align with where they should have been after the pandemic.

## Salary changes by tenure

**1.3 years**

According to Linkedin, UK-based marketing and sales professionals are moving jobs after just 1.3 years on average.

**37%**

Over a third (37%) of respondents changed roles in 2023.

We didn't see as much market movement in 2023 compared to 2022, but these results still show that a significant portion of the marketing and sales industry are changing jobs – and frequently.

Candidates were generally less selective with roles during and after the pandemic but may now be looking for jobs better suited to them and their salary requirements. They're also willing to wait longer for this.

When comparing salary changes, we discovered that those respondents who changed roles in the last year achieved higher salary increases than those who stayed put:

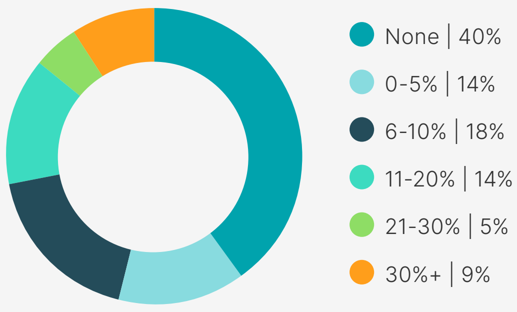
Companies have been patient to find a specific level of calibre of candidates, unlike 2022 when quick hiring was a priority. We've seen some hiring managers willing to go over the salary range advertised for the role for the right person, leading to salary increases for those recently changing roles.

Businesses should use accurate salary benchmarking to ensure they're able to offer appropriate and realistic salaries to candidates – and they should be able to adapt their ranges along with the market from year to year if they want to entice the talent they need.

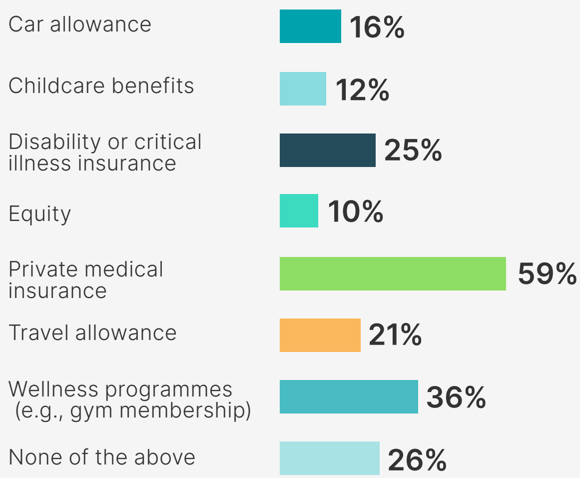
39% of respondents who changed roles in 2023 achieved a salary increase of over 10%, compared to just 22% of those who've been the same role up to five years.

## Bonus and benefits

### How much bonus are you eligible for?




### What benefits are you eligible for?




While total compensation remains the priority, we've noticed that preferences around other benefits (including bonuses) can vary across seniority levels.

Senior marketing and sales professionals are often most interested in their pension scheme or the potential of equity or stock options – for example via the Enterprise Investment Scheme (EIS) – while junior candidates might focus more on base salary and/or bonuses.

# Why professionals are changing roles

66% of respondents are considering changing roles in the next 12 months compared to 51% this time last year.

There are many factors driving candidates to move jobs. For example, professionals are still facing potential redundancies while market conditions are impacting all candidates – including a higher cost of living and changing approaches to flexible working.

We asked respondents their primary, secondary and tertiary factors when changing roles:

| Primary factor | Secondary factor | Tertiary factor |
| --- | --- | --- |
| Base salary \| 47% | Base salary \| 28% | Work-life balance \| 20% |
| Career progression \| 16% | Career progression \| 21% | Flexible working \| 16% |
| Flexible working \| 15% | Flexible working \| 14% | Career progression \| 14% |

## Salary

Base salary remains the most important primary and secondary factor. Especially in the face of market conditions, candidates want their employers to consider rising inflation during salary reviews and job moves. We're also seeing employers increasingly willing to make counteroffers to retain their best talent.

We see factors vary by seniority. For example, professionals earlier in their career often focus more on salary while senior professionals are more interested in total compensation and general job satisfaction.

## Flexible working

Work-life balance and flexible working remain crucial. Only 6% of respondents chose location as their primary factor, which isn't surprising due to the more remote nature of the working model.

We're seeing approaches vary by sector. Many companies within professional services are trying to return to increased on-site working or at least re-enforce their existing hybrid setup.

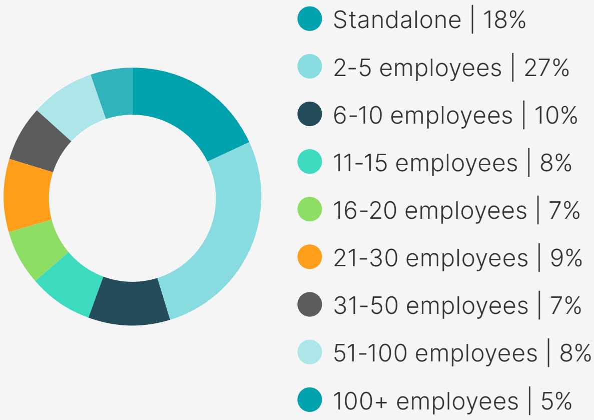
On the financial services side, most companies are continuing with two to three days in the office which marries up with what candidates in this market are looking for.

## Social responsibility

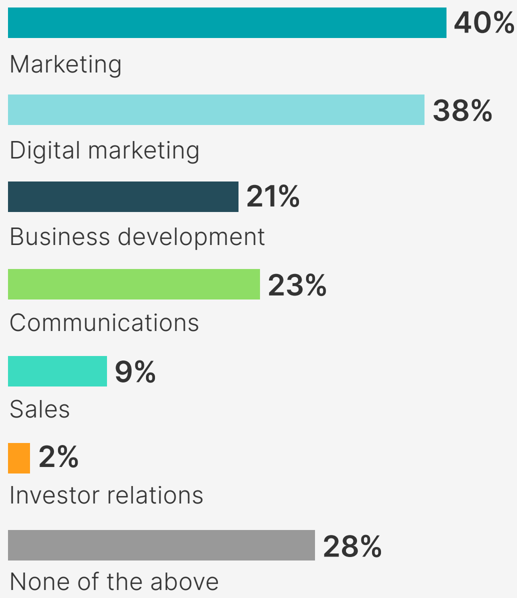
From our discussions, we know candidates also remain interested in a potential employer's strategies around diversity, equity and inclusion (DEI) and environmental, social and governance (ESG). Businesses are responding to this by actively seeking to build diverse teams and entice talent to join a company that aligns with their values.

# Hiring challenges and priorities

### What is the size of your marketing department?




### Are you under resourced in any of the following areas?




### Marketing departments and growth

We asked our respondents if their marketing department increased, decreased or stayed the same in the last 12 months.

Although 39% of respondents cited an increase in their marketing team, it's significant that over a fifth (21%) cited a decrease.

Many businesses restructured their marketing, digital and communications functions in 2023. This sometimes resulted in cost cutting and downsizing, while others restructured simply to bring in new skillsets and different levels of experience.

**1/5**

of UK marketing teams decreased in the last 12 months.

**28%**

plan to grow their marketing department this year.

We weren't surprised to learn that 40% of respondents reported that they are under-resourced in marketing. Market challenges made it difficult for employers to justify replacing professionals that left the business, let alone grow their department. Last year was generally a quieter year for talent acquisition across all sectors, with many businesses hoping to be able to rebuild their teams across 2024.

### Hiring challenges from 2023

We asked our respondents their greatest hiring challenges from 2023. Here are some common themes that appeared:


> "We have organisation-wide headcount reduction targets to meet. So when someone leaves... it's hard to get agreement to re-hire to the post."
> **Marketing Director, charity or non-profit company**

> "Finding the specialist skills for marketing roles, plus strong retail background so people understand the pace."
> **Chief Marketing Officer, retail company**

Our clients have typically reported similar challenges to us throughout 2023 – including these examples and more.

Particularly in the financial services sectors, some hiring managers have been asked to recruit directly which comes with its own hurdles – including lack of resources and abilities to find the right candidate.

They tend to eventually use recruitment agencies for a higher chance of success. Even if companies prefer direct hiring, we recommend using agencies simultaneously as we give the ability to work on a contingent basis by only charging a fee if a placement is made. This allows clients to compare the difference in quality without any outlays.

Many sectors are very specific on the industry experience they require from professionals, making it harder to find what they consider the right candidate. This is especially prevalent in sectors such as asset management, insurance and legal. Some companies are more specific on channel experience, like B2B or B2C.

Those businesses who are inflexible on industry experience must accept that they will likely need to spend more on their hires due to a limited talent pool.

### Recruitment methods

The most popular method of recruitment for our respondents is via recruitment agencies, selected by nearly a third of respondents. We're pleased to see employers utilising the benefits of agencies – including access to a larger talent pool, specialised market knowledge and networks, and reducing the risk and cost associated with making the wrong hires.

## Recruitment challenges in 2024

We also asked our respondents to select the main challenges they face over the next 12 months. To solve these challenges, we recommend that businesses approach us when they make the decision to hire – rather than later down the line – as we can provide guidance from the start. Many come to us when looking for new candidates, but we're also best placed to support businesses when retaining their existing talent.

**47%**
**Budget or sign off**

**32%**
**Shortage of Candidates**

**26%**
**Lack of time and resource for recruitment**

**23%**
**Internal recruitment processes**

## Priorities for 2024

We asked our respondents their departmental priorities for the remainder for 2024:

- Developing strategies that align with business goals
- Data analytics and AI
- Global expansion and driving profitable growth
- Content and video development
- Customer retention
- Brand building and investment
- High performing teams

None of these priorities were a surprise to us and it's positive that all of them can be supported by having the right people and teams in place.

AI is becoming increasingly important in marketing and sales recruitment as companies look for ways to entice a limited but in-demand talent pool. Some of the largest reported revenue effects of AI are within marketing and sales functions by helping teams to automate and optimise their tasks, increase efficiencies and improve measurable results.

The rise of AI and automation in marketing and sales has driven an increased demand for skills in both AI and ethics. Businesses require candidates who understand AI and how to use it effectively, but they also may need professionals that can protect the business and its customers from ethical implications.

While the pool of talent is limited, it's continuously growing due to upskilling and growing interests held by candidates. It's important for employers to look for those individuals who have strong experience in marketing, technology and data management.

> "Developing a strategy that aligns with the business goals and... developing a client strategy to generate leads and cross-sell effectively."
> **CMO, business services company**

> "Applying more AI tools."
> **Communications Director, media company**

> "Having the right team in place."
> **Head of Marketing, fintech company**

# Looking ahead into 2024

## We have a positive outlook for the rest of 2024 and beyond, having started the year with our most successful quarter yet.

We expect to see many businesses looking to grow or strengthen their teams – especially compared with last year when marketing functions focused more on strategic hires than drastically increasing headcount.

Employers will continue to hire on a more cautious basis and with less urgency. We expect almost all sectors to continue their focus on recruiting candidates with relevant industry experience, although we recommend open-mindedness to widen the available talent pool and utilise the transferrable skills of marketing and sales professionals.

### Leadership

Throughout 2024, CMOs will continue to face the ongoing challenge of allocating marketing budgets that maximise ROI due to the increasing focus on greater, tangible results.

These CMOs will need to adapt their strategies to stay ahead in an ever-changing environment, embracing technologies like AI, machine learning and automations.

There will continue to be a demand for leaders with strong digital acumen who can navigate this evolving digital landscape. Skillsets will be required that can drive digital innovation, navigate data-driven decision making and lead digital transformation.

### Marketing channels

In line with the rise and dominance of digital platforms and social media, we expect employers across all sectors to continue their focus on digital channels and enhance their specialist capabilities in digital marketing. These skillsets include search engine optimisation and marketing (SEO/SEM), social media marketing, digital content marketing, digital storytelling and online reputation management.

We expect content marketing to continue as a vital strategy within companies across all sectors to bond with customers, educate them and to showcase expertise – while also building trust. This will continue to drive the demand for marketing professionals who can create valuable, compelling and engaging content, particularly in formats like blogs, videos and podcasts.

### Data-driven decision making

Other popular candidates of all levels will be those who can support and enhance data-driven decision making. This includes the ability to analyse and interpret data insights, use AI tools across machine learning and predictive modelling to drive marketing decisions, and measure ROI for marketing effectiveness.

## Customer centricity

We expect the emphasis on customer centricity to continue its incline, along with the importance of delivering exceptional customer experiences. Those marketing professionals with skills in customer journey mapping, user experience (UX) design and customer experience (CX) will be highly sought after. Many employers will continue to restructure their marketing teams to become more customer-centric rather than product-led, creating exciting opportunities for professionals.

## Marketing technology innovation

The adoption of innovative marketing technologies will continue at pace, such as marketing automation platforms, customer relationship management (CRM) systems and AI-driven marketing tools. Demand will increase for marketing professionals with experience in implementing and leveraging these technologies to create more efficiencies in marketing processes, enhance campaign performance, and drive company growth.

## Brand building and reputation management

It will remain critical for employers to build a strong brand presence and manage their reputation, particularly across more regulated sectors such as financial services.

Within the UK's competitive market, it's never been more important for brands to differentiate themselves and they'll continue their pursuit to hire talent that can help them succeed. This includes professionals with expertise in brand strategy development, brand positioning and reputation management.

Particularly across financial services, companies will continue to look for professionals who can:

- Develop and execute crisis communication plans
- Respond swiftly to emerging issues
- Maintain transparency and trust with stakeholders and customers during challenging times.

## Talent attraction and retention

Businesses who want to attract and retain their desired candidates will need to go above and beyond, particularly in sectors where there are stricter requirements for their experience and expertise – narrowing the talent pool and increasing competition.

The most successful employers will be those who go the extra mile, like adding in courtesy calls before interviews or sending a personal message to candidates offering guidance and support. These little things go a long way in the fight for the best talent.

> "We expect content marketing to continue as a vital strategy within companies across all sectors to bond with customers, educate them and to showcase expertise – while also building trust."

# Salary benchmarking (GBP)

## Banking and financial services

### Marketing

| | Fintech/ payments | Retail banking | Pensions/ insurance | Private equity/ asset management, wealth management | Corporate/ investment banking | Brokerages/ ratings agency/ exchanges/ vendors |
|---|---|---|---|---|---|---|
| Chief Marketing Officer | 170,000-300,000 | 180,000-300,000 | 180,000-300,000 | 180,000-325,000 | 180,000-350,000 | 180,000-300,000 |
| Marketing Director | 125,000-250,000 | 130,000-250,000 | 130,000-225,000 | 150,000-280,000 | 150,000-275,000 | 130,000-250,000 |
| Head of Marketing | 90,000-130,000 | 90,000-130,000 | 90,000-130,000 | 90,000-150,000 | 120,000-160,000 | 100,000-140,000 |
| Senior Marketing Manager | 65,000-110,000 | 65,000-100,000 | 65,000-95,000 | 75,000-110,000 | 75,000-110,000 | 70,000-110,000 |
| Marketing Manager | 50,000-70,000 | 45,000-70,000 | 45,000-70,000 | 55,000-80,000 | 55,000-80,000 | 50,000-75,000 |
| Senior Marketing Executive | 40,000-55,000 | 40,000-55,000 | 40,000-55,000 | 45,000-60,000 | 45,000-60,000 | 45,000-55,000 |
| Marketing Executive | 35,000-45,000 | 35,000-45,000 | 35,000-45,000 | 40,000-50,000 | 40,000-50,000 | 35,000-50,000 |
| Marketing Assistant | 28,000-35,000 | 28,000-35,000 | 28,000-35,000 | 30,000-37,000 | 32,000-40,000 | 30,000-40,000 |

## Digital Marketing

| | Fintech/ payments | Retail banking | Pensions/ insurance | Private equity/ asset management, wealth management | Corporate/ investment banking | Brokerages/ ratings agency/ exchanges/ vendors |
|---|---|---|---|---|---|---|
| Chief Digital Officer | 160,000-300,000 | 170,000-300,000 | 150,000-280,000 | 170,000-30,000 | 180,000-350,000 | 180,000-300,000 |
| Digital Director | 120,000-200,000 | 120,000-240,000 | 120,000-220,000 | 120,000-250,000 | 130,000-250,000 | 130,000-250,000 |
| Head of Digital | 90,000-130,000 | 90,000-130,000 | 90,000-130,000 | 100,000-160,000 | 110,000-160,000 | 90,000-150,000 |
| Senior Digital Manager | 65,000-100,000 | 70,000-100,000 | 65,000-90,000 | 70,000-100,000 | 70,000-100,000 | 70,000-110,000 |
| Digital Marketing Manager | 45,000-70,000 | 45,000-70,000 | 45,000-70,000 | 45,000-70,000 | 45,000-80,000 | 45,000-75,000 |
| Senior Digital Marketing Executive | 40,000-55,000 | 40,000-55,000 | 40,000-55,000 | 45,000-60,000 | 45,000-60,000 | 45,000-55,000 |
| Digital Marketing Executive | 32,000-45,000 | 32,000-45,000 | 32,000-45,000 | 40,000-50,000 | 40,000-50,000 | 35,000-50,000 |
| Digital Marketing Assistant | 27,000-35,000 | 27,000-35,000 | 27,000-35,000 | 30,000-35,000 | 32,000-40,000 | 30,000-40,000 |

## Communications

| | Fintech/ payments | Retail banking | Pensions/ insurance | Private equity/ asset management, wealth management | Corporate/ investment banking | Brokerages/ ratings agency/ exchanges/ vendors |
|---|---|---|---|---|---|---|
| Chief Communications Officer | 175,000-275,000 | 180,000-300,000 | 175,000-275,000 | 175,000-250,000 | 175,000-300,000 | 175,000-250,000 |
| Communications Director | 150,000-200,000 | 125,000-250,000 | 125,000-200,000 | 140,000-240,000 | 140,000-250,000 | 130,000-220,000 |
| Head of Communications | 100,000-140,000 | 100,000-140,000 | 100,000-130,000 | 110,000-170,000 | 110,000-170,000 | 110,000-170,000 |
| Senior Communications Manager | 70,000-100,000 | 70,000-100,000 | 65,000-95,000 | 75,000-110,000 | 75,000-110,000 | 75,000-100,000 |
| Communications Manager | 50,000-80,000 | 50,000-75,000 | 45,000-75,000 | 50,000-80,000 | 45,000-80,000 | 45,000-80,000 |
| Senior Communications Marketing Executive | 38,000-55,000 | 38,000-55,000 | 38,000-55,000 | 45,000-60,000 | 40,000-60,000 | 40,000-60,000 |
| Communications Executive | 32,000-45,000 | 32,000-45,000 | 32,000-45,000 | 35,000-45,000 | 35,000-45,000 | 35,000-45,000 |
| Communications Assistant | 27,000-35,000 | 27,000-35,000 | 27,000-35,000 | 30,000-35,000 | 32,000-38,000 | 30,000-38,000 |

# Commerce and industry

## Marketing

| | Media/ publishing | Business services | FMCG/ retail | Non-profit | Technology |
|---|---|---|---|---|---|
| Chief Marketing Officer | 100,000-150,000 | 180,000-250,000 | 120,000-180,000 | 80,000-120,000 | 130,000-160,000 |
| Marketing Director | 90,000-130,000 | 90,000-150,000 | 90,000-160,000 | 70,000-90,000 | 100,000-140,000 |
| Head of Marketing | 75,000-95,000 | 80,000-95,000 | 70,000-100,000 | 60,000-85,000 | 80,000-110,000 |
| Marketing Manager | 50,000-65,000 | 55,000-70,000 | 50,000-70,000 | 45,000-55,000 | 50,000-75,000 |
| Senior Marketing Executive | 40,000-45,000 | 40,000-55,000 | 40,000-45,000 | 35,000-40,000 | 40,000-45,000 |
| Marketing Executive | 30,000-37,000 | 35,000-45,000 | 30,000-37,000 | 30,000-37,000 | 33,000-38,000 |

## Digital marketing

| | Media/ publishing | Business services | FMCG/ retail | Non-profit | Technology |
|---|---|---|---|---|---|
| Chief Digital Officer | 100,000-150,000 | 180,000-250,000 | 120,000-180,000 | 80,000-120,000 | 130,000-160,000 |
| Digital Director | 90,000-130,000 | 90,000-150,000 | 90,000-160,000 | 70,000-90,000 | 100,000-140,000 |
| Head of Digital | 75,000-95,000 | 80,000-95,000 | 70,000-100,000 | 60,000-85,000 | 80,000-110,000 |
| Digital Marketing Manager | 50,000-65,000 | 55,000-70,000 | 50,000-70,000 | 45,000-55,000 | 50,000-75,000 |
| Performance Marketing Manager | 40,000-45,000 | 40,000-55,000 | 40,000-45,000 | 35,000-40,000 | 40,000-45,000 |
| CRM Manager | 30,000-37,000 | 35,000-45,000 | 30,000-37,000 | 30,000-37,000 | 33,000-38,000 |
| Digital Marketing Executive | 35,000-40,000 | 35,000-40,000 | 35,000-42,000 | 32,000-37,000 | 35,000-45,000 |

## Communications

| | Media/events/ publishing | Business services | FMCG/ retail | Non-profit | Technology/ telecoms |
|---|---|---|---|---|---|
| Communications Director | 90,000-135,000 | 90,000-140,000 | 90,000-130,000 | 70,000-90,000 | 100,000-160,000 |
| Head of Communications | 70,000-90,000 | 80,000-120,000 | 70,000-90,000 | 55,000-70,000 | 80,000-100,000 |
| Communications Manager | 55,000-70,000 | 60,000-80,000 | 55,000-80,000 | 40,000-60,000 | 60,000-75,000 |
| Communications and PR Executive | 35,000-45,000 | 35,000-45,000 | 35,000-45,000 | 32,000-38,000 | 35,000-45,000 |

## Sales

| | Salaries |
|---|---|
| Chief Commercial Officer | 180,000-220,000 |
| Senior Sales Director | 140,000-170,000 |
| Sales Director | 90,000-130,000 |
| Senior Sales Manager | 70,000-75,000 |
| Sales Manager | 55,000-65,000 |
| Senior Sales Executive | 50,000-60,000 |
| Business Development Manager | 45,000-60,000 |
| Account Executive | 55,000-80,000 |
| Sales Executive | 35,000-45,000 |

# Professional services

## Marketing

| | Legal | Accountancy | Consultancy | Property/real estate |
|---|---|---|---|---|
| Chief Marketing Officer | 200,000-600,000 | 180,000-450,000 | 180,000-400,000 | 150,000-300,000 |
| Marketing Director | 150,000-300,000 | 120,000-200,000 | 125,000-220,000 | 100,000-180,000 |
| Head of Marketing | 110,000-200,000 | 95,000-150,000 | 100,000-150,000 | 85,000-120,000 |
| Senior Marketing Manager | 75,000-100,000 | 60,000-85,000 | 65,000-100,000 | 60,000-90,000 |
| Marketing Manager | 55,000-75,000 | 50,000-65,000 | 55,000-70,000 | 50,000-70,000 |
| Senior Marketing Executive | 45,000-55,000 | 38,000-48,000 | 40,000-55,000 | 38,000-45,000 |
| Marketing Executive | 35,000-45,000 | 30,000-40,000 | 30,000-45,000 | 30,000-40,000 |
| Marketing Assistant | 30,000-35,000 | 27,000-33,000 | 27,000-33,000 | 25,000-30,000 |

## Digital Marketing

| | Legal | Accountancy | Consultancy | Property/real estate |
|---|---|---|---|---|
| Digital Director | N/A | N/A | 180,000-250,000 | 95,000-125,000 |
| Head of Digital | 100,000-170,000 | 85,000-120,000 | 130,000-225,000 | 85,000-110,000 |
| Senior Digital Marketing Manager | 75,000-100,000 | 65,000-85,000 | 100,000-140,000 | 75,000-90,000 |
| Digital Marketing Manager | 55,000-75,000 | 45,000-65,000 | 50,000-90,000 | 55,000-80,000 |
| Senior Digital Marketing Executive | 45,000-55,000 | 38,000-48,000 | 45,000-55,000 | 38,000-48,000 |
| Digital Marketing Executive | 33,000-45,000 | 28,000-38,000 | 35,000-50,000 | 28,000-38,000 |
| Digital Marketing Assistant | 25,000-32,000 | 25,000-30,000 | 30,000-40,000 | 25,000-30,000 |

## Communications

| | Legal | Accountancy | Consultancy | Property/real estate |
|---|---|---|---|---|
| Communications Director | 155,000-220,000 | 100,000-165,000 | 115,000-150,000 | 100,000-140,000 |
| Head of Communications | 120,000-150,000 | 95,000-135,000 | 90,000-115,000 | 80,000-115,000 |
| Senior Communications Manager | 85,000-120,000 | 70,000-100,000 | 70,000-95,000 | 65,000-85,000 |
| Communications Manager | 65,000-85,000 | 55,000-70,000 | 50,000-70,000 | 50,000-70,000 |
| Senior Communications Marketing Executive | 45,000-55,000 | 40,000-48,000 | 38,000-50,000 | 35,000-45,000 |
| Communications Executive | 35,000-45,000 | 30,000-40,000 | 30,000-40,000 | 230000-40,000 |
| Communications Assistant | 25,000-35,000 | 24,000-30,000 | 24,000-30,000 | 24,000-30,000 |

## Bids

| | Legal | Accountancy | Consultancy | Property/real estate |
|---|---|---|---|---|
| Bids Director | 150,000-210,000 | 145,000-180,000 | 145,000-200,000 | 120,000-160,000 |
| Head of Bids | 125,000-180,000 | 90,000-150,000 | 100,000-145,000 | 80,000-120,000 |
| Senior Bids Manager | 85,000-120,000 | 70,000-100,000 | 70,000-95,000 | 65,000-85,000 |
| Bids Manager | 65,000-90,000 | 60,000-75,000 | 65,000-85,000 | 50,000-75,000 |
| Senior Bids Executive | 50,000-60,000 | 45,000-55,000 | 45,000-60,000 | 42,000-55,000 |
| Bids Executive | 35,000-50,000 | 35,000-48,000 | 35,000-45,000 | 35,000-45,000 |
| Bids Assistant | 30,000-38,000 | 27,000-34,000 | 28,000-35,000 | 25,000-30,000 |

## Business development (BD)

| | Legal | Accountancy | Consultancy | Property/ real estate |
|---|---|---|---|---|
| BD Director | 200,000-500,000 | 150,000-380,000 | 145,000-200,000 | 120,000-200,000 |
| Head of BD | 125,000-220,000 | 90,000-160,000 | 125,000-145,000 | 80,000-120,000 |
| Senior BD Manager | 85,000-120,000 | 70,000-90,000 | 80,000-100,000 | 70,000-90,000 |
| BD Manager | 65,000-85,000 | 60,000-75,000 | 65,000-85,000 | 50,000-65,000 |
| Senior BD Executive | 50,000-62,000 | 40,000-50,000 | 45,000-60,000 | 38,000-48,000 |
| BD Executive | 40,000-50,000 | 35,000-45,000 | 30,000-45,000 | 30,000-40,000 |
| BD Assistant | 30,000-37,000 | 27,000-32,000 | 28,000-35,000 | 25,000-30,000 |

## Client relationships (CR)

| | Legal | Accountancy | Consultancy | Property/ real estate |
|---|---|---|---|---|
| Head of CR | 120,000-180,000 | 90,000-130,000 | 125,000-145,000 | 80,000-120,000 |
| Senior CR Manager | 80,000-120,000 | 70,000-90,000 | 80,000-100,000 | 70,000-90,000 |
| CR Manager | 65,000-85,000 | 60,000-75,000 | 65,000-85,000 | 50,000-65,000 |
| Senior CR Executive | 45,000-60,000 | 40,000-48,000 | 45,000-60,000 | 40,000-48,000 |
| CR Executive | 40,000-50,000 | 33,000-45,000 | 32,000-45,000 | 32,000-40,000 |
| CR Assistant | 30,000-38,000 | 28,000-35,000 | 28,000-35,000 | 25,000-35,000 |

# About Carter Murray

## Carter Murray is a recruitment consultancy specialising in marketing and sales functions.

They understand the nuances of their clients and find candidates that match their culture and ambition to create seamless partnerships. Established in 2000, Carter Murray has offices in the UK, Europe, Middle East, Asia and Australia.

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