



25 years | carter murray

Marketing and sales salary guide UK

2025

Contents

Introduction from Wendy Gray	03
Highlights in your industry	04
– Banking and financial services	05
– Commerce and industry	10
– Professional services	15
Salary benchmarking	20
About Carter Murray	28



Introduction

Welcome to our latest marketing and sales salary guide, created especially for marketing, sales and HR professionals across the UK.

We've worked with our extensive network to provide accurate salary benchmarking and recruitment insights for your sector group – whether it's commerce and industry, banking and financial services or professional services.

The UK's recruitment market continues to evolve and we've seen plenty of change over the last 12 months.

Here are some of the headlines:

-  The fastest growing sales and marketing titles are Chief Revenue Officer (17% growth year-on year), Growth Manager (14%), Head of Growth (12%)
-  77.5% of our senior placements in 2024 were female
-  16% of marketing professionals and 14% of sales professionals changed jobs in the last year

2025 is a special year for Carter Murray as we celebrate our 25-year anniversary. When we launched in 2000, digital marketing was in its infancy and sales was all about handshakes. But marketing and sales have transformed: businesses, professionals, clients and customers now live in a world of AI, personalisation and global marketplaces.

We have also transformed during this time, now reaching 100,000 candidates in our global network.

But our vision remains the same - to create the best customer experience in the marketplace and to be the recruitment partner of choice.

Thank you to the businesses and candidates who have been with us on this journey and also to those who have recently joined us.

We hope you find our salary guide useful for you and your teams.



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Salary guide 2025 – sector overviews

Here you can find an overview of the recruitment market within your sector group. This includes its strengths, weaknesses, opportunities and threats, plus the trends that employers and candidates can expect throughout 2025.

Banking and financial services	05
Commerce and industry	10
Professional services	15



Banking and financial services

Strengths

Weaknesses

Opportunities

Threats

- **Stronger recruitment demand in some areas of financial services:**
The increased appetite for hiring in private markets (including private equity), fintech and insurance is fuelling demand for marketing and communications candidates with knowledge and experience in these areas.
- **Digital integration:**
The increasing adoption of martech, analytics and digital platforms is revolutionising the operations of financial services firms. By investing in these technologies, firms are aiming to enhance customer experiences, streamline operations and gain competitive advantages. Consequently, they need professionals who can utilise data-driven insights to create personalised marketing campaigns that boost customer engagement and loyalty.
- **Market expertise:**
Professionals skilled in both B2B and B2C markets are highly valued for their deep understanding of market dynamics, customer needs and industry trends. Employers benefit from their strategic insights which drive growth and build strong client relationships. Marketing and communications experts with this knowledge can create compelling customer experiences and develop effective strategies that align with business objectives.



5% 

increase in marketing and communications jobs in financial services over the last 12 months

6% 

increase in marketing and communications salaries offered over the last 12 months



Banking and financial services

Strengths

Weaknesses

Opportunities

Threats

– Cost-driven hiring approaches:

Many financial services organisations have increasingly relied on their internal talent acquisition teams to manage hiring processes, aiming to control costs. But this approach often results in inefficiencies, such as prolonged hiring cycles and additional expenses. Internal teams may also have limited networks, leading to suboptimal candidate selection. For marketing and communications professionals, this can translate to working in environments with stretched resources, hindering their ability to run effective campaigns.

– Difficulty meeting rising salary expectations:

The challenge of rising salary expectations is increasing the risk of candidate attrition and weakening competitive positioning. Employers unable to offer competitive salaries may struggle to attract and retain top talent, affecting their overall performance and market standing. Marketing and communications professionals may experience higher turnover rates within their teams, leading to disruptions in ongoing projects and a lack of continuity in marketing strategies.



– Deprioritisation of marketing:

The market has seen a shift with many firms reverting to viewing marketing as a support function rather than a key driver of revenue generation. This approach restricts opportunities for creativity and broader brand-building, stifling innovation and reducing the effectiveness of marketing strategies. Ultimately, this impacts the organisation's growth and visibility. Marketing and communications professionals may find it challenging to secure the necessary resources and support to implement impactful campaigns, hindering their ability to drive business growth.

15%



of marketing professionals in financial services moved jobs in the last year

1.8



years is the average tenure for marketing professionals in financial services



Banking and financial services

Strengths

Weaknesses

Opportunities

Threats

- **Market improvement in 2025:**
The increase in new roles at junior and mid-management level compared to 2024 indicates a positive shift in the job market, reflecting an increase in investment although the senior end of the market remains quieter.
- **Restructuring of marketing and communications functions:**
Many financial services firms have restructured their marketing and communications functions, creating new positions to address skill gaps at all levels. This restructuring helps align their teams with strategic goals and improve overall efficiency while enabling marketing and communications professionals to take on new roles and responsibilities.
- **Shift from internal mobility to external hiring:**
In recent years, many firms have prioritised internal mobility – promoting and hiring from within. But as the pool of internal candidates becomes depleted, they are now increasingly turning to external sources to fill positions. This opens up access to fresh talent and diverse perspectives, while enabling marketing and communications professionals to join new organisations and bring their expertise to different environments.

- **Increased hiring activity in B2B markets:**
There’s been a notable rise in hiring activity with firms within B2B financial markets looking for individuals with experience in marketing and/ or communications within the B2B space. This highlights the increasing demand for professionals with B2B expertise, particularly those skilled in areas like thought leadership and content creation. These competencies are highly valued in the B2B sector, where effective communication and strategic insights are crucial.
- **Interim hiring trends:**
More firms are hiring on an interim basis while awaiting headcount approval for permanent hires. This approach offers flexibility in managing workforce needs and addressing immediate skill gaps without long-term commitments.
- **Reactivation of roles:**
We have seen marketing and communications roles put on hold throughout 2024 and 2025. Some of these are not being reactivated as firms aim to fill "business-critical" positions.

11%



of communications professionals in financial services moved jobs in the last year

1.6 years



is the average tenure for communications professionals in financial services



Banking and financial services



Strengths



Weaknesses



Opportunities



Threats

- **Competitive economic pressures:**
Increased competition for skilled professionals and the need to offer competitive salaries and benefits make it challenging for firms to attract and retain top-tier marketing talent. This can lead to higher turnover rates and difficulties in maintaining a stable workforce.
- **Regulatory scrutiny:**
Firms continue to value individuals with prior experience in the financial markets for their ability to navigate complex regulations, narrowing the talent pool.
- **Shortage of senior roles:**
There’s an abundance of exceptional senior candidates vying for a limited number of positions. This creates a highly competitive environment for those seeking senior-level roles and makes securing these positions increasingly challenging.
- **Counteroffers:**
Employers are increasingly making counteroffers to retain valuable employees. But while counteroffers may temporarily address salary concerns, they often fail to tackle underlying issues – leading to long-term dissatisfaction for both employers and employees.
- **Junior salary expectations:**
Rising salary expectations among junior-level candidates are often exceeding employers’ budgets. This mismatch can make it challenging for firms to attract and retain junior talent, while candidates may find it difficult to secure new roles that meet their current salary expectations.
- **Economic uncertainty:**
Economic uncertainty is squeezing marketing budgets, impacting marketing teams’ ability to meet challenging growth targets. Changes in customer spending behaviour make it difficult to maintain effective marketing campaigns. Employers need to be strategic in their hiring decisions, focusing on candidates who can demonstrate strong ROI and adaptability in their marketing efforts.
- **Market mobility uncertainty:**
Increased reticence to move to a new role, particularly at a senior level, is reducing the number of replacement opportunities coming to market. This uncertainty affects mobility in the job market and can lead to stagnation in career progression for professionals.



Increase in hiring activity by financial services sector in the last year

1	Investment advice 127%	4	Banking 31%
2	Venture capital/private equity 41%	5	Investment banking 30%
3	Insurance and employee benefit funds 38%		



Trends to watch | Banking and financial services



Omnichannel marketing:

Financial services providers are focusing on creating seamless customer experiences across multiple channels, including mobile, online and traditional touchpoints. This trend increases the demand for professionals who can design and manage integrated marketing strategies to ensure consistent customer interactions.



Predictive analytics:

Leveraging data to predict customer behaviour and tailor marketing strategies accordingly is crucial. Predictive analytics helps financial institutions anticipate customer needs and improve decision-making. This is driving a growing need for professionals with expertise in this area.



AI-driven personalisation and automation:

Firms increasingly require candidates who understand how to leverage AI and marketing automation tools to enhance efficiency and personalisation in marketing campaigns.



Digital marketing:

Financial services companies are continuing to focus on reaching customers through digital channels. Proficiency in digital marketing (including SEO, SEM, social media marketing and email marketing) continues to be areas of expertise required.



Content marketing:

Creating valuable and engaging content that resonates with customers while building trust and credibility is becoming increasingly important. There's a growing need for content marketing specialists who can produce thought leadership, blogs, videos and other forms of content that address customer needs and interests.



Conversational messaging:

Using chatbots and other conversational AI tools to engage with customers in real-time is becoming more prevalent. This technology enhances customer service and provides immediate support, creating opportunities for marketing professionals skilled in AI and customer service technologies.



Public relations (PR):

Effective PR strategies are crucial for managing a financial institution's image and reputation, especially in a highly regulated sector. Skilled PR professionals are needed to build trust and credibility with stakeholders, maintaining high demand for individuals with a track record in this field.



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Commerce and industry



Strengths

- **High demand for specialised skills:**
There's a strong demand for marketing, digital and communications professionals with expertise in areas such as SEO, social media, content marketing, data analytics and digital advertising. This ensures a steady stream of candidates with specialised skills, making it easier for businesses to find talent with the technical capabilities to drive growth in these areas.
- **Increased focus on digital transformation:**
As businesses continue to undergo digital transformation, they need candidates who can combine traditional marketing and sales with new digital tools. Candidates with the ability to integrate AI, automation and other digital technologies into marketing and sales strategies are highly sought after.
- **Remote and hybrid work opportunities:**
The rise of remote and hybrid work models has expanded the talent pool for marketing and sales roles. Employers are no longer limited to hiring professionals within a specific geographic area, which allows them to access a wider range of skilled candidates from different locations. This flexibility is especially appealing in a globalised job market.
- **Hybrid working:**
Many companies are mandating return-to-office policies in response to economic pressures, hoping to boost productivity and profits. While fully remote work is declining, structured hybrid models are more common with employees required to spend a few days in the office each week. Employers that enforce mostly on-site requirements may deter potential candidates who value partly or fully remote arrangements, making it harder to attract and retain top talent.



Weaknesses



Opportunities

- **Strong employer branding:**
As the importance of employer branding grows, businesses are focusing on showcasing their unique cultures and values to attract top marketing and sales talent. Organisations with a clear and strong brand identity and employee value proposition (EVP) attract professionals who align with their values and vision, leading to higher employee satisfaction and retention.
- **Emphasis on diversity and inclusion (DEI):**
The increasing importance of DEI in the workplace has made it easier for businesses to attract a more diverse pool of marketing and sales talent. A broad range of professionals are looking for employers who are committed to DEI and its practices.
- **Rise of social media and content marketing:**
Social media and content marketing have become central to brands' communication strategies, creating new opportunities for marketers and sales professionals to engage directly with audiences, build brand loyalty and increase visibility. The ability to craft compelling narratives across platforms – from Facebook to LinkedIn to TikTok – has become a key strength in marketing teams.
- **Sustainability and social responsibility:**
There's a growing demand for employers to market their sustainability efforts and corporate social responsibility (CSR) initiatives. Marketing and sales experts are leveraging this trend to promote brand values and connect with consumers who prioritise environmental and social responsibility.



Threats



Commerce and industry



Strengths



Weaknesses



Opportunities



Threats

– **Skills mismatch:**

As the digital landscape evolves rapidly, many candidates may have outdated skills that don't align with the latest marketing and sales technologies and strategies. Without the help of a recruitment consultant, employers may struggle to find professionals with the right mix of creative, technical and analytical skills required to thrive in today's fast-paced, data-driven environment.

– **Cultural fit and retention issues:**

Marketing and sales professionals often seek a dynamic and flexible work environment. But some organisations may struggle to embed the kind of culture that attracts these individuals, leading to challenges in retaining talent. High turnover rates can result in continuous recruitment cycles and loss of valuable knowledge.

– **Inadequate training and development:**

Many businesses may fail to provide adequate ongoing training and professional development opportunities for marketing and sales teams, leaving them underprepared for the evolving demands of the industry. This can create challenges in recruitment, as potential candidates may prioritise employers that offer clear career growth paths.

– **Overloaded roles and responsibilities:**

As marketing departments continue to evolve, businesses may ask professionals to take on a wider range of responsibilities. This can lead to burnout, job dissatisfaction and difficulty finding candidates who are capable and willing to juggle multiple roles, such as content creation, analytics and strategy development.

– **Recruitment process bottlenecks:**

In fast-moving sectors, lengthy or overly complex recruitment processes can result in the loss of highly sought-after candidates – especially if employers are handling multiple vacancies. Professionals with specialised skills, particularly in digital marketing and sales, are often in high demand and may lose interest or accept other offers if recruitment processes take too long. If employers can't handle multiple vacancies, can have an impact on employer brands.

Increase in vacancies by commerce and industry sector in H2 2024

- 1 Gaming | 41%
- 2 IT hardware | 35%
- 3 Media and publishing | 24%

Decrease in vacancies by commerce and industry sector in H2 2024

- 1 Retail | 27%
- 2 Fast-moving consumer goods | 18%
- 3 Telecoms | 14%



Commerce and industry

Strengths

Weaknesses

Opportunities

Threats

- **Demand for e-commerce and online branding experts:**
As e-commerce continues to grow, businesses are actively seeking marketing professionals with experience in online brand management, customer experience optimisation and digital merchandising. This trend drives demand for candidates who can enhance online customer journeys and increase conversion rates.
- **Brand strategy and customer experience roles:**
Businesses are placing greater emphasis on providing superior customer experiences across all touchpoints, from digital marketing campaigns to customer service interactions. There's a growing demand for roles that cover brand strategy, user experience (UX) and customer journey, where marketing professionals can design seamless, engaging and personalised experiences for customers.

- **Cross-functional collaboration roles:**
The growing integration of marketing, sales and customer success teams presents an opportunity for recruitment in cross-functional roles. Professionals who can work across departments to align marketing strategies with sales and customer success objectives are valuable for driving business growth and ensuring consistent customer experiences.
- **The growth of the fractional CMO:**
The role of fractional CMO is becoming more prominent as businesses seek cost-effective and flexible marketing leadership. Fractional CMOs provide strategic expertise without the full-time commitment, allowing companies to scale their marketing efforts efficiently. For marketing professionals, this trend offers opportunities to take on strategic roles on a part-time basis – enhancing their career flexibility and exposure to diverse projects.



decrease in marketing and sales jobs in commerce and industry over the last 12 months



decrease in marketing and sales salaries offered over the last 12 months in commerce and industry



Commerce and industry

Strengths

Weaknesses

Opportunities

Threats

- **Increased reliance on freelancers and contractors:**
With the rise of remote work some senior professionals are considering freelance or contract work over permanent positions. While this offers flexibility for workers, it creates challenges for employers looking to build stable, long-term marketing teams. This shift also means businesses may face higher turnover and lack continuity in their workforce.
- **Inability to keep up with market trends:**
Businesses that fail to stay current with the latest marketing trends and digital technologies may struggle to attract top candidates who want to

work for organisations that embrace innovation. If a company is perceived as outdated or resistant to change, it may deter high-quality candidates who are passionate about working with cutting-edge tools and strategies.

- **Economic uncertainty:**
Economic downturns or recessions can create challenges for businesses looking to hire marketing and sales professionals, as businesses may scale back on hiring or reduce marketing budgets. This can lead to redundancies, slower hiring processes and a more competitive job market – making it harder for teams to find and secure top candidates.



of marketing professionals in commerce and industry moved jobs in the last year



of sales professionals in commerce and industry moved jobs in the last year



is the average tenure for marketing professionals in commerce and industry



is the average tenure for sales professionals in commerce and industry



Trends to watch | Commerce and industry



Personalisation at scale:

Businesses are increasingly using AI and machine learning to deliver personalised marketing messages and experiences at scale. This trend creates a demand for professionals who can leverage these technologies to enhance customer interactions.



Augmented reality (AR) and virtual reality (VR):

AR and VR are being used to enhance customer experiences, from virtual try-ons in retail to immersive product demonstrations. Employers are looking for candidates with experience in these technologies to engage customers in innovative ways.



Subscription-based models:

Subscription-based models are gaining popularity across various industries, offering customers convenience and ongoing value. Businesses are seeking candidates who can help explore and implement subscription services to build long-term customer relationships.



Social commerce:

The integration of e-commerce with social media platforms is on the rise. Employers are looking for candidates who can enable direct purchases through social media, making the shopping experience more seamless.



Interactive content:

Interactive content, such as quizzes, polls and interactive videos, is becoming a key strategy for engaging customers online. This trend creates opportunities for professionals who can create and manage interactive content to encourage active participation and higher engagement rates.



Influencer marketing evolution:

Influencer marketing continues to grow, with a shift towards micro-influencers who have highly engaged and niche audiences. This trend increases the demand for professionals who can effectively collaborate with influencers to build authentic connections with target markets.



Data privacy and cybersecurity:

As data breaches become more common, businesses are prioritising data privacy and cybersecurity. There's a growing demand for marketing professionals who can help to protect customer data and maintain trust and compliance with regulations.



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Professional services

Strengths

Weaknesses

Opportunities

Threats

- Established expertise:**
 Established, relevant expertise is the bedrock of professional services (such as legal, accountancy, consultancy and real estate). Many marketing and BD candidates have deep knowledge and up-to-date expertise in their field within the sector, making them valuable to firms as they can work on high-impact projects and contribute to strategic decision-making.
- Strong client relationships:**
 Referrals and repeat business in professional services are vital, playing into the hands of strong marketing and BD functions. Maintaining these relationships requires proactive communication and personalised marketing to build trust and loyalty. Marketing and BD professionals have a key role in nurturing these relationships and driving client engagement.
- Adaptability to digital tools:**
 Firms are offering more flexible and efficient services by effectively integrating digital tools and utilising online platforms for communication, collaboration and service delivery. Marketing and BD professionals who are adept at using

these tools can create innovative campaigns and improve client interactions, enhancing client satisfaction and operational efficiency.

- Reputation for quality:**
 Firms are rightly focusing on their reputation to build trust and attract new clients. They require marketing professionals who can manage their reputation by promoting the firm’s quality and reliability through effective branding and communication strategies, including the management of online reviews and testimonials.
- Salaries:**
 Salaries are still the number-one factor why people look to move jobs, especially in the current market. The professional services sector, particularly legal, is very strong in this department. Competitive compensation packages help attract and retain top talent, which is crucial for maintaining a high level of expertise and service quality. For marketing and BD professionals, this means better job satisfaction and motivation – leading to higher productivity and creativity.

3%

increase in marketing and business development jobs in professional services over the last 12 months



10%

increase in marketing and business development salaries in professional services over the last 12 months





Professional services

Strengths

Weaknesses

Opportunities

Threats

- **Slow adoption of new technologies:**
This can lead to inefficiencies and a loss of competitive edge. This often means lagging behind other sectors in AI, automation and data analytics when it comes to marketing and BD.
- **Limited digital marketing presence:**
In today's digital world, a weak online presence limits visibility and lead generation. This includes lacking a strong website, social media presence and content marketing strategy. Although this has come on leaps and bounds over the last ten years, it is still seen as some way behind other sectors.
- **Reliance on traditional marketing methods:**
While traditional methods such as events and networking are still valuable, relying on them solely can limit reach. In 2025, a balanced approach is needed by incorporating digital strategies. Law firms in particular often look to recruit a 'plug and play' rather than looking for a professional to come in with a fresh new approach.

- **Extended hiring cycles:**
We're seeing extended hiring cycles as employers look for the perfect fit rather than potential. The time period between launching a role and onboarding the candidate has extended due to multiple similar roles in the market at one time, a lack of openness to hiring outside of the sector and a reliance of trying direct hiring as the first route.

14%

of marketing professionals in professional services moved jobs in the last year



1.4 years

is the average tenure for marketing professionals in professional services





Professional services

Strengths

Weaknesses

Opportunities

Threats

- **Expanding digital service offerings:**
 This allows firms to reach a wider audience and offer more convenient services including online courses, webinars and virtual consultations. These digital services provide flexibility for clients and enable firms to showcase their expertise and reach clients. This increases demand for marketing professionals who can promote innovative digital campaigns that enhance client engagement and satisfaction.
- **Expanding regional and European roles:**
 This can reduce recruitment dependency on London, creating cost-effective talent acquisition strategies. By tapping into talent pools in different regions, firms can diversify their workforce and reduce costs associated with hiring in London. It also allows marketing and BD candidates to work internationally.
- **Leveraging AI for personalised marketing and targeting:**
 Some professional services sectors such as legal can be slow to embrace technology like AI. AI can analyse data to identify target audiences and tailor marketing messages, allowing for more effective lead generation. AI-driven insights help firms understand customer preferences and behaviours, enabling them to create highly

targeted and personalised marketing campaigns. This creates growing demand for marketing professionals who can leverage AI to enhance their strategies, improve campaign effectiveness and drive better results.

- **Standing out in the crowd:**
 Clearly defined roles, competitive salaries and structured career growth paths can attract and retain top-quality marketing and BD candidates. Offering clear career progression and competitive compensation packages helps firms stand out to potential employees and retain existing talent. Professionals benefit from a supportive work environment that encourages professional development and recognises their contributions.
- **Building strategic partnerships:**
 Marketing and BD functions are best suited to help collaborate with complementary businesses that can expand reach and offer more comprehensive services. This is especially valuable in multi-sector and international businesses. Strategic partnerships can enhance service offerings and provide access to new markets and client bases. Marketing and BD professionals play a key role in identifying and nurturing these partnerships, driving business growth and expanding their network.

7%

of business development professionals in professional services moved jobs in the last year

2.4

years is the average tenure for business development professionals in professional services



Professional services



Strengths

– Retention:

Retention is still a huge issue within marketing and BD in professional services, especially as a jobs-heavy market. High turnover rates can disrupt operations and lead to increased recruitment costs. Firms need to implement effective retention strategies to maintain stability and continuity. For marketing professionals, high turnover can mean frequent changes in team dynamics and project continuity – impacting overall productivity and job satisfaction.

– Hybrid:

Many professional services firms are pushing for employees to work on-site more often – particularly some US-headquartered firms returning to five days a week in the office. This can be a significant deterrent for candidates who prefer hybrid or remote work arrangements, reducing the talent pool. Firms that enforce strict on-site requirements may struggle to attract and retain top talent in marketing and BD roles, as flexibility has become a key factor for many professionals.



Weaknesses



Opportunities

– Culture and work-life balance:

Although salary is the main motivation for candidates to move, there's an increasing emphasis on a positive culture and work-life balance. If firms can't meet expectations, it can drive marketing and BD candidates out of PS marketing – making the pool even smaller to choose from when hiring.

– Economic downturn:

Reduced client spending during economic uncertainty can impact revenue and profitability, which nearly always tends to have a knock-on effect with marketing. For example, firms are less likely to replace professionals and expect existing employees to carry more workload. This is where ROI is worth its weight in gold. Firms need marketing functions that can demonstrate the value of their efforts to justify budgets and maintain investment during tough economic times.



Threats





Trends to watch | Professional services



Real estate (RE) firms pushing teams back into office:

RE firms are increasingly pushing teams back into the office more, aligning with their operational needs and client expectations. This shift aims to enhance collaboration, productivity and client service. These firms are also helping create environments for their clients to return to on-site working and therefore mirror this approach. For marketing and BD professionals, returning to the office can support better teamwork and more direct communication – potentially leading to more effective strategies and campaigns.



Consultancy, accountancy and RE to pick up after restructuring:

Consultancy, accountancy and RE sectors are expected to pick up after a tough couple of years involving some restructuring. These sectors are adapting to new market conditions and are poised for growth as they implement strategic changes. Marketing and BD professionals can benefit from increased demand for their services as these sectors expand, providing opportunities for career growth and development.



Data-driven marketing:

Data-driven marketing is gaining traction with firms leveraging data analytics to track marketing performance, identify new growth areas and personalise the client experience. Marketing professionals can deliver impactful campaigns and demonstrate ROI using data analytics, leading to better resource allocation and strategic decision-making.



Client experiences:

Firms can enhance client experiences through personalised communications and easier digital experiences via portals, apps and other digital tools. These technologies help firms provide tailored services and improve customer satisfaction. Marketing and BD professionals play a key role in developing and implementing strategies that enhance client experiences, driving loyalty and long-term business success.



Digital presence and content:

There's an increasing emphasis on digital presence and content, including thought leadership to establish firms as industry leaders and engage their audience. Marketing professionals can leverage digital platforms to build their personal brand, share insights and connect with a broader audience, enhancing their professional visibility and credibility.



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Salary benchmarking | 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 – 350,000	180,000 – 350,000	180,000 – 325,000
Marketing Director	125,000 – 250,000	130,000 – 250,000	130,000 – 225,000	150,000 – 280,000	150,000 – 275,000	130,000 – 275,000
Head of Marketing	110,000 – 140,000	110,000 – 140,000	110,000 – 140,000	130,000 – 170,000	125,000 – 170,000	120,000 – 140,000
Senior Marketing Manager	75,000 – 110,000	75,000 – 110,000	70,000 – 100,000	80,000 – 110,000	90,000 – 110,000	80,000 – 110,000
Marketing Manager	50,000 – 70,000	50,000 – 70,000	50,000 – 70,000	60,000 – 80,000	70,000 – 90,000	60,000 – 80,000
Senior Marketing Executive	45,000 – 60,000	45,000 – 55,000	40,000 – 55,000	50,000 – 60,000	50,000 – 60,000	50,000 – 60,000
Marketing Executive	38,000 – 45,000	38,000 – 45,000	38,000 – 45,000	45,000 – 55,000	45,000 – 55,000	45,000 – 55,000
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

All salaries are in GBP.





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	180,000 – 300,000	200,000 – 300,000	200,000 – 280,000	200,000 – 350,000	180,000 – 300,000	180,000 – 300,000
Digital Director	150,000 – 200,000	150,000 – 240,000	150,000 – 220,000	150,000 – 250,000	150,000 – 250,000	150,000 – 250,000
Head of Digital	100,000 – 130,000	100,000 – 130,000	100,000 – 130,000	120,000 – 160,000	130,000 – 180,000	120,000 – 150,000
Senior Digital Manager	75,000 – 100,000	75,000 – 100,000	75,000 – 90,000	80,000 – 100,000	80,000 – 100,000	80,000 – 100,000
Digital Marketing Manager	55,000 – 70,000	55,000 – 70,000	50,000 – 70,000	60,000 – 75,000	60,000 – 80,000	60,000 – 75,000
Senior Digital Marketing Executive	45,000 – 55,000	45,000 – 55,000	45,000 – 55,000	50,000 – 60,000	50,000 – 60,000	50,000 – 60,000
Digital Marketing Executive	40,000 – 50,000	40,000 – 50,000	40,000 – 50,000	45,000 – 55,000	45,000 – 55,000	45,000 – 55,000
Digital Marketing Assistant	30,000 – 35,000	30,000 – 35,000	30,000 – 35,000	35,000 – 40,000	35,000 – 40,000	35,000 – 40,000

All salaries are in GBP.





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 – 300,000	225,000 – 300,000	225,000 – 300,000	225,000 – 300,000
Communications Director	160,000 – 200,000	160,000 – 250,000	160,000 – 225,000	170,000 – 250,000	140,000 – 275,000	150,000 – 275,000
Head of Communications	110,000 – 150,000	110,000 – 150,000	110,000 – 150,000	110,000 – 170,000	110,000 – 170,000	110,000 – 170,000
Senior Communications Manager	75,000 – 100,000	70,000 – 100,000	65,000 – 95,000	75,000 – 110,000	75,000 – 110,000	75,000 – 100,000
Communications Manager	55,000 – 75,000	55,000 – 75,000	55,000 – 75,000	55,000 – 80,000	60,000 – 80,000	60,000 – 80,000
Senior Communications Marketing Executive	45,000 – 55,000	45,000 – 55,000	45,000 – 55,000	50,000 – 60,000	40,000 – 60,000	40,000 – 60,000
Communications Executive	32,000 – 45,000	32,000 – 45,000	32,000 – 45,000	40,000 – 55,000	45,000 – 55,000	45,000 – 55,000
Communications Assistant	30,000 – 35,000	30,000 – 35,000	30,000 – 35,000	35,000 – 40,000	35,000 – 40,000	35,000 – 40,000

All salaries are in GBP.





Salary benchmarking | Commerce and industry

Marketing

	Media/ publishing	Business services	FMCG/retail	Non-profit	Technology
Chief Marketing Officer	120,000 – 190,000	190,000 – 290,000	130,000 – 300,000	90,000 – 130,000	130,000 – 300,000
Marketing Director	90,000 – 120,000	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 – 75,000	40,000 – 55,000	50,000 – 75,000
Senior Marketing Executive	40,000 – 45,000	40,000 – 45,000	40,000 – 45,000	35,000 – 40,000	40,000 – 45,000
Marketing Executive	30,000 – 37,000	35,000 – 40,000	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	120,000 – 170,000	150,000 – 260,000	130,000 – 220,000	80,000 – 120,000	160,000 – 290,000
Digital Director	90,000 – 130,000	110,000 – 170,000	100,000 – 140,000	70,000 – 100,000	120,000 – 200,000
Head of Digital	80,000 – 100,000	80,000 – 115,000	80,000 – 100,000	60,000 – 90,000	80,000 – 110,000
Digital Marketing Manager	50,000 – 65,000	55,000 – 75,000	50,000 – 70,000	42,000 – 60,000	55,000 – 75,000
Performance Marketing Manager	50,000 – 70,000	60,000 – 80,000	60,000 – 90,000	45,000 – 60,000	60,000 – 90,000
CRM Manager	40,000 – 50,000	45,000 – 55,000	45,000 – 60,000	45,000 – 55,000	50,000 – 60,000
Digital Marketing Executive	35,000 – 40,000	35,000 – 40,000	35,000 – 42,000	32,000 – 37,000	35,000 – 45,000

All salaries are in GBP.



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 – 140,000
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	190,000 – 280,000
Sales Director	110,000 – 170,000
Sales Manager	60,000 – 80,000
Business Development Manager	50,000 – 70,000
Account Executive	55,000 – 80,000
Senior Sales Executive	50,000 – 65,000
Sales Executive	45,000 – 60,000

All salaries are in GBP.





Salary benchmarking | 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 – 70,000	55,000 – 60,000	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	100,000 – 150,000	95,000 – 125,000
Head of Digital	100,000 – 170,000	85,000 – 120,000	90,000 – 130,000	85,000 – 110,000
Senior Digital Marketing Manager	75,000 – 100,000	65,000 – 85,000	70,000 – 90,000	75,000 – 90,000
Digital Marketing Manager	55,000 – 75,000	45,000 – 65,000	50,000 – 75,000	55,000 – 80,000
Senior Digital Marketing Executive	45,000 – 55,000	38,000 – 48,000	38,000 – 50,000	38,000 – 48,000
Digital Marketing Executive	33,000 – 45,000	28,000 – 38,000	30,000 – 40,000	28,000 – 38,000
Digital Marketing Assistant	25,000 – 32,000	25,000 – 30,000	25,000 – 30,000	25,000 – 30,000

All salaries are in GBP.



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	30,000 – 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

All salaries are in GBP.



Business development (BD)

	Legal	Accountancy	Consultancy	Property/real estate
BD Director	200,000 – 500,000	150,000 – 380,000	145,000 – 330,000	120,000 – 250,000
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 – 55,000	38,000 – 48,000
BD Executive	40,000 – 50,000	35,000 – 45,000	32,000 – 45,000	32,000 – 45,000
BD Assistant	30,000 – 37,000	27,000 – 32,000	28,000 – 35,000	27,000 – 32,000

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 – 110,000	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	28,000 – 35,000
Bids Assistant	30,000 – 38,000	27,000 – 34,000	28,000 – 35,000	25,000 – 30,000

All salaries are in GBP.





About Carter Murray

We're a global search and recruitment consultancy dedicated to marketing and sales.

Through deep expertise within our markets, we're consistently able to fulfil even the most complex briefs and match the best specialist to every role.

Having the right marketing and sales teams in place has never been more important. As specialists, we've built an engaged, global community of marketing and communications professionals. We're here to help you find the right talent, to advise on the latest workforce trends, and future-proof your business through identifying the skills you need to help your business evolve.



