



# BD, MARKETING & COMMUNICATIONS

## MARKET INSIGHTS Q1 2017

ambition

After a quiet summer following the referendum result we have seen a strong increase in job opportunities within professional services at all levels.

In the legal industry and built environment areas, most of the demand has come off the back of replacement hiring and restructuring, whilst in management consultancy and accountancy firms we have seen increase in roles due to growth.

### SKILLS IN DEMAND

There has been huge demand and a real shortage of talent at **Business Development and Marketing Executive** level. **Bids roles** at all levels and Interaction specialists within the legal sector are in high demand as well.

These skills shortages have led to firms hiring outside of their sector more than ever to fill positions. This has resulted in salary increases for these roles as well as a rise in counter offers as firms worry not only about losing their best talent but also replacing them.

On the agency side we have seen an increase in firms hiring **PR specialists**.

### MERGERS AND ACQUISITIONS

We have seen a great deal of M&A activity across professional services during the last 18 months and that trend has continued in recent months with some high profile movement, particularly in the legal and consultancy areas.

### PREDICTIONS FOR 2017

We expect the current uncertainty in the market to remain during the next quarter and throughout 2017.

Early signs suggest continued movement within the legal industry including at Director level.

We expect to see continued growth within the management consultancy space.

### ADVICE FOR EMPLOYERS

Be prepared to really sell opportunities if you want to secure the best talent. In a candidate short market, talented candidates will have multiple offers so its important that you make your opportunity stand out. If you don't, your competitors will.

**ADVICE FOR JOBSEEKERS**

Really think about what's important for you when either moving roles or staying at your current firm. It is very tempting to immediately go with the opportunity that pays the most, whether this be a new position or a counter offer made by your current employer, but how does that align with your career aspirations and overall enjoyment of the role?

**BD, MARKETING & COMMUNICATIONS SALARIES Q1 2017**

<b>Job title</b>	<b>Annual salary range (£)</b>	<b>Contract rate (£)</b>
<b>Bids / Proposals Specialists</b>		
Head of Bids	80K - 110K	350 - 500 per day
Senior Bid Manager	65K - 90K	200 - 350 per day
Bid Manager	50K - 65K	26 - 33 per hour
Senior Bid Executive	40K - 50K	21 - 26 per hour
Bid Executive	30K - 40K	15 - 21 per hour
Bid Assistant	25K - 30K	13 - 15 per hour
<b>Business Development</b>		
BD Director	100K+	450+ per day
Head of BD	85K - 100K+	400 - 450 per day
Senior BD Manager	70K - 90K	320 - 400 per day
BD Manager	55K - 70K	28 - 36 per hour
Senior BD Executive / Coordinator	38K - 55K	19 - 28 per hour
BD Executive / Coordinator	30K - 40K	15 - 21 per hour
BD Assistant	25K - 30K	13 - 15 per hour
BD Administrator	22K - 25kK	11 - 13 per hour
<b>Client Relationship Management</b>		
Head of Client Relationships	80K - 110K	380 - 500 per day
Senior Client Relationship Manager	70K - 90K	320 - 400 per day
Client Relationship Manager	50K - 75K	26 - 38 per hour
Senior Client Relationship Executive	35K - 50K	18 - 26 per hour
Client Relationship Executive	30K - 40K	15 - 21 per hour

## BD, Marketing & Communications

Job title	Annual salary range (£)	Contract rate (£)
<b>Communications (including internal comms and SCR)</b>		
Head of Communications (Global remit)	80K - 140K	550 - 380 per day
Head of Communications (National or Europe remit)	70K - 100K	320 - 400 per day
Communications Manager	50K - 60K	26 - 31 per hour
Senior Communications Executive	38K - 45K	20 - 23 per hour
Communications Executive	30K - 35K	15 - 18 per hour
Communications Assistant	22K - 30K	13 - 14 per hour
<b>CRM Database</b>		
CRM Database Manager	50K - 60K	26 - 31 per hour
CRM Database Executive / Steward	30K - 35K	15 - 18 per hour
CRM Database Administrator / Assistant	25K - 28K	13 - 14 per hour
<b>Design</b>		
Senior Design Executive	35K - 45K	18 - 23 per hour
Design Executive	30K - 35K	15 - 18 per hour
Design Assistant	23K - 28K	12 - 14 per hour
<b>Digital / Online / Web</b>		
Head of Online / Digital	70K - 120K	380 - 520 per day
Web Content Manager / Online Manager	45K - 60K	23 - 31 per hour
Social Media Executive	30K - 35K	18 - 23 per hour
Web Content Executive	30K - 35K	15 - 18 per hour
Web Content Assistant	25K - 28K	15 - 18 per hour
<b>Events</b>		
Head of Events	60K - 80K	380 - 250 per day
Events Manager	45K - 60K	23 - 31 per hour
Events Senior Executive	35K - 45K	18 - 23 per hour
Events Executive	30K - 35K	15 - 18 per hour
Events Assistant	23K - 30K	12 - 15 per hour

Job title	Annual salary range (£)	Contract rate (£)
<b>Marketing</b>		
Head of Marketing / Marketing Director	90K+	400+ per day
Senior Marketing Manager	60K - 85K	31 - 38 per hour
Marketing Manager	40K - 60K	21 - 31 per hour
Senior Marketing Executive	35K - 40K	18 - 21 per hour
Marketing Executive / Coordinator	28K - 35K	14 - 18 per hour
Marketing Assistant	24K - 28K	13 - 14 per hour
Marketing Administrator	21K - 23K	11 - 13 per hour
<b>PR</b>		
Head of PR (Global remit)	80K - 120K	550 - 380 per day
Head of PR (National or Europe remit)	70K - 90K	320 - 450 per day
PR Manager	45K - 70K	26 - 36 per hour
PR Senior Executive	40K - 50K	21 - 26 per hour
PR Executive	28K - 40K	15 - 21 per hour
PR Assistant	21K - 27K	11 - 14 per hour

**Notes on salary table:**

1. Titles and levels vary from organisation to organisation.
2. The salary ranges given are only approximate guides. For tailored salary advice, please contact us directly.
3. 12-month base salaries are assumed.
4. All other benefits and bonuses are in addition to these figures.
5. Bonus ranges can vary significantly from company to company and will be influenced by market conditions, business and individual performances.