



BD, MARKETING & COMMUNICATIONS

MARKET INSIGHTS Q2 2017

ambition

2017 hiring started slowly across Professional Services firms for Business Development, Marketing & Communications staff. However, by February the market began to pick up and job vacancies increased across the board.

One of the major highlights so far this year has been the increase in hiring at Director and 'Head of' level. This has been particularly prevalent within the legal sector where we saw hiring at this seniority increase to levels beyond that of the entire of 2016. Whilst hiring was mainly down to churn rather than due to newly created roles, we do expect this trend to continue through Q3 as more change is expected across professional services firms due to restructuring, M&A activity and on-going change in the political and economic landscape.

SKILLS IN DEMAND

The other major trend of the year so far has been the shortage of job seekers in BD, Marketing and Communications versus the number of jobs available in the market.

We have seen a shortage of talent across most areas from assistant to senior manager level but firms have particularly struggled to secure talent for **BD Executive** roles, **Senior Manager** roles (£70K- £90K), **Marketing Managers** (£45K– £65K) as well as the typically talent-short areas of **Bids** and **PR**.

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 THE COMING QUARTER

So far, the signs are positive and everything points to continued demand for talent across BD, Marketing & Communications within the professional services area over the coming months.

Our advice for employers is to **be prepared for a shortage of candidates** when it comes to hiring in the coming months.

For job seekers, be prepared for **interview processes to take longer** than usual as there continues to be increased rigour over hiring.

BUSINESS DEVELOPMENT, MARKETING & COMMUNICATIONS SALARIES Q2 2017

Job title	Annual salary range (£)	Contract rate (£)
Bids / Proposals Specialists		
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
Business Development		
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
Client Relationship Management		
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 (£)
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Communications (including internal comms and SCR)

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

CRM Database

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

Design

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

Digital / Online / Web

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

Events

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 (£)
Marketing		
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
PR		
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.