



BD, MARKETING & COMMUNICATIONS

MARKET INSIGHTS Q3 2017

ambition

Following a sluggish start to 2017 there was a positive upturn in hiring for BD, Marketing and Communications professionals across the second quarter of the year.

The numbers of jobs across our professional services clients mirrored almost exactly the numbers of jobs we saw this time last year, so despite there being a great deal of uncertainty in the market, this hasn't affected the appetite of firms to hire staff in their BD, Marketing & Communications functions.

One noticeable change is the increased level of scrutiny many firms are putting on potential hires. In many cases, this has led to lengthier recruitment processes and more specific expectations being placed on previous experience and skills. As a result, many vacancies are taking longer to fill than normal.

SKILLS IN DEMAND

There has been increased demand in the **legal sector** to secure **Business Development professionals** with both legal experience and experience in the sector and/or practice area for which they are recruiting. Consequently, firms have been battling it out for talent among a much smaller pool of people and some job seekers have managed to secure large salary increases as a result of this.

In accountancy, we have seen continued demand for **sales talent** and we would expect this to continue. One of the major differences we have observed over the last quarter has been the increase in more client care roles which previously only existed in the legal sector.

Within consultancy, firms are generally more open to hiring individuals that do not have prior consultancy experience, however they are expected to have the relevant practice and sector experience.

We have seen a continued increase in **content and thought leadership roles** at both the strategic level and operational levels. With increased competition in the market, it is clear that strong positioning and perception has been key for firms, hence the need to recruit in this area.

Assistant and executive level roles are frequently becoming available across professional services. At this level, firms are generally more flexible and open to hiring people from out of sector who have transferable skills with prior client-facing BD roles.

We have also seen an increased demand in **regional opportunities** particularly in Birmingham, Bristol and Manchester, meaning greater choice for individuals that are not necessarily looking for typical London roles.

PREDICTIONS FOR THE COMING QUARTER

We generally expect the market to slow a little over the third quarter. With key decision makers being less available, many firms use this period to take stock and critically review what roles they require before the end of the year.

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With the frequent changes occurring in professional services due to various factors such as M&A activity and the large amount of movement at Director level, we expect there to be a decent amount of attrition in firms.

The current candidate shortage is likely to remain, so firms will inadvertently have to work harder to secure and to retain the strongest talent.

BUSINESS DEVELOPMENT, MARKETING & COMMUNICATIONS SALARIES Q3 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 - 130K	400 - 500 per day
Senior BD Manager	70K - 100K	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 - 120K	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

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Job title	Annual salary range (£)	Contract rate (£)
Communications (including internal comms and CSR)		
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.