



BD, MARKETING & COMMUNICATIONS

MARKET INSIGHTS Q4 2017

ambition

One of the biggest challenges for employers across professional services firms continues to be a lack of available talent. Despite the usual slow-down in activity across the holiday season, we still saw high job numbers and a shortage of candidates and there seems to be no sign of this letting up. Shortages are particularly acute at executive to middle-management level across Business Development & Marketing.

One of the noticeable side effects of a candidate short market has been the large increase of people receiving multiple offers across multiple firms as well as receiving counter offers from their existing employers as firms fight it out for the best available talent. Whilst this can be desirable for candidates, even more care needs to be taken around selecting the right opportunities for the right reasons.

Overall we have also seen recruitment processes take longer. Whilst the holiday season will have exacerbated this, firms are still placing more rigour around their hiring to ensure they get people that can deliver on the commercial needs, particularly those that are partner or client facing. Those firms that have been able to move processes quickly and articulate the opportunity and benefits early in a process have typically had greater success at securing talent.

SKILLS IN DEMAND

Throughout the last 3 months, we have seen an increase in Communications role in the legal sector. These have been a step away from your traditional PR & Media roles and instead more focussed on internal communications and/or driving thought leadership campaigns. This follows the trend we saw in some of the management consultancies at the beginning of the year.

In accountancy & advisory firms we are still seeing a drive on hiring sales staff which are client facing and typically commission based. In addition, BD & Marketing roles that are more sector / practice aligned, that are more strategic and work more closely with the partners to help drive revenue and client growth.

We have also seen an increase in regional opportunities, typically in locations such Birmingham, Bristol & Manchester as firms continue to look at alternative locations to London. This has created further and more senior opportunities for those individuals in the regions but also to those individuals in London that may have previously felt London was the only viable option to establish their professional services BD & Marketing careers.

PREDICTIONS FOR THE COMING QUARTER

Early signs suggest a busy end to the year as most firms are still making replacement hires where there has been churn or in a lot of case are still looking to expand certain areas of their marketing, BD and communications functions. We've also seen a number of teams go through various degrees of restructure as they look for the right blend of skillsets and personal in teams. Client Relationship Management, Communications and Content roles are all expected to be high on the agenda together with the high volume of opportunities we expect across BD and Bids.

BUSINESS DEVELOPMENT, MARKETING & COMMUNICATIONS SALARIES Q4 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

BD, Marketing & Communications

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.