



BD, MARKETING & COMMUNICATIONS

MARKET INSIGHTS **Q1** 2018

ambition

Good people are hard to find! The market is very much led by candidates and we are seeing a rise in them dictating where, what and how they work.

Despite a plethora of roles, candidates are increasingly selective and abstain from applying for roles that aren't particularly enticing, making job descriptions and briefings vital in the fight for talent. We have found a huge surge in candidates looking for part time roles or flexible working – this can be a great option in securing quality talent at a lower budget and is certainly the way clients are beginning to move to keep staff members happy/loyal and to attract new candidates.

Interview processes are taking longer, with as many as four interview stages being held for managerial and director positions. Timely feedback continues to be important as it can affect how well a firm's brand is perceived and indeed, how well a candidate stays engaged with an opportunity.

Many professional services firms are expanding their presence nationally with large hubs outside of London. We are seeing opportunities with greater flexibility in national locations.

SKILLS IN DEMAND

Business development skills are, as ever, in high demand and we've seen a rise in communications and marketing vacancies. Following on from Q4 of 2017 we have found even more clients interested in expanding teams in this area as well as within content and campaigns based positions.

PREDICTIONS FOR THE COMING QUARTER

With 2018 upon us, we envisage there will be an influx of opportunities born of natural new year attrition and new positions created from restructures and team expansions.

We have seen an increase in passive candidates approaching us which reflects the confidence that is currently in the Professional Services market.

Senior roles have seen an increase in demand in line with investment from firms wanting talent to increase market share and assist in development and growth of the firm. 2018 will be a positive year with high job flow and candidate demand.

BUSINESS DEVELOPMENT, MARKETING & COMMUNICATIONS SALARIES Q1 2018

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 - 25K	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

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

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
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

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.