



BD&M ACCOUNTANCY, CONSULTANCY & PROPERTY

MARKET INSIGHTS Q2 2018

ambition

Q1 got off to a slow start, although job flow quickly ramped up through February and into March with a number of clients growing their teams in the consultancy, property and accountancy space. For the first time in a while, we are also beginning to see a clear split between marketing and business development roles, with the latter tending to have more of a sales focus; as opposed to the traditional internal-facing business development, especially within the accountancy sector.

A notable trend following from 2017 to 2018 is the continued lack of talent actively in the market for new opportunities. It is still a positive time to be in the market as a candidate, with a number of candidates having multiple interviews with multiple clients for similar roles. Due to active talent being scarce, opportunities have to appeal to a passive pool of individuals to pique their interest. Reputation, brand and how the particular role will enhance their career are therefore becoming incredibly important. There is also a noticeable trend with the clients that are most successful in securing the candidates, with all tending to have three things in common;

1. They move quickly with the interview process, even if there are 3 – 4 interviews, they are keeping the stages very close together.
2. The clients are offering flexible/agile working as part of their overall package, whether it be shortened / flexible hours or allowing working from home.
3. The clients are selling to the candidates in the interviews. A lot of time the candidates are now choosing roles around the relationship they have with the interviewer as opposed to just salary or progression, although it goes without saying these still play a major part.

SKILLS IN DEMAND

The last three months have also seen the rise of PR. After a number of years of having the odd role here and there, we have seen an influx from Exec level through to Director within property, accountancy and agency side.

Consultancy has seen the continuation in recruiting Marketing specialists at all levels, with a particular influx of sector-specific Marketing Manager positions.

Property is following in a similar fashion, seemingly keen on taking from the legal market.

The accountancy sector seems to be focusing more evidently on sales, with a number of clients recruiting BD roles which have clear financial targets set against them and are backed up by a commission structure. This sector has also seen a rise in the recruitment for strong graduates looking to start/develop a career within marketing and business development, the lack of graduates looking to make this move will be a challenge moving forward.

PREDICTIONS FOR THE COMING QUARTER

Moving forward, the market indicates that it is business as usual. Inevitably, with April coming and many firms Year Ends, there will come new budgets and thus the knock-on effect of new hires being signed off for growing teams. At present, Brexit still seems to be having little effect within professional services recruitment, so it appears an extension of high job flow and candidate demands is very much on the cards.

BUSINESS DEVELOPMENT, MARKETING & COMMUNICATIONS SALARIES Q2 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 / Sales		
BD Director	100K+	450+ per day
Head of BD	75K - 120K	400 - 500 per day
Senior BD Manager	70K - 90K	320 - 400 per day
BD Manager	55K - 70K	28 - 36 per hour
Sales Manager	50K - 65K	26 - 33 per hour
Senior BD Executive / Coordinator	38K - 55K	19 - 28 per hour
Sales Executive	30K - 45K	15 - 23 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	380 - 550 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	380 - 550 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.