



LEGAL BD, MARKETING & COMMUNICATIONS

MARKET INSIGHTS Q2 2018

ambition

The start of the year has been dominated by change and new team growth across many of our clients in the legal sector.

We have seen a lot of demand from International / US firms who are continuing to invest in their BD & Marketing functions in the UK. This investment is coming from the more established firms in the UK who are looking at increasing the sophistication of their BD & Marketing areas by adding more specialist functions such as client relationship management. Less established firms are also looking to build out dedicated UK/European BD & Marketing teams.

Outside of client relationship management, we have also seen demand in other specialist functions such as PR, content, events and digital.

In core Business Development we have seen more openness from firms to hire individuals without practice / sector experience, instead, focussing on getting strong professional services BD experience. Alternatively, there is an increasing trend for firms to hire within industry, particularly in real estate and financial services.

Vacancy numbers as a whole have remained fairly consistent year on year. As a general trend the market can be said to be job rich and candidate short. Whilst job volumes at assistant to manager level remain particularly high, we have seen increases in hiring at "Head of" and Director level.

Q1 SNAPSHOT

Some of the skills in demand and vacancies we have supported our clients in Q1 include:

- Successfully placed two newly created senior leadership BD roles with emerging US firms
- Placed management level opportunities across; Digital, Events, BD & Communications
- Entrusted to assist on the recruitment for Head of Department roles across; Bids, BD, Marketing & Communications, projects which are currently ongoing.
- Multiple opportunities at BDM & Senior BDM level covering; litigation, finance, TMT, Insurance, private equity, transactional, real estate & corporate.
- Currently working on 20+ opportunities at Assistant & Executive roles across the UK

PREDICTIONS FOR THE COMING QUARTER

Current market conditions in the legal sector present fantastic opportunities for individuals looking to progress their careers within BD, Marketing & Communications.

Heading into Q2 we anticipate numerous opportunities for individuals to upskill through further specialisation. It is likely that firms will have to be more flexible and either hire less experienced individuals to step up into more senior vacancies, or hire individuals from outside of the legal sector to secure talent. This presents further opportunities for job seekers, as well as allowing employers to bring new skillsets and ideas into their teams.

PREDICTIONS FOR THE COMING QUARTER CONT.

We expect the temporary and contract market to be busy with the amount of change in the industry. Firms will rely more on contractors to help with specific projects, as well as short to medium term fixes before firms settle on a structure and strategy for their BD & Marketing functions.

Q2 tends to be the busiest for hiring BD, Marketing & Communications professionals within the legal sector. The speed and quality of interview processes will be key to firms getting ahead with securing the best talent.

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	70K - 90K	200 - 350 per day
Bid Manager	50K - 70K	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 - 140K	400 - 500 per day
Senior BD Manager	70K - 90K	320 - 400 per day
BD Manager	50K - 70K	28 - 36 per hour
Sales Manager	50K - 65K	26 - 33 per hour
Senior BD Executive / Coordinator / Specialist	40K - 50K	19 - 28 per hour
Sales Executive	30K - 45K	15 - 23 per hour
BD Executive / Coordinator	32K - 40K	15 - 21 per hour
BD Assistant	25K - 30K	13 - 15 per hour
BD Administrator	22K - 25k	11 - 13 per hour

Job title	Annual salary range (£)	Contract rate (£)
Client Relationship Management / Key Account Management		
Head of Client Relationships	100K - 130K	380 - 500 per day
Senior Client Relationship Manager	70K - 100K	320 - 400 per day
Client Relationship Manager	50K - 70K	26 - 38 per hour
Senior Client Relationship Executive	40K - 50K	18 - 26 per hour
Client Relationship Executive	30K - 40K	15 - 21 per hour
Communications		
Head of Communications / PR (Global remit)	100K - 140K	380 - 550 per day
Head of Communications / PR (National or Europe remit)	70K - 100K	320 - 400 per day
Senior Communications Manager	70K - 95K	
Communications / PR Manager	50K - 70K	26 - 31 per hour
Internal Communications Manager	50K - 65K	
Content Manager / Publishing	50K - 60K	
Senior Communications / PR Executive / Advisor	38K - 45K	20 - 23 per hour
Internal Communications Executive	30K - 40K	
Communications / PR Executive / Advisor	30K - 35K	15 - 18 per hour
Communications / PR Assistant	22K - 30K	13 - 14 per hour
CRM Database		
CRM Database Manager	50K - 75K	26 - 31 per hour
CRM Database Executive	30K - 40K	15 - 18 per hour
CRM Database Administrator / Assistant	25K - 28K	13 - 14 per hour
Design		
Studio Manager	50K - 65K	
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

Job title	Annual salary range (£)	Contract rate (£)
Digital / Online / Web		
Head of Online / Digital	70K - 120K	380 - 520 per day
Digital Manager / Online Manager	45K - 60K	23 - 31 per hour
Intranet Manager (Sharepoint)	45K - 60K	
Social Media Executive	30K - 35K	18 - 23 per hour
Digital Executive	30K - 35K	15 - 18 per hour
Digital Assistant	25K - 28K	15 - 18 per hour
Marketing		
Head of Marketing / Marketing Director	90K+	400+ per day
Senior Marketing Manager	70K - 90K	31 - 38 per hour
Marketing Manager	50K - 65K	21 - 31 per hour
Senior Marketing Executive	40K - 45K	18 - 21 per hour
Marketing Executive / Coordinator	30K - 40K	14 - 18 per hour
Marketing Assistant	24K - 30K	13 - 14 per hour
Marketing Administrator	21K - 23K	11 - 13 per hour
Events		
Head of Events	60K - 95K	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

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.