



BD&M ACCOUNTANCY, CONSULTANCY & PROPERTY

MARKET INSIGHTS Q3 2018

ambition

The accountancy sector has been recruiting in abundance with little sign of it slowing any time soon. Although several firms have a headcount freeze until their new financial year, this has not stopped movement from within the sector. Continuing with the Marketing Manager theme of last quarter, we are also seeing a number of Financial Services based roles with clients looking for candidates to have knowledge or experience in this area. Whilst there have been more marketing/creative, brand and events led positions, these are popular roles and are generally quickly recruited, meaning that candidates need to act fast to secure these positions. More niche skill sets continue to prove difficult to find with CRM system experience and bids being two of the highest demand areas.

The consultancy market has been bouyant through Q1, particularly at Marketing/Communications Manager level. We're seeing a rise in the numbers of 6-12 month contract roles, with the majority having a good chance of ending up permanent. A number of the leading consultancies have been restructuring their marketing functions, becoming more 'sector focussed' as opposed to a more traditional 'centralised' marketing team. We're also seeing steady job flow across other disciplines such as; Graphic Design, Digital and External Communications.

Real Estate tends to be following the trends of both the Accountancy and Consultancy sector, with a need and want to hire broad Marketing Managers within both residential and commercial. One change we have seen is the rise of client relationship management roles, where the BD teams are looking to introduce or grow these teams. The roles tend to focus developing relationships with a select number of the firms key clients. As always, the larger firms are still very much on the lookout for strong Bid candidates, especially at the more Junior end of the market. As with all of professional services, these candidates are in short supply.

PREDICTIONS FOR THE COMING QUARTER

The early signs show little change from Q2. Q3 tends to quieten towards the end due to the summer months and holiday season, however, we are hearing positive signs from a number of firms kicking on over the summer, including some roles at the more senior end of the market.

We are expecting the trend of increased FTC's to continue over the coming months. We are also expecting a real push at the junior end of the market, with more firms looking at recent grads with little to no experience. There seems to be little rest bite from the "job rich, candidate shy" market, with the best talent being snapped up quickly, with firms merging interview stages to speed up the process.

BUSINESS DEVELOPMENT, MARKETING & COMMUNICATIONS SALARIES Q3 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.