



## LEGAL BD, MARKETING & COMMUNICATIONS

MARKET INSIGHTS Q3 2018

ambition

Reflecting back on the last 3 months, the most dominant theme continues to be talent shortages in Legal BD, Marketing & Communications.

This has been most prevalent at senior executive to middle management level with an increasing number vacancies remaining open for over 2 months. This has been exacerbated by an increasing number of firms providing counter offers, recognising the need to retain staff in a candidate short market.

The firms that have had greatest success in hiring have identified transferrable skills and experiences from broader professional services and/or have ensured their recruitment process is quicker, clearer, and focusses on selling the benefits of the role and the firm to the candidate.

### Q2 SNAPSHOT

- Received instruction on multiple exclusive roles from US firms, ranging from Coordinator to senior management level.
- Placed BDM roles on a permanent & contract basis covering; Finance, TMT, Energy & Corporate.
- New opportunities created for BD professionals at management & senior management level covering; Litigation, Corporate, Real Estate, Life Sciences, Capital Markets, Project finance & roles operating firmwide.
- Operating on a number of PR, Events, Bids roles at Assistant/Executive/Coordinator level, plus 20+ BD roles at this level.
- Upturn in senior interim hiring – successfully placed Head of Marketing position on a long-term contract on top of a number of roles at manager/senior manager level.
- The Senior Executive to Management bridge has changed extensively in the last half year, with more junior candidates with limited duration of experience but proven achievements in that time frame securing roles that previously commanded double the tenure. This has made the pool for good senior executives (or equivalent level) extremely limited, as candidates are jumping to management level far more quickly than ever before in their career.

### PREDICTIONS FOR Q3

All signs suggest continued demand and growth within the US firms who continue to perform well and look to increase their footprint in the UK/EMEA market. We also expect there to be more demand from the UK firms off the back releasing very strong financial results and a number of firms going through restructures within their business services functions.

We also anticipate job volumes for contract roles to continue to increase as the actively looking permanent candidate pool continues to shrink. In some cases, firms are also seeing the benefit of having a slightly more fluid and flexible work force, opening more volume of roles in part time positions or offering flexible working arrangements to accommodate the level of uncertainty and change that we're seeing in BD & Marketing structures.

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We also expect the volume of national / regional roles to increase, with some improvement on salaries and in the level and quality of roles on offer. Firms are continuing to expand their regional presence either by way of opening new resource centres which are taking on more administrative, transactional work or actually expanding their fee earner base into the regions to enable more cost effective solutions to their clients. As a result, business development roles are becoming more regional and more senior, creating more interesting opportunities for people who are keen to escape the big smoke.

The market remains buoyant, with lots of great opportunities for individuals. July will continue to be busy with some vacancies still open from the previous quarter as well as a lot of newly created roles. We also expect there to be some turnover in staff as individuals go through performance and salary review processes. We tend to see August slow-down, mainly because of the holiday season, but we expect the market to pick up quickly again as we head into the final quarter of the year.

## LEGAL BD, MARKETING & COMMUNICATIONS SALARIES Q3 2018

Job title	Annual salary range (£)	Contract rate (£)
<b>Business Development</b>		
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
Senior BD Executive / Coordinator / Specialist	40K - 50K	19 - 28 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
<b>Bids / Proposals Specialists</b>		
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
<b>Client Relationship Management / Key Account Management</b>		
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

Job title	Annual salary range (£)	Contract rate (£)
<b>Communications</b>		
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
<b>CRM Database</b>		
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
<b>Design</b>		
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
<b>Digital / Online / Web</b>		
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

Job title	Annual salary range (£)	Contract rate (£)
<b>Events</b>		
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
<b>Marketing</b>		
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

**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.