



BD&M CONSULTANCY & PROPERTY

MARKET INSIGHTS Q4 2018

ambition

Within the Consultancy space throughout Q3, we've seen a definite increase in mid-manager level marketing roles ranging from £40,000 - £55,000. Positions at this level are mostly seeking candidates with a broad marketing skill-set including; marketing strategy implementation, full end-to-end management of large scale campaigns, and those with the ability to engage and advise senior stakeholders and leaders.

Content and thought leadership skills continue to be key for firms when hiring mid-level Marketing Managers. Roles at all levels are continuing to require an understanding of digital marketing. Functions appear to be increasing overall focus and investment on digital resources and internal capability.

Throughout Q3 and going into Q4, the majority of our volume is coming from the Engineering and Construction consultancy space. These roles remain in the trend of mostly being marketing/communications managers, and seem to be coming up in the larger global businesses looking to expand their marketing functions due to growth.

EMPLOYERS

When hiring talent, the biggest challenge we're seeing employers face, is time frames, resulting in missing out on candidates to competitors. We're entering a time of the year in which hiring managers are facing pressure to have full teams for when January arrives. Due to this, there are more roles on the market meaning candidates have much more to choose from and are harder to secure. Firms which are able to move the interview process along swiftly and efficiently are the ones securing the best talent in good time.

CANDIDATES

We've experienced a certain influx in candidates looking to move away from the traditional professional services environments such as legal/accountancy. This seems to be due to marketers desire to work in an environment where their voice can be heard. It is becoming more common for marketing professionals to want responsibility for driving creativity and becoming real thought partners to the senior leadership team and overall business.

PREDICTIONS FOR THE COMING QUARTER

As Q4 draws closer, we're expecting the volume of Marketing Manager roles to increase further with the busy run up to Christmas. Noticeably, we are being made aware of upcoming senior appointments at the Senior Marketing Manager/Head of Marketing level. We expect these roles to become live through October and November. These areas are generally looking for proactive and creative marketers who have held autonomous positions which have required them to advise.

BUSINESS DEVELOPMENT, MARKETING & COMMUNICATIONS SALARIES Q4 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. Roles outside of London are likely to be £5K - £10K lower than the salaries indicated above.
4. 12-month base salaries are assumed.
5. All other benefits and bonuses are in addition to these figures.
6. Bonus ranges can vary significantly from company to company and will be influenced by market conditions, business and individual performances.