



## LEGAL BD, MARKETING & COMMUNICATIONS

### MARKET INSIGHTS Q4 2018

ambition

Over the past 3 months we have continued to see job numbers increase in legal BD & Marketing, yet candidates remain in short supply, particularly for Bids and BD roles.

This has been most acute at the junior to mid end of the market, with salary increases and counter offers outstripping the salary brackets which these roles have traditionally been aligned to.

Firms that are successful within the talent short market continue to be those with a greater degree of flexibility over their hiring strategy - looking at the talent available and how that could fit within their team as opposed to sticking to a rigid set of criteria.

#### Q3 SNAPSHOT

- We have seen a number of newly created positions, with a particular trend on the brand and digital side, including delivery on a senior brand management position for a top 10 global firm.
- There has been a significant increase in bid and pitch focused opportunities, the highest number of new instructions in this area YTD.
- We are currently recruiting for a number of senior innovation led roles, highlights include a Commercial Client Management post and a Global Head focusing on innovation and technology delivery.
- There has been a small downturn in Senior BD posts through the summer, which was anticipated and broadly similar to previous years.
- Continued presence of US firms hiring newly created positions within the market, especially at BDM and Specialist level.
- Engaged in a number of European based BD roles, current locations including Munich, Brussels and Paris.

#### PREDICTIONS FOR Q4

A strong second half to the year is not seeing any decrease in momentum, with a high volume of opportunities across the business development and bids space.

Despite the economic uncertainty of Brexit impending over the coming year, firms are showing very little signs of slowing down with the recruitment within BD and marketing both in London and across the regions.

We anticipate a greater increase in contract, part-time and flexible working hours as firms continue to identify the need for ongoing flexibility and better work-life balance. Success with roles in this space has improved confidence in actively promoting and hiring such opportunities as this, in turn, enables firms to better meet their ever-changing needs.

Firms will be looking to Q4 to deliver a final push for outstanding objectives from the 2018 strategy, whilst starting to consider plans for 2019. We are expecting December to have a slowdown in recruitment as firms focus on achieving their final deliverables. September and October a likely to be an affluent and opportune time for jobseekers to look for the next step in their careers.

**LEGAL BD, MARKETING & COMMUNICATIONS SALARIES Q4 2018**

<b>Job title</b>	<b>Annual salary range (£)</b>	<b>Contract rate (£)</b>
<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
Marketing Administrator	21K - 23K	11 - 13 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.