

Marketing Salary Guide 2021



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Marketing



GENERAL

| | DUBLIN | | |
|--------------------------------------|---------------|---------------|---------------|
| | 1-2 Years Exp | 3-5 Years Exp | 5 Years + Exp |
| Marketing Assistant | 23-26k | 26-28k | 28-32k |
| Marketing Executive | 28-35k | 35-45k | 45-55k |
| Communications & Marketing Executive | 30-34k | 35-40k | 40-50k |
| Brand Manager | 35-45k | 45-55k | 50-68k |
| Category Manager | 40-45k | 45-55k | 55-65k |
| CRM Manager | 36-42k | 42-55k | 55-70k |
| Insights & Analytics Manager | 40-50k | 50-65k | 65-78k |
| Product Manager | 50-55k | 55-65k | 65-85k |
| Internal Communications Manager | 40-45k | 45-55k | 55-75k |
| Communications Manager | 40-50k | 50-65k | 65-80k |
| Marketing Manager | 45-55k | 55-65k | 60-70k |
| Marketing Director | 75-80k | 80-90k | 90-120k |

DUBLIN

REST OF IRELAND

PR

| | DUBLIN | | |
|--------------------------|---------------|---------------|---------------|
| | 1-2 Years Exp | 3-5 Years Exp | 5 Years + Exp |
| Public Relations Officer | 30-35k | 35-40k | 40-45k |
| Public Relations Manager | 45-50k | 50-60k | 60-65k |
| Events Manager | 32-35k | 35-45k | 45-55k |

DUBLIN

REST OF IRELAND

| | 1-2 Years Exp | 3-5 Years Exp | 5 Years + Exp |
|--------------------------------------|---------------|---------------|---------------|
| Marketing Assistant | 20-24k | 24-26k | 26-30k |
| Marketing Executive | 25-30k | 30-35k | 38-45k |
| Communications & Marketing Executive | 25-28k | 28-35k | 35-40k |
| Brand Manager | 35-40k | 40-45k | 45-60k |
| Category Manager | 35-43k | 43-50k | 50-55k |
| CRM Manager | 35-40k | 40-48k | 48-60k |
| Insights & Analytics Manager | 35-40k | 40-50k | 50-65k |
| Product Manager | 45-50k | 50-60k | 60-70k |
| Internal Communications Manager | 35-40k | 40-50k | 50-65k |
| Communications Manager | 40-45k | 45-55k | 55-65k |
| Marketing Manager | 40-50k | 50-60k | 55-65k |
| Marketing Director | 70-80k | 75-90k | 85-100k |

| | 1-2 Years Exp | 3-5 Years Exp | 5 Years + Exp |
|--------------------------|---------------|---------------|---------------|
| Public Relations Officer | 25-30k | 30-35k | 35-40k |
| Public Relations Manager | 40-45k | 45-50k | 50-60k |
| Events Manager | 30-32k | 32-36k | 36-40k |

DIGITAL MARKETING

DUBLIN

REST OF IRELAND

| | DUBLIN | | | REST OF IRELAND | | |
|-------------------------------|---------------|---------------|---------------|-----------------|---------------|---------------|
| | 1-2 Years Exp | 3-5 Years Exp | 5 Years + Exp | 1-2 Years Exp | 3-5 Years Exp | 5 Years + Exp |
| Social Media Specialist | 27-32k | 35-40k | 45-55k | 24-30k | 30-36k | 36-40k |
| Social Media Manager | 40-45k | 45-50k | 50-60k | 32-38k | 38-42k | 42-50k |
| Content Editor/Manager | 35-40k | 40-50k | 50-60k | 24-28k | 28-40k | 40-50k |
| PPC Specialist | 28-32k | 32-40k | 40-50k | 25-28k | 28-36k | 36-45k |
| SEO/ SEM Specialist | 28-32k | 35-45k | 45-60k | 25-28k | 28-36k | 36-50k |
| Graphic Designer | 25-35k | 35-45k | 45-55k | 23-28k | 28-35k | 35-40k |
| Demand Generation Specialist | 40-45k | 45-55k | 55-70k | 35-40k | 40-50k | 50-60k |
| eCommerce Specialist | 30-45k | 45-60k | 60-80k | 30-40k | 40-50k | 50-65k |
| Digital Marketing Executive | 30-35k | 35-45k | 45-60k | 25-30k | 32-38k | 38-45k |
| Digital Specialist | 36-38k | 38-45k | 45-60k | 32-35k | 35-42k | 42-55k |
| Digital Marketing Manager | 50-55k | 55-65k | 65-80k | 40-50k | 50-60k | 60-70k |
| Performance Marketing Manager | 55-60k | 60-70k | 70-85k | 45-50k | 50-55k | 55-65k |
| Head of Digital Marketing | 80-85k | 85-95k | 95-110k | 70-80k | 75-85k | 85-95k |
| Head of eCommerce | 70-80k | 80-90k | 90-110k | 60-70k | 70-80k | 80-90k |

All salaries taken as annual in euros, based on working in Ireland. Bonus/car allowance not included. Figures are based on current market rates. Salaries are subject to variances based on the individual, the company size and other external factors. Parameters indicate the highest and lowest salary level for each position.

Contact Us

Dublin

13 Hume Street,
Dublin 2
D02 F861
Tel:+353 (0)1 4744600
Email: info@sigmar.ie

Galway

Dockgate, Dock Road,
Galway
T12 F611
Tel:+353 (0)91 563868
Email: galway@sigmar.ie

Tralee

Liber House, Monavalley
Business Park, Tralee, Co.Kerry
V92 NN80
Tel: +353 (0)66 4012325
Email: tralee@sigmar.ie

Cork

1 George's Quay,
Ballintemple, Cork
T12 X0DX
Tel:+353 (0)21 431 5770
Email: cork@sigmar.ie

Athlone

14 Sean Costello Street,
Athlone, Co. Westmeath
N37 R970
Tel: +353 (0)90 6413973
Email: athlone@sigmar.ie

www.sigmar.ie

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