



MARKETING SALARY GUIDE 2022

Sigmar 
Recruitment



Sigmar Recruitment, established in 2002, is a leading Irish recruitment services company with 14 specialist divisions across the entire recruitment process and managed service spectrum.

Winner of over 50 awards for recruitment excellence and workplace culture, we employ over 150 industry specialists in Dublin, Cork, Galway and Athlone.

Our experience extends across: Accountancy & Finance, Construction & Property Services, Engineering & Manufacturing, Financial Services, HR, Insurance, IT, Legal & Compliance, Life Sciences, Marketing, Multilingual, Office Support, Sales and Supply Chain.

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Marketing

GENERAL	DUBLIN			REST OF IRELAND		
	1-2 Years	3-5 Years	5 + Years	1-2 Years	3-5 Years	5 + Years
Marketing Assistant	23-26k	26-28k	28-32k	20-24k	24-26k	26-30k
Marketing Executive	28-35k	35-45k	45-55k	25-30k	30-35k	38-45k
Communications & Marketing Executive	30-34k	35-40k	40-50k	25-28k	28-35k	35-40k
Brand Manager	35-45k	45-55k	50-68k	35-40k	40-45k	45-60k
Category Manager	40-45k	45-55k	55-65k	35-43k	43-50k	50-55k
CRM Manager	38-42K	45-58K	60-70K	40-45K	45-50K	50-60K
Insights & Analytics Manager	45-55K	50-65k	65-78k	35-40k	40-50k	50-65k
Product Manager	50-55k	55-65k	65-85k	45-50k	50-60k	60-70k
Internal Communications Manager	40-45k	45-55k	55-75k	35-40k	40-50k	50-65k
Communications Manager	45-50K	50-65k	65-80k	40-45k	45-55k	55-65k
Marketing Manager	45-55k	55-65k	60-70k	40-50k	50-60k	55-65k
Marketing Director	75-80k	80-90k	90-120k	70-80k	75-90k	85-100k
PR	1-2 Years	3-5 Years	5 + Years	1-2 Years	3-5 Years	5 + Years
Public Relations Officer	30-35k	35-40k	40-45k	25-30k	30-35k	35-40k
Public Relations Manager	45-50k	50-60k	60-65k	40-45k	45-50k	50-60k
Events Manager	32-35k	35-45k	45-55k	30-32k	32-36k	36-40k

Marketing

DIGITAL MARKETING	DUBLIN			REST OF IRELAND		
	1-2 Years	3-5 Years	5 + Years	1-2 Years	3-5 Years	5 + Years
Social Media Specialist	27-32k	35-40k	45-55k	24-30k	30-36k	36-40k
Social Media Manager	40-45k	45-50k	55-60k	32-38k	38-42k	42-50k
Content Editor/Manager	35-40k	40-50k	50-60k	24-28k	28-40k	40-50k
PPC Specialist	30-35k	32-40k	40-50k	25-28k	28-36k	36-45k
SEO/SEM Specialist	30-35k	35-45k	45-60k	25-28k	28-36k	36-50k
Graphic Designer	30-40k	40-45k	50-55k	23-28k	28-35k	35-40k
Demand Generation Specialist	40-45k	45-55k	60-70k	35-40k	40-50k	50-60k
eCommerce Specialist	35-45k	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	35-40k	40-45k	45-52k
Digital Marketing Manager	55-60k	60-65k	70-80k	45-50k	50-60k	60-70k
Performance Marketing Manager	55-60k	65-75k	75-90k	45-55k	55-60k	65-75k
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.

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