

**the
Difference.**

**2024 MARKETING SALARY
SURVEY**



WHY WE'RE SO DIFFERENT...

If you haven't worked with us before, it will help to know more about us.

The difference between you and your competitors is your people. Making sure you find and recruit the right people has never been more challenging or important.

As you'd expect, we help with a fresh approach. In fact, we're sure you won't have had a recruitment experience like it.

You want the best people without time consuming hassle

Your time is highly valued and you have enough to do. Our unique approach makes us efficient, effective and always protective of your time.

You want a go-to recruitment partner who 'gets it'

Having a recruitment expert operating as an extension of your team adds value. We'll help you at every step of the way so you get the right candidates every time.

You want a recruitment process you can count on for results

We have the most thorough, end-to-end, proven process possible, crafted through over a decade of experience. We even interview our candidates, get to know them and obtain references – all before putting them forward.



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Difference.**

“

Reflecting over the last 12 months, it's been a difficult time for both candidates and employers. We have seen a turbulent market, dealing with the knock-on effects of lockdowns and "the great resignation", followed by a talent shortage not seen for a generation. There has been record job vacancies along with substantial demands for salary increases, and the ever-growing levels of inflation - all contributing to a volatile economic landscape.

In the first half of 2023, we saw a decrease in job openings and a much slower market due to both employers and candidates taking a more cautious approach in the economic climate we found ourselves in.

As we now look to what to expect in 2024, we are seeing a more buoyant market and have hope that we can all expect a more stable economic environment and see substantial growth as predicted.

This is the first Salary Survey The Difference has produced but it felt like the right time. Working with candidates, clients, LinkedIn, and our data partners we have produced salary benchmarks for key job titles within our niche markets to provide you with as much insight as possible when looking at your hiring strategies and/or job search.

We have also provided the trends impacting recruitment, people management, talent acquisition, and employee retention. I hope that this Salary Survey is useful and I look forward to discussing the information and opportunities it presents.

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Chris Goodey

Chris Goodey
Director

TOP 5 RECRUITMENT TRENDS

- **Hybrid Working**
 - 16% of UK workers currently work exclusively from home in 2023
 - 1 in 4 UK workers now work a hybrid work week with only 10% of workers wanting a return to a fully remote work model
- **Salary Fluctuations**
 - Growth in employees average total pay (including bonuses) was 8.2% in the second quarter of 2023 which was the highest regular growth rate since records began in 2001 although when adjusted for inflation (using CPIH) the rise was 0.5%
 - Looking into 2024, UK employers are budgeting for an average salary increase of 4.4%
- **Benefits**
 - 56% of companies in the UK offer some form of medical benefits
 - By the end of 2023, 56% of UK businesses expect to offer commuting discounts to employees
 - A company offering 28 days annual leave (excluding Bank Holidays) are in the top 25% of employers for holiday allowance
- **Inflation/Economy**
 - The CPI rose by 6.8% in the 12 months to July 2023, down from 7.9% in June
 - On an annual basis, inflation will average 3.4% in 2024 according to the bank of England hitting its annual target of 2% by late 2024
 - The UK economy is expected to grow 0.8% in 2024 following on from a 0.4% growth in 2023
- **AI/Technology (and how using a recruiter will help!)**
 - 45% of job seekers use their mobile phone daily to apply for roles and having adverts on multiple job boards will increase response rates by 78%
 - 96% of candidates said as a minimum they would expect a notification that their application has been received
 - 40% of candidates expect to be asked to interview within a week of applying

SALARY SURVEY RESULTS

LONDON/SE

| MARKETING | Low | Avg | High |
|--|------------|------------|-------------|
| Marketing Executive | 30,000 | 38,000 | 45,000 |
| Marketing Manager | 45,000 | 55,000 | 65,000 |
| Head of Marketing | 75,000 | 95,000 | 110,000 |
| Director of Marketing | 95,000 | 120,000 | 150,000 |
| Head of Media | 70,000 | 85,000 | 100,000 |
| Events Officer | 32,000 | 35,000 | 45,000 |
| Events Manager | 40,000 | 55,000 | 65,000 |
| COMMUNICATIONS | | | |
| Brand Manager | 50,000 | 55,000 | 65,000 |
| Head of Brand | 70,000 | 90,000 | 110,000 |
| PR Executive | 32,000 | 35,000 | 40,000 |
| PR Manager/External Communications Manager | 45,000 | 50,000 | 60,000 |
| Communications Manager | 50,000 | 50,000 | 60,000 |
| Internal Communications Manager | 50,000 | 55,000 | 75,000 |
| Head of Communications | 70,000 | 90,000 | 100,000 |
| Director of Communications | 85,000 | 100,000 | 120,000 |
| DIGITAL | | | |
| Digital Marketing Assistant | 28,000 | 32,000 | 35,000 |
| Digital Executive | 30,000 | 35,000 | 40,000 |
| Digital Manager | 45,000 | 60,000 | 75,000 |
| Head of Digital Marketing | 75,000 | 85,000 | 100,000 |
| Digital Content Executive | 32,000 | 38,000 | 45,000 |
| Digital Content Manager | 45,000 | 55,000 | 65,000 |
| Head of Content | 60,000 | 70,000 | 80,000 |
| PPC Executive | 32,000 | 35,000 | 40,000 |
| PPC Manager | 40,000 | 55,000 | 65,000 |
| Head of PPC | 65,000 | 70,000 | 80,000 |
| SEO Executive | 32,000 | 35,000 | 40,000 |
| SEO Manager | 40,000 | 50,000 | 60,000 |
| Head of SEO | 60,000 | 70,000 | 80,000 |
| Social Media Executive | 30,000 | 35,000 | 40,000 |
| Social Media Manager | 40,000 | 45,000 | 55,000 |
| Head of Social Media | 50,000 | 60,000 | 70,000 |
| Email Marketing Executive | 30,000 | 35,000 | 40,000 |
| Email Marketing Manager | 40,000 | 45,000 | 55,000 |
| Head of Email Marketing | 55,000 | 60,000 | 70,000 |
| CRM Analyst | 35,000 | 45,000 | 55,000 |
| CRM Manager | 50,000 | 55,000 | 60,000 |
| Head of CRM | 65,000 | 80,000 | 100,000 |

| ECOMMERCE | | | |
|------------------------------|---------|---------|---------|
| Ecommerce Executive | 30,000 | 35,000 | 40,000 |
| Ecommerce Manager | 45,000 | 50,000 | 65,000 |
| Head of Ecommerce | 70,000 | 90,000 | 100,000 |
| Ecommerce Director | 100,000 | 120,000 | 150,000 |
| Digital Marketplace Manager | 45,000 | 50,000 | 55,000 |
| Visual Merchandising Manager | 40,000 | 45,000 | 55,000 |
| Ecommerce Trading Manager | 40,000 | 45,000 | 50,000 |
| AGENCY | | | |
| Account Executive | 25,000 | 28,000 | 30,000 |
| Senior Account Executive | 30,000 | 35,000 | 38,000 |
| Senior Account Manager | 40,000 | 45,000 | 50,000 |
| Account Director | 55,000 | 60,000 | 65,000 |
| Senior Account Director | 65,000 | 70,000 | 80,000 |
| Client Partner | 75,000 | 90,000 | 100,000 |
| Copywriter | 40,000 | 50,000 | 60,000 |
| Head of Client Services | 70,000 | 80,000 | 110,000 |
| Studio Manager | 50,000 | 60,000 | 70,000 |
| Artworker | 35,000 | 45,000 | 50,000 |
| Art Director | 60,000 | 70,000 | 80,000 |
| Creative Director | 75,000 | 90,000 | 100,000 |
| Strategist | 40,000 | 45,000 | 55,000 |
| Senior Strategist | 50,000 | 55,000 | 65,000 |
| Head of Strategy | 70,000 | 80,000 | 100,000 |

MID/NORTH

| MARKETING | | | |
|--|--------|--------|---------|
| Marketing Executive | 28,000 | 32,000 | 35,000 |
| Marketing Manager | 40,000 | 50,000 | 55,000 |
| Head of Marketing | 60,000 | 65,000 | 90,000 |
| Director of Marketing | 80,000 | 90,000 | 100,000 |
| Head of Media | 50,000 | 55,000 | 70,000 |
| Events Officer | 28,000 | 32,000 | 35,000 |
| Events Manager | 35,000 | 40,000 | 45,000 |
| COMMUNICATIONS | | | |
| Brand Manager | 45,000 | 50,000 | 60,000 |
| Head of Brand | 60,000 | 65,000 | 75,000 |
| PR Executive | 25,000 | 30,000 | 35,000 |
| PR Manager/External Communications Manager | 40,000 | 45,000 | 55,000 |
| Communications Manager | 40,000 | 45,000 | 50,000 |
| Internal Communications Manager | 40,000 | 45,000 | 55,000 |
| Head of Communications | 55,000 | 60,000 | 70,000 |
| Director of Communications | 60,000 | 65,000 | 75,000 |
| DIGITAL | | | |
| Digital Marketing Assistant | 25,000 | 28,000 | 30,000 |
| Digital Executive | 28,000 | 30,000 | 35,000 |
| Digital Manager | 40,000 | 45,000 | 50,000 |
| Head of Digital Marketing | 50,000 | 60,000 | 75,000 |
| Digital Content Executive | 27,000 | 30,000 | 35,000 |
| Digital Content Manager | 30,000 | 40,000 | 50,000 |
| Head of Content | 50,000 | 60,000 | 70,000 |
| PPC Executive | 35,000 | 40,000 | 45,000 |
| PPC Manager | 45,000 | 55,000 | 60,000 |
| Head of PPC | 60,000 | 70,000 | 80,000 |
| SEO Executive | 25,000 | 28,000 | 30,000 |
| SEO Manager | 35,000 | 45,000 | 55,000 |
| Head of SEO | 55,000 | 65,000 | 75,000 |
| Social Media Executive | 25,000 | 28,000 | 32,500 |
| Social Media Manager | 35,000 | 45,000 | 55,000 |
| Head of Social Media | 45,000 | 50,000 | 65,000 |
| Email Marketing Executive | 30,000 | 32,000 | 35,000 |
| Email Marketing Manager | 38,000 | 45,000 | 60,000 |
| Head of Email Marketing | 50,000 | 60,000 | 70,000 |
| CRM Analyst | 30,000 | 35,000 | 40,000 |
| CRM Manager | 45,000 | 50,000 | 55,000 |
| Head of CRM | 60,000 | 70,000 | 90,000 |

| ECOMMERCE | | | |
|------------------------------|--------|---------|---------|
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| Ecommerce Manager | 40,000 | 45,000 | 55,000 |
| Head of Ecommerce | 60,000 | 80,000 | 90,000 |
| Ecommerce Director | 80,000 | 100,000 | 110,000 |
| Digital Marketplace Manager | 40,000 | 45,000 | 50,000 |
| Visual Merchandising Manager | 35,000 | 40,000 | 50,000 |
| Ecommerce Trading Manager | 40,000 | 45,000 | 50,000 |
| AGENCY | | | |
| Account Executive | 25,000 | 28,000 | 30,000 |
| Senior Account Executive | 28,000 | 30,000 | 35,000 |
| Senior Account Manager | 35,000 | 40,000 | 45,000 |
| Account Director | 45,000 | 50,000 | 60,000 |
| Senior Account Director | 55,000 | 60,000 | 70,000 |
| Client Partner | 65,000 | 70,000 | 90,000 |
| Copywriter | 35,000 | 40,000 | 50,000 |
| Head of Client Services | 70,000 | 75,000 | 85,000 |
| Studio Manager | 40,000 | 50,000 | 55,000 |
| Artworker | 35,000 | 40,000 | 45,000 |
| Art Director | 50,000 | 60,000 | 70,000 |
| Creative Director | 65,000 | 75,000 | 85,000 |
| Strategist | 35,000 | 40,000 | 50,000 |
| Senior Strategist | 45,000 | 55,000 | 60,000 |
| Head of Strategy | 60,000 | 75,000 | 85,000 |

MARKETING

| | | | |
|-----------------------|--------|--------|--------|
| Marketing Executive | 25,000 | 28,000 | 32,000 |
| Marketing Manager | 35,000 | 40,000 | 45,000 |
| Head of Marketing | 50,000 | 60,000 | 70,000 |
| Director of Marketing | 60,000 | 70,000 | 80,000 |
| Head of Media | 45,000 | 50,000 | 60,000 |
| Events Officer | 25,000 | 30,000 | 35,000 |
| Events Manager | 30,000 | 35,000 | 40,000 |

COMMUNICATIONS

| | | | |
|--|--------|--------|--------|
| Brand Manager | 40,000 | 45,000 | 55,000 |
| Head of Brand | 50,000 | 55,000 | 65,000 |
| PR Executive | 25,000 | 30,000 | 32,000 |
| PR Manager/External Communications Manager | 35,000 | 40,000 | 45,000 |
| Communications Manager | 35,000 | 40,000 | 45,000 |
| Internal Communications Manager | 40,000 | 45,000 | 50,000 |
| Head of Communications | 50,000 | 55,000 | 60,000 |
| Director of Communications | 55,000 | 65,000 | 70,000 |

DIGITAL

| | | | |
|-----------------------------|--------|--------|--------|
| Digital Marketing Assistant | 23,000 | 25,000 | 30,000 |
| Digital Executive | 28,000 | 30,000 | 32,000 |
| Digital Manager | 35,000 | 40,000 | 45,000 |
| Head of Digital Marketing | 50,000 | 55,000 | 65,000 |
| Digital Content Executive | 25,000 | 30,000 | 32,000 |
| Digital Content Manager | 30,000 | 35,000 | 40,000 |
| Head of Content | 50,000 | 55,000 | 65,000 |
| PPC Executive | 30,000 | 35,000 | 40,000 |
| PPC Manager | 35,000 | 45,000 | 55,000 |
| Head of PPC | 45,000 | 60,000 | 70,000 |
| SEO Executive | 25,000 | 28,000 | 30,000 |
| SEO Manager | 30,000 | 35,000 | 45,000 |
| Head of SEO | 45,000 | 55,000 | 65,000 |
| Social Media Executive | 25,000 | 28,000 | 32,500 |
| Social Media Manager | 35,000 | 40,000 | 50,000 |
| Head of Social Media | 40,000 | 45,000 | 50,000 |
| Email Marketing Executive | 28,000 | 30,000 | 35,000 |
| Email Marketing Manager | 35,000 | 40,000 | 50,000 |
| Head of Email Marketing | 45,000 | 50,000 | 60,000 |
| CRM Analyst | 28,000 | 30,000 | 35,000 |
| CRM Manager | 40,000 | 45,000 | 50,000 |
| Head of CRM | 50,000 | 60,000 | 80,000 |

ECOMMERCE

| | | | |
|------------------------------|--------|--------|--------|
| Ecommerce Executive | 25,000 | 28,000 | 30,000 |
| Ecommerce Manager | 35,000 | 40,000 | 50,000 |
| Head of Ecommerce | 50,000 | 60,000 | 80,000 |
| Ecommerce Director | 70,000 | 80,000 | 90,000 |
| Digital Marketplace Manager | 35,000 | 40,000 | 45,000 |
| Visual Merchandising Manager | 32,000 | 35,000 | 45,000 |
| Ecommerce Trading Manager | 35,000 | 40,000 | 45,000 |

AGENCY

| | | | |
|--------------------------|--------|--------|--------|
| Account Executive | 23,000 | 25,000 | 30,000 |
| Senior Account Executive | 28,000 | 30,000 | 35,000 |
| Senior Account Manager | 35,000 | 40,000 | 45,000 |
| Account Director | 45,000 | 50,000 | 60,000 |
| Senior Account Director | 55,000 | 60,000 | 70,000 |
| Client Partner | 65,000 | 70,000 | 90,000 |
| Copywriter | 35,000 | 40,000 | 50,000 |
| Head of Client Services | 70,000 | 75,000 | 85,000 |
| Studio Manager | 40,000 | 50,000 | 55,000 |
| Artworker | 35,000 | 40,000 | 45,000 |
| Art Director | 50,000 | 60,000 | 70,000 |
| Creative Director | 65,000 | 75,000 | 85,000 |
| Strategist | 35,000 | 40,000 | 50,000 |
| Senior Strategist | 45,000 | 55,000 | 60,000 |
| Head of Strategy | 60,000 | 75,000 | 85,000 |

For more information on this survey, to talk about your recruitment needs or to apply for our roles, please get in touch:

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the
Difference.