

Salary Guide
London & South East

B2B IN-HOUSE MARKETING

ADLIB



WHAT IS THE AVERAGE B2B IN-HOUSE MARKETING SALARY?

We've outlined the average salaries and day rates typically received for B2B In-House Marketing roles within the London & South East region.

How do we benchmark salaries and rates?

The following is based on information collated through working in this industry day in, day out, client briefs taken and placements made by ADLIB in the London & South East region .

We stress the importance of context when making salary comparisons based on job title. In many cases, there is a significant variance between the bottom end and top end of salaries paid.

What to consider when assigning a salary to a role

If you choose to make a comparison, consideration should be paid beyond job title.

For example, take into account the business proposition, any client base, specialist knowledge, time of establishment and management responsibilities.

All of which will influence salary.

MARKETING SALARY BENCHMARKS

| Permanent Roles | Lowest | Average | Highest |
|----------------------------|----------|----------|----------|
| Marketing Assistant | £25,000 | £28,000 | £32,000 |
| Marketing Executive | £32,000 | £40,000 | £45,000 |
| Senior Marketing Executive | £42,000 | £45,000 | £50,000 |
| Marketing Manager | £50,000 | £55,000 | £60,000 |
| Senior Marketing Manager | £60,000 | £70,000 | £80,000 |
| Head of Marketing | £80,000 | £90,000 | £120,000 |
| Marketing Director | £100,000 | £120,000 | £150,000 |
| CMO | £110,000 | £150,000 | £200,000 |

COMMUNICATIONS SALARY BENCHMARKS

| Permanent Roles | Lowest | Average | Highest |
|---------------------------------|---------|----------|----------|
| Communications Assistant | £24,000 | £26,000 | £30,000 |
| Communications Executive | £30,000 | £35,000 | £40,000 |
| Senior Communications Executive | £40,000 | £45,000 | £50,000 |
| Communications Manager | £50,000 | £55,000 | £60,000 |
| Senior Communications Manager | £60,000 | £70,000 | £80,000 |
| Head of Communications | £75,000 | £90,000 | £120,000 |
| Communications Director | £90,000 | £100,000 | £140,000 |

DIGITAL SALARY BENCHMARKS

| Permanent Roles | Lowest | Average | Highest |
|------------------------------------|----------|----------|----------|
| Digital Marketing Assistant | £25,000 | £28,000 | £35,000 |
| Digital Marketing Executive | £35,000 | £40,000 | £45,000 |
| Senior Digital Marketing Executive | £45,000 | £50,000 | £55,000 |
| Digital Marketing Manager | £50,000 | £55,000 | £60,000 |
| Senior Digital Marketing Manager | £60,000 | £70,000 | £80,000 |
| Head of Digital | £70,000 | £100,000 | £125,000 |
| Digital Director | £100,000 | £120,000 | £150,000 |

MARKETING AUTOMATION SALARY BENCHMARKS

| Permanent Roles | Lowest | Average | Highest |
|--|---------|---------|-----------|
| Marketing Automation Executive | £30,000 | £40,000 | £45,000 |
| Marketing Automation Manager | £50,000 | £65,000 | £80,000 |
| Head of / Director of Marketing Automation | £80,000 | £90,000 | £110,000+ |

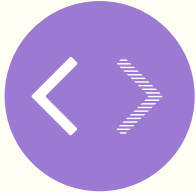
PR / MEDIA RELATIONS SALARY BENCHMARKS

| Permanent Roles | Lowest | Average | Highest |
|-----------------------------|---------|----------|----------|
| PR Assistant | £24,000 | £26,000 | £30,000 |
| PR Executive | £30,000 | £35,000 | £40,000 |
| Senior Digital PR Executive | £40,000 | £45,000 | £50,000 |
| PR Manager | £50,000 | £55,000 | £65,000 |
| Senior PR Manager | £60,000 | £70,000 | £80,000 |
| Head of PR | £75,000 | £90,000 | £120,000 |
| PR Director | £90,000 | £100,000 | £140,000 |

BRAND SALARY BENCHMARKS

| Permanent Roles | Lowest | Average | Highest |
|------------------------|---------|----------|----------|
| Brand Assistant | £25,000 | £28,000 | £35,000 |
| Brand Executive | £30,000 | £40,000 | £45,000 |
| Senior Brand Executive | £42,000 | £45,000 | £50,000 |
| Brand Manager | £50,000 | £55,000 | £60,000 |
| Senior Brand Manager | £60,000 | £70,000 | £80,000 |
| Head of Brand | £80,000 | £90,000 | £120,000 |
| Brand Director | £90,000 | £120,000 | £150,000 |

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