

Salary Guide  
South West

# 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 in the South West.

## 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 South West.

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	£18,000	£22,000	£24,000
Marketing Executive	£24,000	£27,000	£30,000
Senior Marketing Executive	£30,000	£33,000	£35,000
Marketing Manager	£35,000	£42,000	£50,000
Senior Marketing Manager	£50,000	£55,000	£60,000
Head of Marketing	£60,000	£65,000	£75,000
Marketing Director	£75,000	£85,000	£100,000
CMO	£85,000	£100,000	£120k +

# COMMUNICATIONS SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Communications Assistant	£18,000	£22,000	£24,000
Communications Executive	£24,000	£27,000	£30,000
Senior Communications Executive	£30,000	£33,000	£35,000
Communications Manager	£35,000	£42,000	£50,000
Senior Communications Manager	£50,000	£55,000	£60,000
Head of Communications	£60,000	£65,000	£75,000
Communications Director	£75,000	£85,000	£100,000

# DIGITAL SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Digital Marketing Assistant	£18,000	£22,000	£24,000
Digital Marketing Executive	£24,000	£27,000	£30,000
Senior Digital Marketing Executive	£30,000	£33,000	£35,000
Digital Marketing Manager	£35,000	£42,000	£50,000
Senior Digital Marketing Manager	£50,000	£55,000	£60,000
Head of Digital	£60,000	£65,000	£75,000
Digital Director	£75,000	£85,000	£100,000

# MARKETING AUTOMATION SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Marketing Automation Executive	£30,000	£37,000	£45,000
Marketing Automation Manager	£50,000	£60,000	£75,000
Head of/ Director of Marketing Automation	£80,000	£90,000	£100k+

# PR / MEDIA RELATIONS SALARY BENCHMARKS

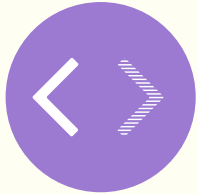
Permanent Roles	Lowest	Average	Highest
PR Assistant	£18,000	£20,000	£22,000
PR Executive	£22,000	£25,000	£27,000
Senior Digital PR Executive	£25,000	£28,000	£30,000
PR Manager	£30,000	£35,000	£40,000
Senior PR Manager	£40,000	£45,000	£50,000
Head of PR	£50,000	£60,000	£70,000
PR Director	£60,000	£70,000	£80K+

# BRAND SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Brand Assistant	£18,000	£22,500	£24,000
Brand Executive	£24,000	£27,000	£30,000
Senior Brand Executive	£30,000	£33,000	£35,000
Brand Manager	£35,000	£42,000	£50,000
Senior Brand Manager	£50,000	£55,000	£60,000
Head of Brand	£60,000	£65,000	£75,000
Brand Director	£75,000	£85,000	£100K



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