



2018

Salary and Rates Guide

**Digital Marketing,
Marketing and Communications**

London

Hudson

Great people. Great performance.

Digital Marketing, Marketing & Communications

Salary and Rates Guide

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LONDON

2018

Banking and Financial Services

	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
General Marketing				
Marketing Director	71,050	121,800	609	1,015
Head of Marketing	50,750	81,200	406	609
Senior Marketing Manager	45,675	60,900	305	406
Marketing Manager	35,525	50,750	203	305
Communications Manager	35,525	50,750	203	355
Communications Executive	25,375	35,525	178	254
Campaign / Brand Manager	30,450	40,600	203	254
Campaign / Brand Executive	23,345	30,450	152	203
Direct and Digital Marketing				
Head of Online / Digital / e-Marketing	50,750	81,200	406	711
Online / Digital / e-Marketing Manager	30,450	45,675	152	254
Direct Marketing Manager	35,525	45,675	203	305
Direct Marketing Executive	23,345	32,480	178	254
Head of CRM	50,750	81,200	406	660
CRM Manager	30,450	45,675	152	254
CRM Executive	25,375	35,525	122	203
Product / Proposition / Business Development				
Head of Business Development	65,975	81,200	355	609
Business Development Manager	40,600	60,900	183	305
Propositions Manager	45,675	60,900	305	711
Customer Acquisition / Retention				
Head of Customer Acquisition/Retention	60,900	81,200	406	660
Customer Acquisition/ Retention Manager	40,600	55,825	203	406
Customer Journey Manager	40,600	55,825	203	406
Research / Insight / Knowledge				
Head of Research	55,825	81,200	406	660
Research Manager	35,525	55,825	203	254

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Banking and Financial Services

	PERMANENT (& PER YEAR)		CONTRACT / TEMPORARY (& PER DAY)	
	MIN £	MAX £	MIN £	MAX £
Communications				
Head of Communications	55,825	76,125	355	508
Communications Manager	40,600	50,750	203	355
Communications Executive	25,375	35,525	178	254
PR Manager	40,600	50,750	203	305
Head of Internal Communications	55,825	81,200	355	508
Internal Communications Manager	40,600	50,750	203	355
Internal Communications Executive	27,405	33,495	178	254
Copywriter / Editor	25,375	40,600	127	203
Events				
Events Manager	25,375	40,600	254	355
Events Executive	20,300	30,450	203	254
Brand				
Assistant Manager	25,375	32,480	127	152
Brand Manager	35,525	45,675	152	203
Senior Brand Manager	40,600	60,900	183	305
Customer Marketing Manager	35,525	50,750	152	305

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Professional Services

	PERMANENT (& PER YEAR)		CONTRACT / TEMPORARY (& PER DAY)	
	MIN £	MAX £	MIN £	MAX £
General Marketing				
Director of Marketing	60,900	91,350	305	508
Head of Marketing	45,675	71,050	203	457
Senior Marketing Manager	35,525	50,750	203	355
Marketing Manager	30,450	45,675	152	305
Communications Manager	30,450	45,675	152	305
Communications Executive	20,300	38,570	102	183
Direct and Digital Marketing				
Online / Digital / e-Marketing Manager	30,450	60,900	152	305
Database / CRM Manager	30,450	45,675	152	305
Product / Proposition / Business Development				
Business Development Director	60,900	101,500	305	508
Business Development Manager	35,525	50,750	152	305
Business Development Executive	25,375	35,525	102	152
Bid Manager	35,525	60,900	152	355
Communications				
Head of Communications	50,750	60,900	203	406
Communications Manager	40,600	50,750	152	254
Communications Executive	22,330	38,570	127	183
Corporate Communications Manager	35,525	50,750	152	254
Press and PR Manager	35,525	55,825	152	254
PR Manager	35,525	45,675	152	254
Press Officer	22,330	35,525	127	183
Copywriter / Editor	20,300	48,720	127	183
Events				
Events Manager	25,375	35,525	127	203
Events Executive	20,300	30,450	102	152

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Commerce and Industry

	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
General Marketing				
Director of Marketing	81,200	152,250	508	1,015
Head of Marketing	65,975	86,275	254	508
Senior Marketing Manager	50,750	65,975	203	305
Marketing Manager	35,525	50,750	183	305
Communications Manager	35,525	50,750	183	305
Marketing Executive	25,375	35,525	152	203
Campaign / Brand Manager	30,450	45,675	152	203
Campaign / Brand Executive	22,330	32,480	102	183
Direct and Digital Marketing				
Head of Online / Digital / e-Marketing	60,900	81,200	355	609
Online / Digital / e-Marketing Manager	35,525	50,750	152	305
Direct Marketing Manager	35,525	50,750	152	305
Direct Marketing Executive	23,345	30,450	127	203
Database / CRM Manager	55,825	71,050	305	609
CRM Manager	35,525	45,675	203	305
CRM Executive	22,330	30,450	102	203
Product / Proposition / Business Development				
Business Development Manager	60,900	91,350	355	711
Business Development Executive	35,525	55,825	152	355
Research / Insight / Knowledge				
Head of Research, Insight and Knowledge	60,900	81,200	305	711
Research, Insight and Knowledge Manager	40,600	60,900	203	508

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Commerce and Industry

	PERMANENT (& PER YEAR)		CONTRACT / TEMPORARY (& PER DAY)	
	MIN £	MAX £	MIN £	MAX £
Communications				
Director of Communications	65,975	101,500	406	1,015
Head of Communications	71,050	101,500	355	812
Communications Manager	60,900	81,200	305	609
Communications Executive	35,525	55,825	152	355
Head of Corporate Communications	20,300	30,450	102	203
Corporate Communications Manager	55,825	81,200	355	812
Head of PR	35,525	50,750	152	355
Press and PR Manager	55,825	65,975	254	508
PR Manager	30,450	50,750	152	355
Press Officer	30,450	50,750	152	355
Director of Internal Communications	25,375	33,495	127	254
Head of Internal Communications	71,050	91,350	406	812
Internal Communications Manager	55,825	81,200	355	812
Internal Communications Executive	30,450	50,750	203	355
Copywriter / Editor	25,375	35,525	127	254
Events				
Events Manager	25,375	35,525	127	254
Events Executive	30,450	40,600	152	355
Brand				
Brand Assistant Manager	25,375	32,480	127	203
Brand Manager	35,525	45,675	152	305
Senior Brand Manager	40,600	60,900	203	508
Customer Marketing Manager	40,600	60,900	203	508
Category Manager	50,750	71,050	305	761

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Public Sector / Not-for-Profit / Charity	PERMANENT (& PER YEAR)		CONTRACT / TEMPORARY (& PER DAY)	
	MIN £	MAX £	MIN £	MAX £
General Marketing				
Director of Marketing	65,975	101,500	406	1,015
Head of Marketing	55,825	81,200	355	812
Senior Marketing Manager	40,600	60,900	203	406
Marketing Manager	40,600	50,750	152	355
Communications Manager	30,450	50,750	152	355
Marketing Executive	25,375	40,600	127	203
Campaign / Brand Manager	30,450	50,750	152	305
Campaign / Brand Executive	25,375	35,525	127	203
Direct and Digital Marketing				
Head of Online / Digital / e-Marketing	50,750	81,200	305	812
Online / Digital / e-Marketing Manager	30,450	55,825	152	305
Direct Marketing Manager	30,450	45,675	152	305
Direct Marketing Executive	25,375	30,450	127	203
Database / CRM Manager	35,525	60,900	152	305
CRM Manager	35,525	60,900	152	305
CRM Executive	25,375	40,600	127	203
Product / Proposition / Business Development				
Business Development Manager	30,450	60,900	152	355
Business Development Executive	25,375	40,600	127	254
Research / Insight / Knowledge				
Head of Research, Insight and Knowledge	50,750	81,200	305	812
Research, Insight and Knowledge Manager	35,525	55,825	203	406

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Public Sector / Not-for-Profit / Charity

	PERMANENT (& PER YEAR)		CONTRACT / TEMPORARY (& PER DAY)	
	MIN £	MAX £	MIN £	MAX £
Communications				
Director of Communications	65,975	101,500	406	1,015
Head of Communications	50,750	71,050	305	812
Communications Manager	35,525	50,750	203	305
Communications Executive	25,375	40,600	127	203
Head of Corporate Communications	50,750	71,050	305	711
Corporate Communications Manager	35,525	60,900	203	305
Head of PR	50,750	71,050	305	812
Press and PR Manager	35,525	50,750	203	305
PR Manager	35,525	50,750	203	305
Press Officer	25,375	40,600	127	254
Director of Internal Communications	65,975	91,350	508	1,015
Head of Internal Communications	50,750	71,050	305	711
Internal Communications Manager	35,525	45,675	152	254
Internal Communications Executive	25,375	35,525	127	254
Copywriter / Editor	25,375	45,675	127	254
Events				
Events Manager	30,450	40,600	152	254
Events Executive	25,375	35,525	127	152

About this publication

2018

This salary and rates guide is a compilation of salary and market information provided by Hudson consultants, clients, candidates and other sources across England.

Information was gathered by drawing on the extensive knowledge of our recruitment consultants across Hudson's specialist practice groups.

Hudson is a global talent solutions company with expertise in leadership and specialised recruitment, recruitment process outsourcing and talent management across key industry sectors.

Our specialist recruiters are industry professionals who understand their market and the roles they recruit for — and how much those roles are worth.

Salaries and pay rates ranges are approximate guides only.

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