



2018

Salary and Rates Guide

**Digital Marketing,
Marketing and Communications**

Midlands and the North

Hudson

Great people. Great performance.

Digital Marketing, Marketing & Communications

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MIDLANDS AND THE NORTH

2018

Banking and Financial Services

	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
General Marketing				
Director of Marketing	71,050	150,000	406	761
Head of Marketing	50,750	81,200	305	609
Senior Marketing Manager	40,600	60,900	254	406
Marketing Manager	30,450	50,750	183	254
Communications Manager	30,450	50,750	183	254
Advertising Manager	40,600	60,900	254	406
Marketing Executive	25,375	35,525	112	152
Campaign / Brand Manager	30,450	40,600	183	254
Campaign / Brand Executive	23,345	30,450	112	152
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	152	254
Direct Marketing Executive	23,345	32,480	122	152
SEO Manager	35,525	45,675	152	254
SEO Executive	25,375	35,525	122	203
Head of CRM	50,750	76,125	406	660
Database / CRM Manager	30,450	45,675	152	254
CRM Manager	30,450	45,675	152	254
CRM Executive	25,375	35,525	122	203
Customer Experience Manager	40,600	55,825	254	457
Community Manager	30,000	55,000		
Product / Proposition / Business Development				
Head of Business Development	60,900	81,200	355	609
Business Development Manager	35,525	60,900	183	305
Propositions Manager	35,525	60,900	152	305
Brand Development	35,525	50,750	152	305
Customer Acquisition / Retention				
Head of Customer Acquisition	60,900	81,200	406	660
Customer Acquisition Manager	40,600	55,825	203	406
Customer Journey Manager	40,600	60,900	254	508

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Banking and Financial Services

	PERMANENT (& PER YEAR)		CONTRACT / TEMPORARY (& PER DAY)	
	MIN £	MAX £	MIN £	MAX £
Research / Insight / Knowledge				
Head of Research	55,825	81,200	406	660
Research Manager	35,525	55,825	203	254
Communications				
Director of Communications	71,050	100,150	406	761
Head of Communications	50,750	71,050	355	508
Communications Manager	40,600	50,750	254	406
Communications Executive	25,375	35,525	122	152
Head of Corporate Communications	55,825	76,125	355	508
Corporate Communications Manager	40,600	55,825	254	406
Head of PR	55,825	76,125	355	508
Press and PR Manager	40,600	50,750	203	406
PR Manager	35,525	45,675	203	406
Press Officer	22,330	30,450	102	178
Director of Internal Communications	71,050	101,500	406	761
Head of Internal Communications	60,900	81,200	305	406
Internal Communications Manager	35,525	45,675	183	254
Internal Communications Executive	27,405	33,495	127	203
Copywriter / Editor	25,375	30,450	127	203
Events				
Events Manager	25,375	40,600	152	254
Events Executive	20,300	30,450	127	203
Brand				
Brand Assistant Manager	25,375	32,480	127	203
Brand Manager	30,450	45,675	152	305
Senior Brand Manager	40,600	60,900	203	450
Customer Marketing Manager	40,600	60,900	203	450

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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
Marketing Executive	20,300	30,450	102	183
Campaign / Brand Manager	30,450	45,675	152	305
Campaign / Brand Executive	25,375	35,525	122	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	152	254
Direct Marketing Executive	23,345	32,480	122	152
SEO Manager	35,525	45,675	152	254
SEO Executive	25,375	35,525	122	203
Head of CRM	50,750	76,125	406	660
Database / CRM Manager	30,450	45,675	152	254
CRM Manager	30,450	45,675	152	254
CRM Executive	25,375	35,525	122	203
Customer Experience Manager	40,600	55,825	254	457
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
Research / Insight / Knowledge				
Head of Research	55,825	81,200	406	660
Research Manager	35,525	55,825	203	254

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Professional Services

	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
Communications				
Director of Communications	71,050	100,150	406	761
Head of Communications	50,750	71,050	355	508
Communications Manager	40,600	50,750	254	406
Communications Executive	25,375	35,525	122	152
Head of Corporate Communications	55,825	76,125	355	508
Corporate Communications Manager	40,600	55,825	254	406
Head of PR	55,825	76,125	355	508
Press and PR Manager	40,600	50,750	203	406
PR Manager	35,525	45,675	203	406
Press Officer	22,330	30,450	102	178
Director of Internal Communications	71,050	101,500	406	761
Head of Internal Communications	60,900	81,200	305	406
Internal Communications Manager	35,525	45,675	183	254
Internal Communications Executive	27,405	33,495	127	203
Copywriter / Editor	25,375	30,450	127	203
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	71,050	152,250	508	1,015
Head of Marketing	55,825	76,125	254	508
Senior Marketing Manager	40,600	71,050	203	355
Marketing Manager	40,600	60,900	183	305
Communications Manager	35,525	50,750	183	305
Marketing Executive	20,300	30,450	152	203
Campaign / Brand Manager	25,375	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	101,500	355	609
Online / Digital / e-Marketing Manager	35,525	60,900	152	305
Direct Marketing Manager	30,450	50,750	152	305
Direct Marketing Executive	23,345	30,450	127	203
SEO Manager	35,525	45,675	152	254
SEO Executive	25,375	35,525	122	203
Head of CRM	55,825	71,050	305	609
Database / CRM Manager	30,450	50,750	203	305
CRM Manager	35,525	45,675	203	305
CRM Executive	22,330	30,450	102	203
Customer Experience Manager	40,600	55,825	254	457
Product / Proposition / Business Development				
Head of Business Development	60,900	91,350	355	711
Business Development Manager	30,450	55,825	152	355
Category Manager	40,600	60,900	203	406
Business Development Director	81,200	152,250	508	1,015
Business Development Manager	35,525	60,900	178	406
Business Development Executive	25,375	50,750	127	406
Brand Development	35,525	50,750	152	305
Bid Manager	35,525	65,975	152	457

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Commerce and Industry

	PERMANENT (& PER YEAR)		CONTRACT / TEMPORARY (& PER DAY)	
	MIN £	MAX £	MIN £	MAX £
Customer Acquisition / Retention				
Head of Customer Acquisition	60,900	81,200	406	660
Customer Acquisition Manager	40,600	55,825	203	406
Customer Journey Manager	40,600	60,900	254	508
Research / Insight / Knowledge				
Head of Research	60,900	81,200	305	711
Research Manager	35,525	60,900	203	508
Communications				
Director of Communications	71,050	100,150	406	761
Head of Communications	50,750	71,050	355	508
Communications Manager	40,600	50,750	254	406
Communications Executive	25,375	35,525	122	152
Head of Corporate Communications	55,825	76,125	355	508
Corporate Communications Manager	40,600	55,825	254	406
Head of PR	55,825	76,125	355	508
Press and PR Manager	40,600	50,750	203	406
PR Manager	35,525	45,675	203	406
Press Officer	22,330	30,450	102	178
Director of Internal Communications	71,050	101,500	406	761
Head of Internal Communications	60,900	81,200	305	406
Internal Communications Manager	35,525	45,675	183	254
Internal Communications Executive	27,405	33,495	127	203
Copywriter / Editor	25,375	30,450	127	203
Events				
Events Manager	30,450	40,600	152	355
Events Executive	25,375	32,480	127	203
Brand				
Assistant Brand Manager	25,375	32,480	127	203
Brand Manager	30,450	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 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	30,450	50,750	152	355
Communications Manager	30,450	50,750	152	355
Communications Executive	25,375	35,525	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	50,750	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	45,675	152	305
CRM Manager	35,525	45,675	152	305
CRM Executive	25,375	30,450	127	203
Product / Proposition / Business Development				
Business Development Manager	30,450	50,750	152	355
Business Development Executive	25,375	35,525	127	254
Research / Insight / Knowledge				
Head of Research/Insight/Knowledge	50,750	81,200	305	812
Research/Insight/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	45,675	203	305
Communications Executive	25,375	35,525	127	203
Head of Corporate Communications	50,750	71,050	305	711
Corporate Communications Manager	35,525	45,675	203	305
Head of PR	50,750	71,050	305	812
Press and PR Manager	35,525	45,675	203	305
PR Manager	35,525	45,675	203	305
Press Officer	25,375	35,525	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	35,525	127	254
Events				
Events Director	45,675	60,900	355	508
Events Manager	30,450	40,600	152	254
Events Executive	25,375	30,450	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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