



2018

Salary and Rates Guide

**Digital Marketing,
Marketing and Communications**

Scotland

Hudson

Great people. Great performance.

Digital Marketing, Marketing & Communications

Salary and Rates Guide

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SCOTLAND

2018

Banking and Financial Services

	PERMANENT (& PER YEAR)		CONTRACT / TEMPORARY (& PER DAY)	
	MIN £	MAX £	MIN £	MAX £
General Marketing				
Director of Marketing	80,000	140,000	600	1,000
Head of Marketing	65,000	90,000	600	800
Senior Marketing Manager	55,000	65,000	300	500
Marketing Manager	35,000	45,000	200	400
Advertising Manager	30,000	40,000	150	200
Marketing Executive	25,000	34,000	130	175
Campaign Manager	30,000	45,000	150	250
Campaign Executive	21,000	28,000	100	130
Head of Online / Digital / e-Marketing	60,000	95,000	500	1,000
Online / Digital / e-Marketing Manager	40,000	60,000	200	400
Direct Marketing Manager	30,000	50,000	175	250
Direct Marketing Executive	22,000	28,000	125	175
SEO Manager	30,000	38,000	350	500
SEO Executive	24,000	28,000	200	400
Head of Business Development	55,000	85,000	400	600
Business Development Manager	40,000	60,000	175	350
Head of Customer Acquisition	55,000	75,000	400	600
Customer Acquisition Manager	45,000	60,000	200	400
Head of Research / Insight	60,000	80,000	250	450
Research / Insight Manager	30,000	45,000	175	275
Director of Communications	75,000	100,000	600	1,000
Head of Communications	50,000	75,000	400	600
Communications Manager	35,000	45,000	250	400
Communications Executive	24,000	28,000	150	200
Head of Corporate Communications	55,000	80,000	400	600
Corporate Communications Manager	35,000	45,000	250	400
Head of PR	55,000	75,000	350	450
PR Manager	38,000	55,000	250	350
Press Officer	28,000	35,000	150	250
Director of Internal Communications	70,000	100,000	600	1,000
Head of Internal Communications	60,000	80,000	400	600

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	PERMANENT (& PER YEAR)		CONTRACT / TEMPORARY (& PER DAY)	
	MIN £	MAX £	MIN £	MAX £
General Marketing				
Internal Communications Manager	35,000	50,000	250	400
Internal Communications Executive	25,000	30,000	150	200
Copywriter / Editor	20,000	30,000	200	350
Events Director	35,000	50,000	350	450
Events Manager	25,000	35,000	200	350
Events Executive	20,000	25,000	100	200
Assistant Brand Manager	30,000	40,000	150	250
Brand Manager	40,000	65,000	200	300
Senior Brand Manager	50,000	70,000	250	400
IT Management				
Proposition Manager	45,000	55,000	400	500
Product Manager	35,000	55,000	300	500

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SCOTLAND

2018

Professional Services

	PERMANENT (& PER YEAR)		CONTRACT / TEMPORARY (& PER DAY)	
	MIN £	MAX £	MIN £	MAX £
General Marketing				
Director of Marketing & Business Development	60,000	90,000	600	1,000
Head of Marketing & Business Development	50,000	80,000	500	800
Senior Marketing Manager	40,000	50,000	400	500
Marketing Manager	30,000	45,000	300	400
Marketing Executive	25,000	35,000	100	250
Events Executive	20,000	25,000	100	200
Direct and Digital Marketing				
Head of Online / Digital / e-Marketing	50,000	80,000	500	800
Online / Digital / e-Marketing Manager	35,000	45,000	350	500
Direct Marketing Manager	30,000	45,000	350	500
Direct Marketing Executive	23,000	30,000	200	300
SEO Manager	28,000	35,000	350	500
SEO Executive	24,000	30,000	200	400
Business Development				
Director of Marketing & Business Development	70,000	90,000	500	800
Business Development Manager	35,000	50,000	350	500
Business Development Executive	25,000	40,000	200	300
Bid Manager	45,000	65,000	350	800
Communications				
Director of Communications	76,125	91,350	600	900
Head of Communications	50,750	71,050	350	550
Communications Manager	30,450	45,000	200	400
Communications Executive	23,345	30,000	150	250
Head of Corporate Communications	50,000	70,000	350	550
Corporate Communications Manager	30,000	45,000	200	400
Head of PR	45,000	71,050	400	600
PR Manager	28,420	35,525	300	400
Press Officer	23,000	30,000	150	250
Director of Internal Communications	75,000	90,000	600	900

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Professional Services

	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
Communications				
Head of Internal Communications	50,000	80,000	350	550
Internal Communications Manager	30,000	45,000	200	400
Internal Communications Executive	25,000	30,000	150	250
Copywriter / Editor	20,000	40,000	150	250
Events				
Events Director	40,000	75,000	350	450
Events Manager	30,000	40,000	150	250
Events Executive	20,000	30,000	100	150
Brand				
Assistant Brand Manager	25,000	40,000	200	300
Brand Manager	35,000	65,000	300	400
Senior Brand Manager	50,000	85,000	400	600

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▶ Search Digital Marketing, Marketing & Communications jobs

SCOTLAND

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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	50,000	70,000	500	800
Head of Marketing	45,000	62,500	300	450
Senior Marketing Manager	40,000	55,000	200	400
Marketing Manager	30,000	45,000	200	350
Marketing Executive	21,000	30,000	100	200
Campaign Manager	30,000	40,000	200	350
Campaign Executive	21,000	30,000	100	200
Direct and Digital Marketing				
Head of Online / Digital / e-Marketing	40,000	75,000	400	600
Online / Digital / e-Marketing Manager	35,000	50,000	300	400
Direct Marketing Manager	30,000	45,000	250	400
Direct Marketing Executive	25,000	30,000	200	300
SEO Manager	30,000	40,000	200	400
SEO Executive	25,000	30,000	150	250
Business Development				
Head of Business Development	50,000	95,000	300	600
Business Development Manager	30,000	40,000	250	500
Business Development Director	40,000	50,000	350	700
Business Development Executive	23,000	28,000	150	350
Propositions Manager	30,000	50,000	200	400
Research / Insight / Knowledge				
Head of Research / Insight	40,000	60,000	400	600
Research / Insight Manager	30,000	50,000	200	400

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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	50,000	85,000	600	900
Head of Communications	40,000	70,000	300	500
Communications Manager	30,000	45,000	250	450
Communications Executive	21,000	30,000	150	250
Head of Corporate Communications	50,000	70,000	600	900
Corporate Communications Manager	30,000	45,000	250	450
Head of PR	45,000	70,000	350	500
PR Manager	28,000	35,000	200	300
Press Officer	23,000	30,000	150	250
Director of Internal Communications	75,000	90,000	600	900
Head of Internal Communications	50,000	70,000	300	500
Internal Communications Manager	30,000	45,000	250	450
Internal Communications Executive	23,000	30,000	150	250
Copywriter / Editor	20,000	40,000	150	250
Events				
Events Director	35,000	45,000	300	500
Events Manager	28,000	40,000	200	250
Events Executive	20,000	30,000	100	150
Brand				
Assistant Brand Manager	25,000	30,000	200	300
Brand Manager	30,000	40,000	250	400
Senior Brand Manager	35,000	45,000	350	500

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 Scotland.

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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