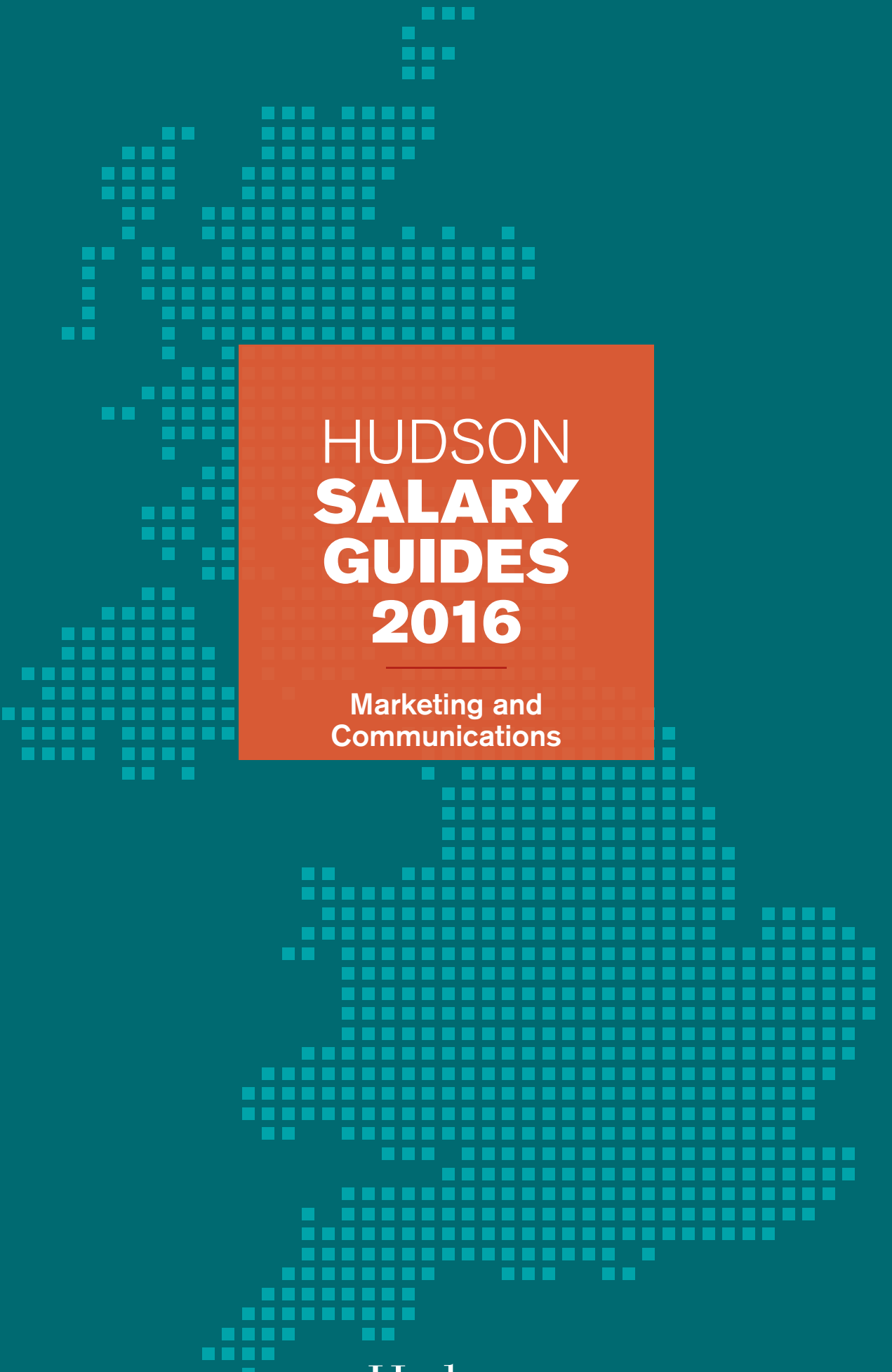


UK



HUDSON  
**SALARY  
GUIDES  
2016**

Marketing and  
Communications

Hudson

## ABOUT THIS PUBLICATION

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This Salary Guide is a compilation of salary and market information provided by Hudson consultants, clients, candidates and other sources across UK. 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.

Salary ranges are approximate guides only. They relate to base salaries and exclude superannuation/bonuses/incentive schemes/stock options.

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# MARKETING AND COMMUNICATIONS ENGLAND

BIRMINGHAM

MARKETING & COMMUNICATIONS SALARIES BIRMINGHAM	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Banking and Financial Services</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	80,000	120,000	400	750
Head of Marketing	65,000	90,000	300	600
Senior Marketing Manager	50,000	65,000	250	400
Marketing Manager	40,000	50,000	180	250
Communications Manager	35,000	50,000	180	250
Advertising Manager	40,000	60,000	250	400
Marketing Executive	25,000	35,000	110	150
Campaign / Brand Manager	35,000	45,000	180	250
Campaign / Brand Executive	25,000	35,000	110	150
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	65,000	90,000	400	700
Online / Digital / e-Marketing Manager	40,000	50,000	150	250
Direct Marketing Manager	40,000	50,000	150	250
Direct Marketing Executive	25,000	35,000	120	150
SEO Manager	40,000	55,000	150	250
SEO Executive	30,000	40,000	120	200
Head of CRM	55,000	85,000	400	650
Database / CRM Manager	40,000	50,000	150	250
CRM Manager	40,000	50,000	150	250
CRM Executive	25,000	35,000	120	200
Customer Experience Manager	40,000	55,000	250	450

# MARKETING AND COMMUNICATIONS ENGLAND

BIRMINGHAM

MARKETING & COMMUNICATIONS SALARIES BIRMINGHAM	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Banking and Financial Services</b>				
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Head of Business Development	60,000	90,000	350	600
Business Development Manager	40,000	65,000	180	300
Propositions Manager	40,000	65,000	150	300
Brand Development	40,000	65,000	150	300
<b>CUSTOMER ACQUISITION / RETENTION</b>				
Head of Customer Acquisition	65,000	90,000	400	650
Customer Acquisition Manager	45,000	55,000	200	400
Customer Journey Manager	45,000	65,000	250	500
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research	60,000	90,000	400	650
Research Manager	40,000	60,000	200	250
<b>COMMUNICATIONS</b>				
Director of Communications	70,000	110,000	400	750
Head of Communications	55,000	80,000	350	500
Communications Manager	40,000	55,000	250	400
Communications Executive	25,000	35,000	120	150
Head of Corporate Communications	55,000	80,000	350	500
Corporate Communications Manager	40,000	60,000	250	400
Head of PR	55,000	80,000	350	500
Press and PR Manager	40,000	55,000	200	400
PR Manager	40,000	50,000	200	400
Press Officer	28,000	35,000	100	175
Director of Internal Communications	70,000	110,000	400	750
Head of Internal Communications	65,000	90,000	300	400

# MARKETING AND COMMUNICATIONS ENGLAND

BIRMINGHAM

MARKETING & COMMUNICATIONS SALARIES BIRMINGHAM	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Banking and Financial Services</b>				
<b>COMMUNICATIONS</b>				
Internal Communications Manager	40,000	50,000	180	250
Internal Communications Executive	27,000	35,000	125	200
Copywriter / Editor	25,000	35,000	125	200
<b>EVENTS</b>				
Events Manager	40,000	45,000	150	250
Events Executive	25,000	35,000	125	200
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research	55,000	80,000	400	650
Research Manager	35,000	55,000	200	250
<b>BRAND</b>				
Brand Assistant Manager	30,000	40,000	125	200
Brand Manager	40,000	50,000	150	300
Senior Brand Manager	50,000	60,000	200	500
Customer Marketing Manager	45,000	60,000	200	500

# MARKETING AND COMMUNICATIONS ENGLAND

BIRMINGHAM

MARKETING & COMMUNICATIONS SALARIES BIRMINGHAM	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Professional Services</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	80,000	110,000	300	500
Head of Marketing	60,000	90,000	200	450
Senior Marketing Manager	50,000	70,000	200	350
Marketing Manager	40,000	60,000	150	300
Communications Manager	40,000	60,000	150	300
Marketing Executive	25,000	35,000	100	180
Campaign / Brand Manager	40,000	50,000	150	300
Campaign / Brand Executive	25,000	35,000	120	200
Campaign / Brand Executive	23,000	30,000	110	150
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	65,000	90,000	400	700
Online / Digital / e-Marketing Manager	45,000	55,000	150	250
Direct Marketing Manager	45,000	55,000	150	250
Direct Marketing Executive	25,000	35,000	120	150
SEO Manager	45,000	55,000	150	250
SEO Executive	30,000	40,000	120	200
Head of CRM	55,000	80,000	400	650
Database / CRM Manager	40,000	60,000	150	250
CRM Manager	40,000	60,000	150	250
CRM Executive	25,000	35,000	120	200
Customer Experience Manager	n/a	n/a	250	450
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Business Development Director	80,000	120,000	300	500
Business Development Manager	40,000	60,000	150	300

# MARKETING AND COMMUNICATIONS ENGLAND

BIRMINGHAM

MARKETING & COMMUNICATIONS SALARIES BIRMINGHAM	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Professional Services</b>				
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Business Development Executive	25,000	40,000	100	150
Bid Manager	40,000	60,000	150	350
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research	55,000	80,000	400	650
Research Manager	35,000	55,000	200	250
<b>COMMUNICATIONS</b>				
Director of Communications	70,000	100,000	400	750
Head of Communications	60,000	80,000	350	500
Communications Manager	40,000	55,000	250	400
Communications Executive	25,000	35,000	120	150
Head of Corporate Communications	60,000	80,000	350	500
Corporate Communications Manager	40,000	55,000	250	400
Head of PR	60,000	85,000	350	500
Press and PR Manager	40,000	55,000	200	400
PR Manager	40,000	55,000	200	400
Press Officer	25,000	35,000	100	175
Director of Internal Communications	70,000	100,000	400	750
Head of Internal Communications	60,000	90,000	300	400
Internal Communications Manager	40,000	50,000	180	250
Internal Communications Executive	25,000	35,000	125	200
Copywriter / Editor	30,000	40,000	125	200
<b>EVENTS</b>				
Events Manager	30,000	45,000	125	200
Events Executive	25,000	35,000	100	150

# MARKETING AND COMMUNICATIONS ENGLAND

BIRMINGHAM

MARKETING & COMMUNICATIONS SALARIES BIRMINGHAM	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Commerce and Industry</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	75,000	150,000	500	1,000
Head of Marketing	55,000	85,000	250	500
Senior Marketing Manager	45,000	65,000	200	300
Marketing Manager	35,000	55,000	180	300
Communications Manager	35,000	50,000	180	300
Marketing Executive	20,000	30,000	150	200
Campaign / Brand Manager	30,000	45,000	150	200
Campaign / Brand Executive	25,000	32,000	100	180
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	60,000	100,000	350	600
Online / Digital / e-Marketing Manager	35,000	60,000	150	300
Direct Marketing Manager	30,000	45,000	150	300
Direct Marketing Executive	23,000	30,000	125	200
SEO Manager	35,000	50,000	150	250
SEO Executive	20,000	30,000	120	200
Head of CRM	60,000	90,000	300	600
Database / CRM Manager	35,000	55,000	200	300
CRM Manager	35,000	55,000	200	300
CRM Executive	25,000	30,000	100	200
Customer Experience Manager	40,000	55,000	250	450



# MARKETING AND COMMUNICATIONS ENGLAND

BIRMINGHAM

MARKETING & COMMUNICATIONS SALARIES BIRMINGHAM	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Commerce and Industry</b>				
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Head of Business Development	60,000	90,000	350	700
Business Development Manager	30,000	55,000	150	350
Category Manager	40,000	60,000	200	400
Business Development Director	80,000	150,000	500	1,000
Business Development Manager	35,000	60,000	175	400
Business Development Executive	25,000	50,000	125	400
Brand Development	35,000	50,000	150	300
Bid Manager	35,000	65,000	150	450
<b>CUSTOMER ACQUISITION / RETENTION</b>				
Head of Customer Acquisition	60,000	80,000	400	650
Customer Acquisition Manager	40,000	50,000	200	400
Customer Journey Manager	40,000	60,000	250	500
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research	55,000	75,000	300	700
Research Manager	35,000	55,000	200	500
<b>COMMUNICATIONS</b>				
Director of Communications	70,000	100,000	400	750
Head of Communications	50,000	70,000	350	500
Communications Manager	40,000	55,000	250	400
Communications Executive	25,000	35,000	120	150
Head of Corporate Communications	55,000	75,000	350	500
Corporate Communications Manager	40,000	55,000	250	400
Head of PR	55,000	75,000	350	500
Press and PR Manager	35,000	45,000	200	400

# MARKETING AND COMMUNICATIONS ENGLAND

BIRMINGHAM

MARKETING & COMMUNICATIONS SALARIES BIRMINGHAM	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Commerce and Industry</b>				
<b>COMMUNICATIONS</b>				
PR Manager	35,000	45,000	200	400
Press Officer	22,000	30,000	100	175
Director of Internal Communications	70,000	100,000	400	750
Head of Internal Communications	55,000	80,000	300	400
Internal Communications Manager	35,000	50,000	180	250
Internal Communications Executive	27,000	33,000	125	200
Copywriter / Editor	22,000	30,000	125	200
<b>EVENTS</b>				
Events Manager	35,000	45,000	150	350
Events Executive	25,000	32,000	125	200
<b>BRAND</b>				
Assistant Brand Manager	25,000	32,000	125	200
Brand Manager	30,000	45,000	150	300
Senior Brand Manager	40,000	60,000	200	500
Customer Marketing Manager	40,000	60,000	200	500
Category Manager	50,000	70,000	300	750

# MARKETING AND COMMUNICATIONS ENGLAND

BIRMINGHAM

MARKETING & COMMUNICATIONS SALARIES BIRMINGHAM	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Public Sector, Not for Profit and Charity</b>				
<b>GENERAL MARKETING</b>				
Director Marketing	70,000	100,000	400	1,000
Head of Marketing	55,000	80,000	350	800
Senior Marketing Manager	40,000	60,000	200	400
Marketing Manager	30,000	50,000	150	350
Communications Manager	30,000	50,000	150	350
Communications Executive	25,000	35,000	125	200
Campaign / Brand Manager	30,000	50,000	150	300
Campaign / Brand Executive	25,000	35,000	125	200
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	50,000	80,000	300	800
Online / Digital / e-Marketing Manager	30,000	50,000	150	300
Direct Marketing Manager	30,000	45,000	150	300
Direct Marketing Executive	25,000	30,000	125	200
Database / CRM Manager	35,000	45,000	150	300
CRM Manager	35,000	45,000	150	300
CRM Executive	25,000	30,000	125	200
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Business Development Manager	30,000	50,000	150	350
Business Development Executive	25,000	35,000	125	250
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research/Insight/Knowledge	50,000	80,000	300	800
Research/Insight/Knowledge Manager	35,000	55,000	200	400

# MARKETING AND COMMUNICATIONS ENGLAND

BIRMINGHAM

MARKETING & COMMUNICATIONS SALARIES BIRMINGHAM	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £

Public Sector, Not for Profit and Charity

## COMMUNICATIONS

Director of Communications	65,000	100,000	400	1,000
Head of Communications	50,000	70,000	300	800
Communications Manager	35,000	45,000	200	300
Communications Executive	25,000	35,000	125	200
Head of Corporate Communications	50,000	70,000	300	700
Corporate Communications Manager	35,000	45,000	200	300
Head of PR	50,000	70,000	300	800
Press and PR Manager	35,000	45,000	200	300
PR Manager	35,000	45,000	200	300
Press Officer	25,000	35,000	125	250
Director of Internal Communications	65,000	90,000	500	1,000
Head of Internal Communications	50,000	70,000	300	700
Internal Communications Manager	35,000	45,000	150	250
Internal Communications Executive	25,000	35,000	125	250
Copywriter / Editor	25,000	35,000	125	250

## EVENTS

Events Director	45,000	60,000	350	500
Events Manager	30,000	40,000	150	250
Events Executive	25,000	30,000	125	150

# MARKETING AND COMMUNICATIONS ENGLAND

MANCHESTER

MARKETING & COMMUNICATIONS SALARIES MANCHESTER	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Banking and Financial Services</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	75,000	120,000	400	750
Head of Marketing	55,000	80,000	300	600
Senior Marketing Manager	45,000	60,000	250	400
Marketing Manager	35,000	50,000	180	250
Communications Manager	30,000	50,000	180	250
Advertising Manager	40,000	60,000	250	400
Marketing Executive	25,000	35,000	110	150
Campaign / Brand Manager	30,000	40,000	180	250
Campaign / Brand Executive	25,000	30,000	110	150
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	55,000	80,000	400	700
Online / Digital / e-Marketing Manager	35,000	55,000	150	250
Direct Marketing Manager	35,000	45,000	150	250
Direct Marketing Executive	23,000	32,000	120	150
SEO Manager	35,000	45,000	150	250
SEO Executive	25,000	35,000	120	200
Head of CRM	50,000	75,000	400	650
Database / CRM Manager	30,000	45,000	150	250
CRM Manager	30,000	45,000	150	250
CRM Executive	25,000	35,000	120	200
Customer Experience Manager	40,000	55,000	250	450

# MARKETING AND COMMUNICATIONS ENGLAND

MANCHESTER

MARKETING & COMMUNICATIONS SALARIES MANCHESTER	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Banking and Financial Services</b>				
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Head of Business Development	60,000	80,000	350	600
Business Development Manager	35,000	60,000	180	300
Propositions Manager	35,000	60,000	150	300
Brand Development	35,000	50,000	150	300
<b>CUSTOMER ACQUISITION / RETENTION</b>				
Head of Customer Acquisition	60,000	80,000	400	650
Customer Acquisition Manager	40,000	55,000	200	400
Customer Journey Manager	40,000	60,000	250	500
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research	55,000	80,000	400	650
Research Manager	35,000	55,000	200	250
<b>COMMUNICATIONS</b>				
Director of Communications	70,000	100,000	400	750
Head of Communications	50,000	70,000	350	500
Communications Manager	40,000	50,000	250	400
Communications Executive	25,000	35,000	120	150
Head of Corporate Communications	55,000	75,000	350	500
Corporate Communications Manager	40,000	55,000	250	400
Head of PR	55,000	75,000	350	500
Press and PR Manager	40,000	50,000	200	400
PR Manager	35,000	45,000	200	400
Press Officer	22,000	30,000	100	175
Director of Internal Communications	70,000	100,000	400	750
Head of Internal Communications	60,000	80,000	300	400

# MARKETING AND COMMUNICATIONS ENGLAND

MANCHESTER

MARKETING & COMMUNICATIONS SALARIES MANCHESTER	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Banking and Financial Services</b>				
<b>COMMUNICATIONS</b>				
Internal Communications Manager	35,000	45,000	180	250
Internal Communications Executive	27,000	33,000	125	200
Copywriter / Editor	25,000	30,000	125	200
<b>EVENTS</b>				
Events Manager	25,000	40,000	150	250
Events Executive	20,000	30,000	125	200
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Events Manager	25,000	40,000	150	250
Events Executive	20,000	30,000	125	200
<b>BRAND</b>				
Brand Assistant Manager	25,000	32,000	125	200
Brand Manager	30,000	45,000	150	300
Senior Brand Manager	40,000	60,000	200	500
Customer Marketing Manager	40,000	60,000	200	500

# MARKETING AND COMMUNICATIONS ENGLAND

MANCHESTER

MARKETING & COMMUNICATIONS SALARIES MANCHESTER	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Professional Services</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	60,000	90,000	300	500
Head of Marketing	45,000	70,000	200	450
Senior Marketing Manager	35,000	50,000	200	350
Marketing Manager	30,000	45,000	150	300
Communications Manager	30,000	45,000	150	300
Marketing Executive	20,000	30,000	100	180
Campaign / Brand Manager	30,000	45,000	150	300
Campaign / Brand Executive	25,000	35,000	120	200
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	50,000	80,000	400	700
Online / Digital / e-Marketing Manager	30,000	45,000	150	250
Direct Marketing Manager	35,000	45,000	150	250
Direct Marketing Executive	23,000	32,000	120	150
SEO Manager	35,000	45,000	150	250
SEO Executive	25,000	35,000	120	200
Head of CRM	50,000	75,000	400	650
Database / CRM Manager	30,000	45,000	150	250
CRM Manager	30,000	45,000	150	250
CRM Executive	25,000	35,000	120	200
Customer Experience Manager	40,000	55,000	250	450
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Business Development Director	60,000	100,000	300	500
Business Development Manager	35,000	50,000	150	300
Business Development Executive	25,000	35,000	100	150
Bid Manager	35,000	60,000	150	350



# MARKETING AND COMMUNICATIONS ENGLAND

MANCHESTER

MARKETING & COMMUNICATIONS SALARIES MANCHESTER	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Professional Services</b>				
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research	55,000	80,000	400	650
Research Manager	35,000	55,000	200	250
<b>COMMUNICATIONS</b>				
Director of Communications	70,000	100,000	400	750
Head of Communications	50,000	70,000	350	500
Communications Manager	40,000	50,000	250	400
Communications Executive	25,000	35,000	120	150
Head of Corporate Communications	55,000	75,000	350	500
Corporate Communications Manager	40,000	55,000	250	400
Head of PR	55,000	75,000	350	500
Press and PR Manager	40,000	50,000	200	400
PR Manager	35,000	45,000	200	400
Press Officer	22,000	30,000	100	175
Director of Internal Communications	70,000	100,000	400	750
Head of Internal Communications	60,000	80,000	300	400
Internal Communications Manager	35,000	45,000	180	250
Internal Communications Executive	27,000	33,000	125	200
Copywriter / Editor	25,000	30,000	125	200
<b>EVENTS</b>				
Events Manager	25,000	35,000	125	200
Events Executive	20,000	30,000	100	150

# MARKETING AND COMMUNICATIONS ENGLAND

MANCHESTER

MARKETING & COMMUNICATIONS SALARIES MANCHESTER	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £

## Commerce and Industry

### GENERAL MARKETING

Director of Marketing	70,000	150,000	500	1,000
Head of Marketing	55,000	75,000	250	500
Senior Marketing Manager	40,000	60,000	200	300
Marketing Manager	40,000	70,000	180	300
Communications Manager	35,000	50,000	180	300
Marketing Executive	20,000	30,000	150	200
Campaign / Brand Manager	25,000	45,000	150	200
Campaign / Brand Executive	22,000	32,000	100	180

### DIRECT AND DIGITAL MARKETING

Head of Online / Digital / e-Marketing	60,000	100,000	350	600
Online / Digital / e-Marketing Manager	35,000	60,000	150	300
Direct Marketing Manager	30,000	50,000	150	300
Direct Marketing Executive	23,000	30,000	125	200
SEO Manager	35,000	45,000	150	250
SEO Executive	25,000	35,000	120	200
Head of CRM	55,000	70,000	300	600
Database / CRM Manager	30,000	50,000	200	300
CRM Manager	35,000	45,000	200	300
CRM Executive	22,000	30,000	100	200
Customer Experience Manager	40,000	55,000	250	450

# MARKETING AND COMMUNICATIONS ENGLAND

MANCHESTER

MARKETING & COMMUNICATIONS SALARIES MANCHESTER	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Commerce and Industry</b>				
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Head of Business Development	60,000	90,000	350	700
Business Development Manager	30,000	55,000	150	350
Category Manager	40,000	60,000	200	400
Business Development Director	80,000	150,000	500	1,000
Business Development Manager	35,000	60,000	175	400
Business Development Executive	25,000	50,000	125	400
Brand Development	35,000	50,000	150	300
Bid Manager	35,000	65,000	150	450
<b>CUSTOMER ACQUISITION / RETENTION</b>				
Head of Customer Acquisition	60,000	80,000	400	650
Customer Acquisition Manager	40,000	55,000	200	400
Customer Journey Manager	40,000	60,000	250	500
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research	60,000	80,000	300	700
Research Manager	35,000	60,000	200	500
<b>COMMUNICATIONS</b>				
Director of Communications	70,000	10,000	400	750
Head of Communications	50,000	70,000	350	500
Communications Manager	40,000	50,000	250	400
Communications Executive	25,000	35,000	120	150
Head of Corporate Communications	55,000	75,000	350	500
Corporate Communications Manager	40,000	55,000	250	400
Head of PR	55,000	75,000	350	500
Press and PR Manager	40,000	50,000	200	400

# MARKETING AND COMMUNICATIONS ENGLAND

MANCHESTER

MARKETING & COMMUNICATIONS SALARIES MANCHESTER	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Commerce and Industry</b>				
<b>COMMUNICATIONS</b>				
PR Manager	35,000	45,000	200	400
Press Officer	22,000	30,000	100	175
Director of Internal Communications	70,000	100,000	400	750
Head of Internal Communications	60,000	80,000	300	400
Internal Communications Manager	35,000	45,000	180	250
Internal Communications Executive	27,000	33,000	125	200
Copywriter / Editor	25,000	30,000	125	200
<b>EVENTS</b>				
Events Manager	30,000	40,000	150	350
Events Executive	25,000	32,000	125	200
<b>BRAND</b>				
Assistant Brand Manager	25,000	32,000	125	200
Brand Manager	30,000	45,000	150	300
Senior Brand Manager	40,000	60,000	200	500
Customer Marketing Manager	40,000	60,000	200	500
Category Manager	50,000	70,000	300	750

# MARKETING AND COMMUNICATIONS ENGLAND

MANCHESTER

MARKETING & COMMUNICATIONS SALARIES MANCHESTER	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Public Sector, Not for Profit and Charity</b>				
<b>GENERAL MARKETING</b>				
Director Marketing	65,000	100,000	400	1,000
Head of Marketing	55,000	80,000	350	800
Senior Marketing Manager	40,000	60,000	200	400
Marketing Manager	30,000	50,000	150	350
Communications Manager	30,000	50,000	150	350
Communications Executive	25,000	35,000	125	200
Campaign / Brand Manager	30,000	50,000	150	300
Campaign / Brand Executive	25,000	35,000	125	200
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	50,000	80,000	300	800
Online / Digital / e-Marketing Manager	30,000	50,000	150	300
Direct Marketing Manager	30,000	45,000	150	300
Direct Marketing Executive	25,000	30,000	125	200
Database / CRM Manager	35,000	45,000	150	300
CRM Manager	35,000	45,000	150	300
CRM Executive	25,000	30,000	125	200
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Business Development Manager	30,000	50,000	150	350
Business Development Executive	25,000	35,000	125	250
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research/Insight/Knowledge	50,000	80,000	300	800
Research/Insight/Knowledge Manager	35,000	55,000	200	400

# MARKETING AND COMMUNICATIONS ENGLAND

MANCHESTER

MARKETING & COMMUNICATIONS SALARIES MANCHESTER	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £

Public Sector, Not for Profit and Charity

## COMMUNICATIONS

Director of Communications	65,000	100,000	400	1,000
Head of Communications	50,000	70,000	300	800
Communications Manager	35,000	45,000	200	300
Communications Executive	25,000	35,000	125	200
Head of Corporate Communications	50,000	70,000	300	700
Corporate Communications Manager	35,000	45,000	200	300
Head of PR	50,000	70,000	300	800
Press and PR Manager	35,000	45,000	200	300
PR Manager	35,000	45,000	200	300
Press Officer	25,000	35,000	125	250
Director of Internal Communications	65,000	90,000	500	1,000
Head of Internal Communications	50,000	70,000	300	700
Internal Communications Manager	35,000	45,000	150	250
Internal Communications Executive	25,000	35,000	125	250
Copywriter / Editor	25,000	35,000	125	250

## EVENTS

Events Director	45,000	60,000	350	500
Events Manager	30,000	40,000	150	250
Events Executive	25,000	30,000	125	150

# MARKETING AND COMMUNICATIONS ENGLAND

LONDON

MARKETING & COMMUNICATIONS SALARIES LONDON	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Banking and Financial Services</b>				
<b>GENERAL MARKETING</b>				
Marketing Director	85,000	130,000	600	1,000
Head of Marketing	70,000	85,000	400	600
Senior Marketing Manager	55,000	65,000	300	400
Marketing Manager	45,000	55,000	200	300
Communications Manager	40,000	50,000	200	350
Communications Executive	30,000	35,000	175	250
Campaign / Brand Manager	40,000	45,000	200	250
Campaign / Brand Executive	30,000	35,000	150	200
Campaign / Brand Executive	23,000	30,000	110	150
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	60,000	90,000	400	700
Online / Digital / e-Marketing Manager	40,000	50,000	150	250
Direct Marketing Manager	40,000	45,000	200	300
Direct Marketing Executive	30,000	35,000	175	250
Head of CRM	70,000	80,000	400	650
CRM Manager	40,000	50,000	150	250
CRM Executive	30,000	35,000	120	200
Database / CRM Manager	30,000	45,000	150	250
CRM Manager	30,000	45,000	150	250
CRM Executive	25,000	35,000	120	200
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Head of Business Development	65,000	80,000	350	600
Business Development Manager	40,000	60,000	180	300
Propositions Manager	45,000	65,000	300	700

# MARKETING AND COMMUNICATIONS ENGLAND

LONDON

MARKETING & COMMUNICATIONS SALARIES LONDON	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Banking and Financial Services</b>				
<b>CUSTOMER ACQUISITION / RETENTION</b>				
Head of Customer Acquisition/Retention	65,000	80,000	400	650
Customer Acquisition/ Retention Manager	45,000	55,000	200	400
Customer Journey Manager	40,000	55,000	200	400
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research	65,000	80,000	400	650
Research Manager	40,000	65,000	200	250
<b>COMMUNICATIONS</b>				
Head of Communications	65,000	75,000	350	500
Communications Manager	40,000	50,000	200	350
Communications Executive	25,000	35,000	175	250
PR Manager	40,000	50,000	200	300
Head of Internal Communications	65,000	75,000	350	500
Internal Communications Manager	55,000	65,000	200	350
Internal Communications Executive	45,000	55,000	175	250
Copywriter / Editor	25,000	35,000	125	200
<b>EVENTS</b>				
Events Manager	25,000	40,000	250	350
Events Executive	25,000	30,000	200	250
<b>BRAND</b>				
Assistant Manager	25,000	32,000	125	150
Brand Manager	35,000	45,000	150	200
Senior Brand Manager	40,000	60,000	180	300
Customer Marketing Manager	35,000	50,000	150	300



# MARKETING AND COMMUNICATIONS ENGLAND

LONDON

MARKETING & COMMUNICATIONS SALARIES LONDON	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Professional Services</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	60,000	100,000	300	500
Head of Marketing	50,000	80,000	250	450
Senior Marketing Manager	40,000	55,000	250	350
Marketing Manager	40,000	55,000	200	350
Communications Manager	40,000	55,000	200	300
Communications Executive	30,000	40,000	150	200
<b>DIRECT AND DIGITAL MARKETING</b>				
Online / Digital / e-Marketing Manager	40,000	70,000	150	400
Database / CRM Manager	40,000	50,000	150	400
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Business Development Director	60,000	100,000	300	500
Business Development Manager	40,000	70,000	150	400
Business Development Executive	30,000	45,000	150	200
Bid Manager	35,000	60,000	150	350
<b>COMMUNICATIONS</b>				
Head of Communications	50,000	60,000	300	500
Communications Manager	40,000	60,000	200	350
Communications Executive	25,000	40,000	150	200
Corporate Communications Manager	35,000	60,000	180	350
Press and PR Manager	45,000	65,000	200	350
PR Manager	40,000	55,000	200	350
Press Officer	28,000	38,000	150	300
Copywriter / Editor	25,000	48,000	150	250
<b>EVENTS</b>				
Events Manager	35,000	55,000	150	400
Events Executive	25,000	40,000	150	200

# MARKETING AND COMMUNICATIONS ENGLAND

LONDON

MARKETING & COMMUNICATIONS SALARIES LONDON	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Commerce and Industry</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	80,000	150,000	500	1,000
Head of Marketing	65,000	85,000	250	500
Senior Marketing Manager	50,000	65,000	200	350
Marketing Manager	35,000	60,000	180	350
Communications Manager	35,000	55,000	180	350
Marketing Executive	25,000	40,000	150	250
Campaign / Brand Manager	30,000	45,000	150	250
Campaign / Brand Executive	25,000	35,000	100	220
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	60,000	80,000	350	600
Online / Digital / e-Marketing Manager	60,000	60,000	200	350
Direct Marketing Manager	40,000	60,000	200	350
Direct Marketing Executive	30,000	45,000	150	250
Database / CRM Manager	55,000	70,000	300	500
CRM Manager	35,000	55,000	200	300
CRM Executive	28,000	35,000	150	200
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Business Development Director	60,000	90,000	350	700
Business Development Manager	40,000	60,000	200	400
Business Development Executive	38,000	55,000	150	350
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research, Insight and Knowledge	60,000	80,000	300	700
Research, Insight and Knowledge Manager	45,000	65,000	200	500

# MARKETING AND COMMUNICATIONS ENGLAND

LONDON

MARKETING & COMMUNICATIONS SALARIES LONDON	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Commerce and Industry</b>				
<b>COMMUNICATIONS</b>				
Director of Communications	65,000	100,000	400	1,000
Head of Communications	70,000	100,000	350	800
Communications Manager	60,000	80,000	300	600
Communications Executive	35,000	55,000	150	350
Head of Corporate Communications	50,000	100,000	350	800
Corporate Communications Manager	50,000	80,000	350	800
Head of PR	35,000	50,000	150	350
Press and PR Manager	55,000	65,000	250	500
PR Manager	30,000	50,000	150	350
Press Officer	30,000	50,000	150	350
Director of Internal Communications	45,000	100,000	350	800
Head of Internal Communications	70,000	100,000	400	800
Internal Communications Manager	55,000	80,000	350	800
Internal Communications Executive	30,000	50,000	200	350
Copywriter / Editor	25,000	35,000	150	250
<b>EVENTS</b>				
Events Manager	35,000	55,000	150	400
Events Executive	25,000	40,000	150	200
<b>BRAND</b>				
Brand Assistant Manager	38,000	40,000	150	250
Brand Manager	40,000	45,000	150	300
Senior Brand Manager	42,000	65,000	200	500
Customer Marketing Manager	40,000	65,000	200	500
Category Manager	50,000	70,000	300	750

# MARKETING AND COMMUNICATIONS ENGLAND

LONDON

MARKETING & COMMUNICATIONS SALARIES LONDON	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Public Sector, Not for Profit and Charity</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	65,000	100,000	400	1,000
Head of Marketing	55,000	80,000	350	800
Senior Marketing Manager	40,000	65,000	200	450
Marketing Manager	40,000	70,000	200	350
Communications Manager	30,000	70,000	200	350
Marketing Executive	25,000	50,000	150	200
Campaign / Brand Manager	35,000	55,000	180	300
Campaign / Brand Executive	25,000	40,000	180	200
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	50,000	80,000	300	800
Online / Digital / e-Marketing Manager	35,000	60,000	200	350
Direct Marketing Manager	30,000	45,000	200	350
Direct Marketing Executive	26,000	35,000	150	250
Database / CRM Manager	35,000	60,000	150	300
CRM Manager	35,000	60,000	150	350
CRM Executive	25,000	45,000	150	250
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Business Development Manager	35,000	70,000	150	350
Business Development Executive	30,000	45,000	150	250
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research, Insight and Knowledge	50,000	80,000	300	800
Research, Insight and Knowledge Manager	35,000	55,000	200	400

# MARKETING AND COMMUNICATIONS ENGLAND

LONDON

MARKETING & COMMUNICATIONS SALARIES LONDON	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £

Public Sector, Not for Profit and Charity

## COMMUNICATIONS

Director of Communications	65,000	100,000	400	1,000
Head of Communications	50,000	80,000	300	800
Communications Manager	40,000	55,000	250	350
Communications Executive	28,000	40,000	150	250
Head of Corporate Communications	65,000	80,000	300	700
Corporate Communications Manager	40,000	75,000	200	400
Head of PR	50,000	75,000	300	800
Press and PR Manager	40,000	60,000	200	300
PR Manager	40,000	65,000	200	400
Press Officer	28,000	48,000	150	250
Director of Internal Communications	65,000	90,000	400	1,000
Head of Internal Communications	50,000	70,000	300	700
Internal Communications Manager	40,000	60,000	150	250
Internal Communications Executive	25,000	38,000	150	250
Copywriter / Editor	25,000	45,000	150	250

## EVENTS

Events Manager	35,000	60,000	150	250
Events Executive	28,000	45,000	140	300

# MARKETING AND COMMUNICATIONS SCOTLAND

EDINBURGH

MARKETING & COMMUNICATIONS SALARIES EDINBURGH	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Banking and Financial Services</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	80,000	140,000	600	1,000
Head of Marketing	65,000	100,000	600	800
Senior Marketing Manager	55,000	80,000	300	500
Marketing Manager	35,000	50,000	200	400
Advertising Manager			150	200
Marketing Executive	25,000	34,000	130	175
Campaign / Brand Manager	28,000	55,000	150	250
Campaign / Brand Executive	25,000	35,000	100	130
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	60,000	100,000	500	1,000
Online / Digital / e-Marketing Manager	35,000	55,000	150	220
Direct Marketing Manager	30,000	50,000	150	200
Direct Marketing Executive	25,000	32,000	100	150
SEO Manager	30,000	45,000	150	300
SEO Executive	25,000	35,000	150	200
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Head of Business Development	55,000	85,000	400	600
Business Development Manager	40,000	55,000	150	350
<b>CUSTOMER ACQUISITION / RETENTION</b>				
Head of Customer Acquisition	55,000	75,000	400	600
Customer Acquisition Manager	35,000	45,000	150	250
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research	60,000	80,000	250	400
Research Manager	30,000	50,000	150	250

# MARKETING AND COMMUNICATIONS SCOTLAND

EDINBURGH

MARKETING & COMMUNICATIONS SALARIES EDINBURGH	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Banking and Financial Services</b>				
<b>COMMUNICATIONS</b>				
Director of Communications	80,000	110,000	600	900
Head of Communications	50,000	75,000	300	500
Communications Manager	35,000	45,000	150	250
Communications Executive	25,000	35,000	120	180
Head of Corporate Communications	55,000	80,000	300	500
Corporate Communications Manager	35,000	50,000	170	250
Head of PR	55,000	75,000	350	450
PR Manager	38,000	55,000	250	350
Press Officer	30,000	38,000	150	250
Director of Internal Communications	70,000	100,000	400	600
Head of Internal Communications	60,000	80,000	300	500
Internal Communications Manager	35,000	50,000	150	250
Internal Communications Executive	25,000	32,000	120	150
Copywriter / Editor	25,000	40,000	150	250
<b>EVENTS</b>				
Events Director	55,000	75,000	350	450
Events Manager	35,000	55,000	200	350
Events Executive	25,000	35,000	150	250
<b>BRAND</b>				
Assistant Brand Manager	30,000	40,000	150	250
Brand Manager	40,000	50,000	200	300
Senior Brand Manager	50,000	70,000	250	350

# MARKETING AND COMMUNICATIONS SCOTLAND

EDINBURGH

MARKETING & COMMUNICATIONS SALARIES EDINBURGH	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Professional Services</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	70,000	125,000	600	1,000
Head of Marketing	65,000	100,000	600	800
Senior Marketing Manager	50,000	70,000	300	500
Marketing Manager	35,000	55,000	150	250
Marketing Executive	25,000	32,000	100	120
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	50,000	80,000	500	1,000
Online / Digital / e-Marketing Manager	30,000	45,000	150	220
Direct Marketing Manager	30,000	45,000	150	200
Direct Marketing Executive	25,000	30,000	100	130
SEO Manager	28,000	40,000	150	300
SEO Executive	25,000	35,000	150	200
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Business Development Director	70,000	90,000	500	800
Business Development Manager	40,000	60,000	300	600
Business Development Executive	30,000	40,000	150	300
Tender / Pitch Manager	35,000	50,000		
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research	60,000	80,000	250	400
Research Manager	30,000	45,000	150	250



# MARKETING AND COMMUNICATIONS SCOTLAND

EDINBURGH

MARKETING & COMMUNICATIONS SALARIES EDINBURGH	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Professional Services</b>				
<b>COMMUNICATIONS</b>				
Director of Communications	75,000	90,000	600	900
Head of Communications	50,000	70,000	300	500
Communications Manager	30,000	45,000	150	250
Communications Executive	25,000	35,000	100	120
Head of Corporate Communications	55,000	80,000	300	500
Corporate Communications Manager	35,000	45,000	170	250
Head of PR	50,000	70,000	350	450
PR Manager	28,000	40,000	120	250
Press Officer	25,000	35,000	150	250
Director of Internal Communications	60,000	80,000	400	600
Head of Internal Communications	40,000	60,000	300	500
Internal Communications Manager	35,000	50,000	150	250
Internal Communications Executive	25,000	30,000	120	150
Copywriter / Editor	20,000	30,000	150	250
<b>EVENTS</b>				
Events Director	55,000	75,000	350	450
Events Manager	25,000	35,000	120	200
Events Executive	20,000	25,000	80	110
<b>BRAND</b>				
Assistant Brand Manager	30,000	40,000	150	250
Brand Manager	40,000	50,000	200	300
Senior Brand Manager	50,000	60,000	250	350

# MARKETING AND COMMUNICATIONS SCOTLAND

EDINBURGH

MARKETING & COMMUNICATIONS SALARIES EDINBURGH	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Commerce and Industry</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	70,000	140,000	700	900
Head of Marketing	65,000	100,000	500	700
Senior Marketing Manager	50,000	75,000	300	450
Marketing Manager	35,000	50,000	150	250
Advertising Manager			150	200
Marketing Executive	21,000	35,000	90	150
Campaign / Brand Manager	30,000	50,000	120	180
Campaign / Brand Executive	23,000	35,000	90	120
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	50,000	90,000	400	600
Online / Digital / e-Marketing Manager	35,000	55,000	160	230
Direct Marketing Manager	30,000	50,000	150	250
Direct Marketing Executive	23,000	30,000	90	120
SEO Manager	30,000	45,000	150	200
SEO Executive	25,000	35,000	120	160
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Head of Business Development	50,000	70,000	200	400
Business Development Manager	30,000	50,000	150	250
Business Development Director	70,000	90,000	500	600
Business Development Manager	40,000	60,000	250	350
Business Development Executive	30,000	40,000	150	250
Propositions Manager	35,000	50,000	150	250
<b>CUSTOMER ACQUISITION / RETENTION</b>				
Head of Customer Acquisition	50,000	70,000	300	500
Customer Acquisition Manager	30,000	50,000	150	200

# MARKETING AND COMMUNICATIONS SCOTLAND

EDINBURGH

MARKETING & COMMUNICATIONS SALARIES EDINBURGH	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Commerce and Industry</b>				
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research/Insight/Knowledge	60,000	80,000	250	500
Research/Insight/Knowledge Manager	30,000	45,000	150	250
<b>COMMUNICATIONS</b>				
Director of Communications	75,000	120,000	500	900
Head of Communications	50,000	80,000	275	400
Communications Manager	30,000	50,000	150	250
Communications Executive	23,000	35,000	90	120
Head of Corporate Communications	55,000	80,000	300	500
Corporate Communications Manager	35,000	50,000	170	250
Head of PR	50,000	75,000	350	450
PR Manager	30,000	40,000	120	200
Press Officer	28,000	35,000	120	180
Director of Internal Communications	60,000	90,000	400	600
Head of Internal Communications	40,000	60,000	300	500
Internal Communications Manager	35,000	45,000	150	250
Internal Communications Executive	25,000	35,000	120	160
Copywriter / Editor	20,000	40,000	150	200
<b>EVENTS</b>				
Events Director	55,000		350	450
Events Manager	25,000	40,000	120	200
Events Executive	20,000	28,000	80	110
<b>BRAND</b>				
Assistant Brand Manager	30,000	40,000	150	250
Brand Manager	40,000	50,000	200	300
Senior Brand Manager	50,000	70,000	250	450

# MARKETING AND COMMUNICATIONS SCOTLAND

EDINBURGH

MARKETING & COMMUNICATIONS SALARIES EDINBURGH	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Public Sector, Not for Profit and Charity</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	70,000	90,000	500	900
Head of Marketing	65,000	80,000	600	800
Senior Marketing Manager	48,000	60,000	300	500
Marketing Manager	30,000	40,000	150	220
Advertising Manager	30,000	40,000	150	200
Marketing Executive	21,000	28,000	100	150
Campaign / Brand Manager	30,000	40,000	150	220
Campaign / Brand Executive	21,000	30,000	110	130
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	45,000	75,000	250	900
Online / Digital / e-Marketing Manager	35,000	50,000	150	300
Direct Marketing Manager	30,000	45,000	150	250
Direct Marketing Executive	21,000	28,000	90	120
SEO Manager	28,000	40,000	130	180
SEO Executive	21,000	30,000	110	130
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Head of Business Development	50,000	70,000	300	500
Business Development Manager	30,000	50,000	200	300
Business Development Director	70,000	90,000	500	700
Business Development Manager	40,000	60,000	300	600
Business Development Executive	30,000	40,000	150	300
Propositions Manager	35,000	50,000	150	250
<b>CUSTOMER ACQUISITION / RETENTION</b>				
Head of Customer Retention	50,000	70,000	300	500
Customer Retention Manager	30,000	40,000	175	250

# MARKETING AND COMMUNICATIONS SCOTLAND

EDINBURGH

MARKETING & COMMUNICATIONS SALARIES EDINBURGH	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Public Sector, Not for Profit and Charity</b>				
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research	55,000	70,000	400	600
Research Manager	30,000	40,000	150	250
<b>COMMUNICATIONS</b>				
Director of Communications	50,000	85,000	600	900
Head of Communications	40,000	70,000	300	500
Communications Manager	30,000	40,000	175	250
Communications Executive	21,000	28,000	120	150
Head of Corporate Communications	45,000	80,000	300	500
Corporate Communications Manager	35,000	45,000	200	280
Head of PR	50,000	70,000	350	450
PR Manager	28,000	35,000	120	200
Press Officer	25,000	30,000	120	180
Director of Internal Communications	60,000	80,000	500	800
Head of Internal Communications	40,000	60,000	300	500
Internal Communications Manager	35,000	50,000	150	250
Internal Communications Executive	25,000	30,000	120	200
Copywriter / Editor	20,000	30,000	150	250
<b>EVENTS</b>				
Events Director	40,000	60,000	200	400
Events Manager	25,000	35,000	150	250
Events Executive	20,000	25,000	80	110
<b>BRAND</b>				
Assistant Brand Manager	30,000	40,000	150	250
Brand Manager	40,000	50,000	200	300
Senior Brand Manager	50,000	60,000	250	350

# MARKETING AND COMMUNICATIONS SCOTLAND

GLASGOW

MARKETING & COMMUNICATIONS SALARIES GLASGOW	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Banking and Financial Services</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	80,000	140,000	600	1,000
Head of Marketing	65,000	100,000	600	800
Senior Marketing Manager	55,000	80,000	300	500
Marketing Manager	35,000	50,000	200	400
Advertising Manager			150	200
Marketing Executive	25,000	34,000	130	175
Campaign / Brand Manager	28,000	55,000	150	250
Campaign / Brand Executive	25,000	35,000	100	130
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	60,000	100,000	500	1,000
Online / Digital / e-Marketing Manager	35,000	55,000	150	220
Direct Marketing Manager	30,000	50,000	150	200
Direct Marketing Executive	25,000	32,000	100	150
SEO Manager	30,000	45,000	150	300
SEO Executive	25,000	35,000	150	200
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Head of Business Development	55,000	85,000	400	600
Business Development Manager	40,000	55,000	150	350
<b>CUSTOMER ACQUISITION / RETENTION</b>				
Head of Customer Acquisition	55,000	75,000	400	600
Customer Acquisition Manager	35,000	45,000	150	250
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research	60,000	80,000	250	400
Research Manager	30,000	50,000	150	250

# MARKETING AND COMMUNICATIONS SCOTLAND

GLASGOW

MARKETING & COMMUNICATIONS SALARIES GLASGOW	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Banking and Financial Services</b>				
<b>COMMUNICATIONS</b>				
Director of Communications	80,000	110,000	600	900
Head of Communications	50,000	75,000	300	500
Communications Manager	35,000	45,000	150	250
Communications Executive	25,000	35,000	120	180
Head of Corporate Communications	55,000	80,000	300	500
Corporate Communications Manager	35,000	50,000	170	250
Head of PR	55,000	75,000	350	450
PR Manager	38,000	55,000	250	350
Press Officer	30,000	38,000	150	250
Director of Internal Communications	70,000	100,000	400	600
Head of Internal Communications	60,000	80,000	300	500
Internal Communications Manager	35,000	50,000	150	250
Internal Communications Executive	25,000	32,000	120	150
Copywriter / Editor	25,000	40,000	150	250
<b>EVENTS</b>				
Events Director	55,000	75,000	350	450
Events Manager	35,000	55,000	200	350
Events Executive	25,000	55,000	150	250
<b>BRAND</b>				
Assistant Brand Manager	30,000	40,000	150	250
Brand Manager	40,000	50,000	200	300
Senior Brand Manager	50,000	70,000	250	350

# MARKETING AND COMMUNICATIONS SCOTLAND

GLASGOW

MARKETING & COMMUNICATIONS SALARIES GLASGOW	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Professional Services</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	70,000	125,000	600	1,000
Head of Marketing	65,000	100,000	600	800
Senior Marketing Manager	50,000	70,000	300	500
Marketing Manager	35,000	55,000	150	250
Marketing Executive	25,000	32,000	100	120
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	50,000	80,000	500	1,000
Online / Digital / e-Marketing Manager	30,000	45,000	150	220
Direct Marketing Manager	30,000	45,000	150	200
Direct Marketing Executive	25,000	30,000	100	130
SEO Manager	28,000	40,000	150	300
SEO Executive	25,000	35,000	150	200
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Business Development Director	70,000	90,000	500	800
Business Development Manager	40,000	60,000	300	600
Business Development Executive	30,000	40,000	150	300
Tender / Pitch Manager	35,000	50,000		
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research	60,000	80,000	250	400
Research Manager	30,000	45,000	150	250



# MARKETING AND COMMUNICATIONS SCOTLAND

GLASGOW

MARKETING & COMMUNICATIONS SALARIES GLASGOW	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Professional Services</b>				
<b>COMMUNICATIONS</b>				
Director of Communications	75,000	90,000	600	900
Head of Communications	50,000	70,000	300	500
Communications Manager	30,000	45,000	150	250
Communications Executive	25,000	35,000	100	120
Head of Corporate Communications	55,000	80,000	300	500
Corporate Communications Manager	35,000	45,000	170	250
Head of PR	50,000	70,000	350	450
PR Manager	28,000	40,000	120	250
Press Officer	25,000	35,000	150	250
Director of Internal Communications	60,000	80,000	400	600
Head of Internal Communications	40,000	60,000	300	500
Internal Communications Manager	35,000	50,000	150	250
Internal Communications Executive	25,000	30,000	120	150
Copywriter / Editor	20,000	30,000	150	250
<b>EVENTS</b>				
Events Director	55,000	75,000	350	450
Events Manager	28,000	40,000	120	200
Events Executive	20,000	28,000	80	110
<b>BRAND</b>				
Assistant Brand Manager	30,000	40,000	150	250
Brand Manager	40,000	50,000	200	300
Senior Brand Manager	50,000	60,000	250	350

# MARKETING AND COMMUNICATIONS SCOTLAND

GLASGOW

MARKETING & COMMUNICATIONS SALARIES GLASGOW	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Commerce and Industry</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	70,000	140,000	700	900
Head of Marketing	65,000	100,000	500	700
Senior Marketing Manager	50,000	75,000	300	450
Marketing Manager	35,000	50,000	150	250
Advertising Manager			150	200
Marketing Executive	21,000	35,000	90	150
Campaign / Brand Manager	30,000	50,000	120	180
Campaign / Brand Executive	23,000	35,000	90	120
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	50,000	90,000	400	600
Online / Digital / e-Marketing Manager	35,000	55,000	160	230
Direct Marketing Manager	30,000	50,000	150	250
Direct Marketing Executive	23,000	30,000	90	120
SEO Manager	30,000	45,000	150	200
SEO Executive	25,000	35,000	120	160
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Head of Business Development	50,000	70,000	200	400
Business Development Manager	30,000	50,000	150	250
Business Development Director	70,000	90,000	500	600
Business Development Manager	40,000	60,000	250	350
Business Development Executive	30,000	40,000	150	250
Propositions Manager	35,000	50,000	150	250
<b>CUSTOMER ACQUISITION / RETENTION</b>				
Head of Customer Acquisition	50,000	70,000	300	500
Customer Acquisition Manager	30,000	50,000	150	200

# MARKETING AND COMMUNICATIONS SCOTLAND

GLASGOW

MARKETING & COMMUNICATIONS SALARIES GLASGOW	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Commerce and Industry</b>				
<b>RESEARCH / INSIGHT / KNOWLEDGE</b>				
Head of Research/Insight/Knowledge	60,000	80,000	250	500
Research/Insight/Knowledge Manager	30,000	45,000	150	250
<b>COMMUNICATIONS</b>				
Director of Communications	75,000	120,000	500	900
Head of Communications	50,000	80,000	275	400
Communications Manager	30,000	50,000	150	250
Communications Executive	23,000	35,000	90	120
Head of Corporate Communications	55,000	80,000	300	500
Corporate Communications Manager	35,000	50,000	170	250
Head of PR	50,000	75,000	350	450
PR Manager	30,000	40,000	120	200
Press Officer	28,000	35,000	120	180
Director of Internal Communications	60,000	90,000	400	600
Head of Internal Communications	40,000	60,000	300	500
Internal Communications Manager	35,000	45,000	150	250
Internal Communications Executive	25,000	35,000	120	160
Copywriter / Editor	20,000	40,000	150	200
<b>EVENTS</b>				
Events Director	55,000	75,000	350	450
Events Manager	25,000	40,000	120	200
Events Executive	20,000	28,000	80	110
<b>BRAND</b>				
Assistant Brand Manager	30,000	40,000	150	250
Brand Manager	40,000	50,000	200	300
Senior Brand Manager	50,000	70,000	250	450

# MARKETING AND COMMUNICATIONS SCOTLAND

GLASGOW

MARKETING & COMMUNICATIONS SALARIES GLASGOW	PERMANENT (£ PER YEAR)		CONTRACT / TEMPORARY (£ PER DAY)	
	MIN £	MAX £	MIN £	MAX £
<b>Public Sector, Not for Profit and Charity</b>				
<b>GENERAL MARKETING</b>				
Director of Marketing	70,000	90,000	500	900
Head of Marketing	65,000	80,000	600	800
Senior Marketing Manager	45,000	60,000	300	500
Marketing Manager	30,000	45,000	150	220
Advertising Manager			150	200
Marketing Executive	20,000	28,000	100	150
Campaign / Brand Manager	28,000	40,000	150	220
Campaign / Brand Executive	20,000	30,000	110	130
<b>DIRECT AND DIGITAL MARKETING</b>				
Head of Online / Digital / e-Marketing	45,000	90,000	250	900
Online / Digital / e-Marketing Manager	35,000	60,000	150	300
Direct Marketing Manager	30,000	50,000	150	250
Direct Marketing Executive	25,000	38,000	90	120
SEO Manager	28,000	40,000	130	180
SEO Executive	25,000	35,000	110	130
<b>PRODUCT / PROPOSITION / BUSINESS DEVELOPMENT</b>				
Head of Business Development	50,000	70,000	300	500
Business Development Manager	30,000	50,000	200	300
Business Development Director	70,000	90,000	500	700
Business Development Manager	40,000	60,000	300	600
Business Development Executive	30,000	40,000	150	300
Propositions Manager	35,000	50,000	150	250
<b>CUSTOMER ACQUISITION / RETENTION</b>				
Head of Customer Retention	50,000	70,000	300	500
Customer Retention Manager	30,000	40,000	175	250

# M & C SCOTLAND

GLASGOW

## MARKETING & COMMUNICATIONS SALARIES GLASGOW

Public Sector, Not for Profit and Charity

### PERMANENT (£ PER YEAR)

### CONTRACT / TEMPORARY (£ PER DAY)

MIN £

MAX £

MIN £

MAX £

### RESEARCH / INSIGHT / KNOWLEDGE

Head of Research	55,000	70,000	400	600
Research Manager	30,000	45,000	150	250

### COMMUNICATIONS

Director of Communications	50,000	85,000	600	900
Head of Communications	45,000	75,000	300	500
Communications Manager	30,000	45,000	175	250
Communications Executive	23,000	35,000	120	150
Head of Corporate Communications			300	500
Corporate Communications Manager			200	280
Head of PR	50,000	75,000	350	450
PR Manager	30,000	40,000	120	200
Press Officer	25,000	35,000	120	180
Director of Internal Communications			500	800
Head of Internal Communications			300	500
Internal Communications Manager	35,000	50,000	150	250
Internal Communications Executive	25,000	35,000	120	200
Copywriter / Editor	20,000	35,000	150	250

### EVENTS

Events Director	40,000	60,000	200	400
Events Manager	25,000	35,000	150	250
Events Executive	20,000	28,000	80	110

### BRAND

Assistant Brand Manager	30,000	40,000	150	250
Brand Manager	40,000	50,000	200	300
Senior Brand Manager	50,000	60,000	250	350



## CONTACT US

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