

Michael Page Marketing
Salary Survey 2006



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Michael Page
MARKETING

Introduction

Michael Page Marketing is delighted to provide our latest salary survey. It gives accurate salary ranges across the spectrum of Marketing positions and most market sectors.

This survey has been compiled from information supplied by our network of 7 offices in the UK, and from the many assignments that Michael Page Marketing handle during the year. In order to ensure accuracy we also regularly invite both candidates and clients to contribute.

Finding the best talent is always a challenge, however the economic recovery seen throughout 2005 has resulted in most organisations investing in marketing, which is the excellent news.

But this investment has led to a significant increase in the desire to hire good people and this growth in demand has led to a much more competitive market, particularly in the area of salaries.

We have seen candidates experience a lot more choice and in many cases receive multiple offers. In addition, employers are being much more aggressive in trying to keep people when they resign; resulting in expectations on greater remuneration.

This happened in the early eighties and nineties and the sharpest increases in salary were experienced early in the recovery years.

If history repeats itself, the acceleration will be more pronounced next year, assuming the recovery continues which will warm the hearts of some – and chill others.

The good news is that we are here to support you. Having traded for over 30 years, we have seen this before and have the depth of experience and a flexible range of services to help you be more competitive and effective in the current market.

To that end, we would be more than happy to discuss how we can add value in more detail. Equally, should you require further information on either this survey or other benefits offered, then please do not hesitate to contact one of our specialist consultants in the following locations:

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Weybridge.....	01932 264 000
St.Albans	01727 730111
Bristol	0117 906 5500
Leeds.....	0113 242 3530
Manchester	0161 819 5500
Birmingham	0121 230 9350
Glasgow	0141 331 7930

FMCG

Role	Minimum (£)	Average (£)	Maximum (£)
Marketing Director	70,000	90,000	120,000
Marketing Controller	60,000	70,000	80,000
Marketing Manager	50,000	60,000	70,000
Category Controller	60,000	65,000	78,000
Category Trade Manager	35,000	43,000	48,000
Group Brand Manager	42,000	47,000	55,000
Senior Brand Manager	35,000	42,000	48,000
Brand Manager	28,000	35,000	40,000
Assistant Brand Manager	21,000	25,000	28,000
Market Research Manager	38,000	50,000	65,000
Market Research Executive	23,000	27,000	32,000
Category Analyst	23,000	27,000	33,000

Professional Services

Role	Minimum (£)	Average (£)	Maximum (£)
Marketing and Business Development Director	80,000	87,000	140,000
Senior Marketing Manager	52,000	60,000	75,000
Marketing Manager	42,000	47,000	55,000
Marketing Executive	26,000	29,000	35,000
Marketing Assistant	21,000	25,000	28,000
PR Manager	37,000	40,000	48,000
PR Officer	24,000	27,000	30,000
Event Co-ordinator	22,000	25,000	30,000
Database Manager	34,000	38,000	45,000
Database Co-ordinator	20,000	23,000	25,000
Business Development Manager	48,000	60,000	75,000
Business Development Executive	25,000	28,000	35,000
Client Care/Development Manager	28,000	32,000	40,000
Web Manager	33,000	38,000	45,000
Internal/External Communications Manager	35,000	42,000	55,000

IT/Telecoms

Role	Minimum (£)	Average (£)	Maximum (£)
Marketing Director	65,000	85,000	130,000
Head of Marketing	60,000	72,000	85,000
Marketing Manager	45,000	55,000	65,000
Product Manager	35,000	45,000	60,000
Channel Manager	36,000	46,000	53,000
Marketing Communications Manager	40,000	46,000	53,000
Marketing Executive	23,000	27,000	31,000
Corporate Communications Director	55,000	62,000	75,000
PR Manager	37,000	42,000	50,000
Market Research Manager	38,000	43,000	52,000
Market Research Executive	23,000	28,000	35,000

Financial Services

Role	Minimum (£)	Average (£)	Maximum (£)
Marketing Director	75,000	95,000	130,000
Head of Marketing	55,000	70,000	85,000
Marketing Manager	48,000	54,000	65,000
Product Manager	37,000	44,000	53,000
CRM Marketing Manager	40,000	48,000	60,000
Customer Retention Manager	41,000	50,000	65,000
Customer Acquisition Manager	42,000	52,000	65,000
Marketing Communications Manager	39,000	48,000	58,000
Marketing Executive	23,000	27,000	32,000
Head of Direct Marketing	50,000	55,000	65,000
Direct Marketing Manager	35,000	40,000	48,000
Direct Marketing Executive	25,000	28,000	32,000
Corporate Communications Director	55,000	75,000	90,000
PR Manager	35,000	42,000	49,000
Market Research Manager	35,000	45,000	55,000
Market Research Executive	23,000	28,000	34,000

Leisure/Travel

Role	Minimum (£)	Average (£)	Maximum (£)
Marketing Director	56,000	65,000	80,000
Marketing Manager	40,000	48,000	55,000
Product Manager	27,000	34,000	41,000
Marketing Assistant	20,000	22,000	26,000
Head of Revenue/Pricing	40,000	50,000	60,000
Revenue/Pricing Manager	32,000	39,000	43,000
Revenue/Price Analyst	25,000	28,000	30,000
Revenue/Price/Yield Assistant	19,000	22,000	25,000
Head of Direct Marketing	43,000	50,000	60,000
Direct Marketing Manager	34,000	40,000	46,000
CRM Manager	35,000	40,000	45,000
Market Revenue Manager	32,000	36,000	40,000
Market Revenue Executive	20,000	23,000	25,000

Retail

Role	Minimum (£)	Average (£)	Maximum (£)
Marketing Director	75,000	90,000	110,000
Marketing Controller	50,000	60,000	80,000
Marketing Manager	45,000	55,000	63,000
Category Manager	32,000	37,000	44,000
Marketing Executive	21,000	24,000	28,000
Point of Sale Manager	30,000	35,000	40,000
Merchandising Manager	37,000	42,000	50,000
Trading Director	75,000	95,000	120,000
Buying Controller	50,000	60,000	75,000
Senior Buyer	45,000	50,000	60,000
Buyer	38,000	43,000	50,000
Buying Assistant	24,000	27,000	30,000
Category Analyst	23,000	27,000	30,000

Agency

Role	Minimum (£)	Average (£)	Maximum (£)
Creative Director	65,000	75,000	90,000
Design Director	40,000	60,000	65,000
Senior Designer	30,000	38,000	45,000
Designer	22,000	25,000	32,000
Junior Designer	18,000	20,000	23,000
Art Director	27,000	31,000	36,000
Senior Art Director	45,000	55,000	60,000
Head of Studio	45,000	55,000	65,000
Art Worker	23,000	32,000	40,000
Traffic Manager	30,000	36,000	42,000
Copywriter	28,000	36,000	45,000
Print and Production Manager	29,000	34,000	40,000
Client Service Director	60,000	75,000	95,000
Group Account Director	50,000	60,000	70,000
Account Director	40,000	48,000	55,000
Senior Account Manager	28,000	33,000	38,000
Account Manager	25,000	27,000	30,000
Senior Account Executive	22,000	25,000	27,000
Account Executive	18,000	21,000	24,000
Account Co-ordinator	16,000	19,000	20,000
Media Planner	20,000	24,000	30,000

Publishing

Role	Minimum (£)	Average (£)	Maximum (£)
Marketing Director	52,000	65,000	85,000
Senior Marketing Manager	42,000	51,000	65,000
Marketing Manager	38,000	43,000	58,000
Direct Marketing Manager	35,000	37,000	45,000
Senior Marketing Executive	25,000	30,000	35,000
Marketing Executive	21,000	25,000	30,000
PR Manager	28,000	31,000	37,000
PR Executive	21,000	25,000	28,000
Subscriptions Marketing Manager	32,000	38,000	43,000
Subscriptions Marketing Executive	24,000	29,000	32,000
Market Research Executive	24,000	28,000	32,000

Not-for-Profit/Public Sector

Role	Minimum (£)	Average (£)	Maximum (£)
Marketing Director	40,000	65,000	90,000
Head of Communications	50,000	65,000	80,000
Communications/Marketing Manager	32,000	40,000	45,000
Marketing Executive	22,000	25,000	28,000
Head of Fundraising	35,000	45,000	55,000
Fundraising Manager	28,000	33,000	38,000
Event Manager	23,000	28,000	35,000
Press and PR Manager	28,000	32,000	40,000
PR Executive	22,000	25,000	28,000
Direct Marketing Manager	29,000	32,000	39,000
Direct Marketing Executive	22,000	26,000	28,000

Business to Business

Role	Minimum (£)	Average (£)	Maximum (£)
Marketing Director	55,000	70,000	90,000
Head of Marketing	45,000	50,000	60,000
Marketing Manager	35,000	40,000	47,000
Marketing Executive/Assistant	21,000	25,000	28,000
Direct Marketing Manager	32,000	37,000	45,000
Direct Marketing Executive	22,000	25,000	28,000
Marketing Research Manager	28,000	30,000	35,000
PR/Communications Manager	35,000	40,000	45,000
PR/Communications Officer	23,000	26,000	29,000

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