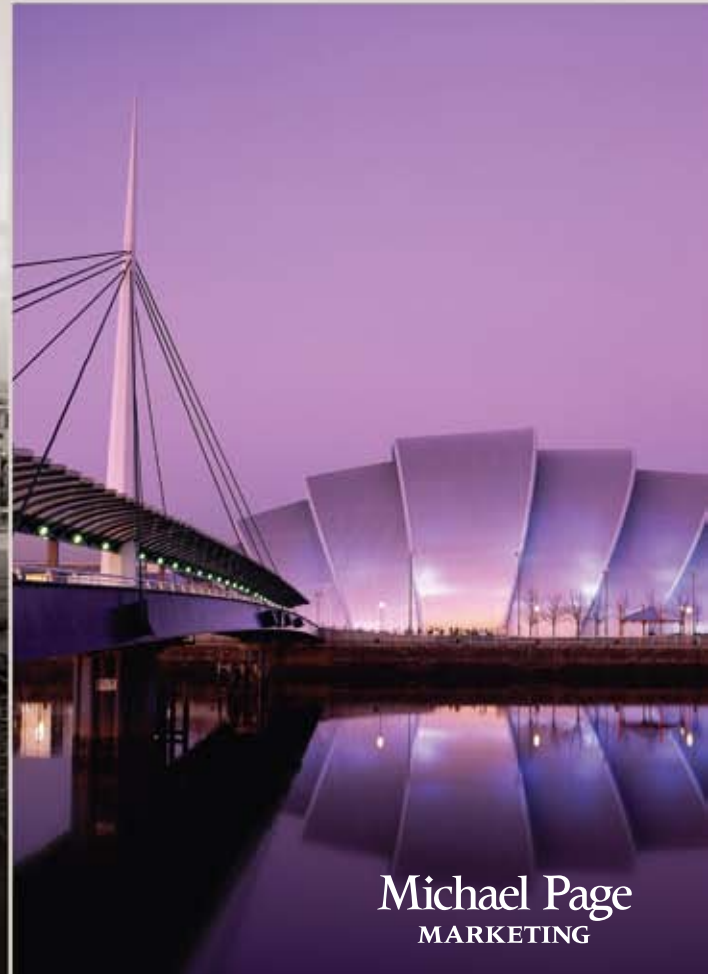


Michael Page Marketing  
Scotland | Salary Survey 2008



Michael Page International is a world leading recruitment consultancy  
149 offices in 25 countries worldwide | [www.michaelpage.co.uk](http://www.michaelpage.co.uk)

Michael Page  
MARKETING

## Introduction

Michael Page Marketing is delighted to provide our latest salary survey. It gives accurate salary details across an extensive range of marketing positions within the Scottish marketplace.

This survey has been compiled from information supplied by our team of 6 specialist consultants in Scotland, and from the many assignments Michael Page handle during the year. In order to ensure accuracy we also regularly invite both candidates and clients to contribute.

The Scottish market continues to be highly candidate driven. There are many candidates looking for marketing jobs however skilled and experienced candidates are difficult to find. Good candidates are regularly receiving numerous employment offers, especially those who wish to relocate to Scotland from jobs in England or further afield. This is, in turn, driving up expectations and salaries.

## Permanent Roles

The permanent market continues to grow despite fears of a 'credit crunch'. Marketing roles within all sectors are seeing growth and Michael Page Marketing Scotland has experienced an increase in active jobs being posted and placements made on both a temporary, contract and permanent basis.

Candidates with broad marketing experience are plentiful however specialist skills such as Product Management, PR and Online Marketing are in short supply. Candidates with specific experience in the Agency and Financial Services sectors are scarce and quickly employed however there is a trend for Agency candidates to wish to move client side.

Salaries continue to be higher in the Financial Services sector with the further attraction of 'flexible benefits' adding considerably to final package values. Remuneration varies somewhat between regions with the traditional hot spot of Aberdeen showing salaries in excess of 15% of their central belt counterparts. Rural areas continue to suffer from lower salaries however this is becoming less apparent and 'lifestyle' choices for candidates play a part in the acceptance of lower salaries.

The market continues to be highly competitive and remains candidate driven. Michael Page continue to source the best candidates available from our national and international database as well as our unique advertising solutions designed to attract both 'active' and 'passive' candidates.

For more information on our online advertising solutions, please visit:

[www.michaelpage.co.uk/onlineadvertising](http://www.michaelpage.co.uk/onlineadvertising)

**Michael Page International is a world leading recruitment consultancy**  
149 offices in 25 countries worldwide | [www.michaelpage.co.uk](http://www.michaelpage.co.uk)

## Temporary Roles

The temporary market has seen the biggest growth this year with many companies opting to recruit staff on a temporary basis with a view to becoming permanent. The majority of clients are opting for our Working Interview method which has proved to be very successful. This process is beneficial to both the client and candidate particularly on an interim contract as it allows the client to understand what the candidates' skill set and experience is and allows both parties to experience the culture and scope of the role. We will ensure that each temporary candidate that we place in an assignment will have the following on file: proof of identity (passport), visa (if applicable), 2 employment references gained from the past 12 months employment and most recent qualifications certificate in order to comply with recent legislation.

Michael Page Marketing in Scotland continues its position of strength in the market and will strive to deliver world class service to clients and candidates and cement our position as the market leader.

Should you have any questions relating to salaries, temporary or permanent recruitment or wish to discuss the benefits of using Michael Page please do not hesitate to contact the relevant consultant listed below.

### Rory Black – Financial Services

[roryblack@michaelpage.com](mailto:roryblack@michaelpage.com) | 0141 331 7924

### Daniel Crowe – Agency, FMCG, Leisure, Travel/Tourism

[danielcrowe@michaelpage.com](mailto:danielcrowe@michaelpage.com) | 0141 331 7928

### Neil Cousins – Technology, Professional Services, Business Services, Industrial

[neilcousins@michaelpage.com](mailto:neilcousins@michaelpage.com) | 0141 331 7953

### Lauren Hutton – Retail, Energy, Public Sector, Healthcare

[laurenhutton@michaelpage.com](mailto:laurenhutton@michaelpage.com) | 0141 331 7935

### Lesley Muir – Financial & Professional Services (temporary roles)

[lesleymuir@michaelpage.com](mailto:lesleymuir@michaelpage.com) | 0141 331 7947

### Karen Turnbull – All other sectors (temporary roles)

[karenturnbull@michaelpage.com](mailto:karenturnbull@michaelpage.com) | 0141 331 7934

[www.michaelpage.co.uk/scotlandmarketing](http://www.michaelpage.co.uk/scotlandmarketing)

**Michael Page**  
MARKETING

	Lower (£)	Mid (£)	Upper (£)
<b>PROFESSIONAL SERVICES</b>			
Marketing Administrator	11,000	13,000	15,000
Marketing Assistant	14,000	15,000	17,000
Marketing Executive	17,000	23,000	28,000
Marketing Manager	26,000	35,000	45,000
Head of Marketing	40,000	60,000	80,000
<b>BUSINESS SERVICES</b>			
Marketing Administrator	11,000	13,000	15,000
Marketing Assistant	14,000	15,000	17,000
Marketing Executive	17,000	23,000	25,000
Marketing Manager	24,000	30,000	40,000
Head of Marketing	40,000	60,000	70,000
<b>INDUSTRIAL</b>			
Marketing Administrator	11,000	13,000	15,000
Marketing Assistant	14,000	15,000	17,000
Marketing Executive	17,000	23,000	25,000
Marketing Manager	24,000	30,000	40,000
Head of Marketing	40,000	60,000	70,000
<b>TECHNOLOGY</b>			
Marketing Administrator	11,000	13,000	15,000
Marketing Assistant	14,000	15,000	17,000
Marketing Executive	17,000	23,000	28,000
Marketing Manager	26,000	35,000	45,000
Head of Marketing	40,000	60,000	80,000

	Lower (£)	Mid (£)	Upper (£)
<b>RETAIL</b>			
Marketing Administrator	13,000	15,000	16,000
Marketing Assistant	14,000	16,000	17,000
Marketing Executive	18,000	20,000	25,000
Marketing Manager	25,000	35,000	45,000
Head of Marketing	35,000	45,000	50,000
<b>PUBLIC SECTOR</b>			
Marketing Administrator	13,000	14,000	15,000
Marketing Assistant	14,000	16,000	18,000
Marketing Executive	18,000	20,000	25,000
Marketing Manager	25,000	35,000	40,000
Head of Marketing	45,000	60,000	80,000
<b>UTILITIES</b>			
Marketing Administrator	13,000	14,000	15,000
Marketing Assistant	14,000	16,000	18,000
Marketing Executive	18,000	20,000	25,000
Marketing Manager	25,000	35,000	40,000
Head of Marketing	45,000	60,000	80,000
<b>HEALTHCARE</b>			
Marketing Administrator	14,000	16,000	18,000
Marketing Assistant	20,000	22,000	24,000
Marketing Executive	24,000	26,000	28,000
Marketing Manager	30,000	36,000	45,000
Head of Marketing	50,000	60,000	70,000

	Lower (£)	Mid (£)	Upper (£)
<b>FMCG</b>			
Marketing Administrator	12,000	15,000	18,000
Marketing Assistant	15,000	17,000	19,000
Marketing Executive	18,000	20,000	22,000
Brand Manager	25,000	35,000	45,000
Marketing Manager	25,000	35,000	50,000
Head of Marketing	50,000	65,000	80,000
<b>AGENCY</b>			
Account Executive	12,000	15,000	18,000
Senior Account Executive	15,000	17,000	19,000
Account Manager	18,000	25,000	30,000
Account Director	30,000	40,000	50,000
Head of Marketing	50,000	65,000	80,000
<b>LEISURE</b>			
Marketing Administrator	12,000	15,000	18,000
Marketing Assistant	15,000	17,000	19,000
Marketing Executive	18,000	20,000	22,000
Marketing Manager	25,000	35,000	50,000
Head of Marketing	50,000	65,000	80,000
<b>FINANCIAL SERVICES</b>			
Marketing Administrator	19,000	20,000	21,000
Marketing Assistant	18,000	20,000	21,000
Marketing Executive	24,000	26,000	28,000
Marketing Manager	35,000	42,000	50,000
Head of Marketing	60,000	70,000	80,000

For more information please contact your local office or visit our website at [www.michaelpage.co.uk](http://www.michaelpage.co.uk)

### **Aberdeen**

1 Berry Street,  
Aberdeen AB25 1HF  
+44 (0) 1224 611170

### **Edinburgh**

80 George Street,  
Edinburgh EH2 3BU  
+44 (0) 131 243 2900

### **Glasgow**

180 West George Street,  
Glasgow G2 2NR  
+44 (0) 141 331 7900



The information provided on this site is for the User's convenience and is not intended to be a substitute for obtaining recruitment services and does not constitute such services. Michael Page International does not make any warranties or representations regarding the use, validity, accuracy or reliability of, or the result of the use of, or otherwise respecting, the content of this site or any other web sites linked to or from this site. The content of this site is provided 'as is' without warranties of any kind either express or implied (including but not limited to fitness for purpose, merchantability, particular quality, etc.).

Michael Page International will not be liable for any damages of any kind arising out of or relating to use of or inability to use this information, including but not limited to for incidental, indirect, punitive, special or consequential damages of any kind. The limitations stated in this disclaimer shall apply to the fullest extent possible, but shall not operate, be interpreted to or attempt to exclude or limit Michael Page International's liability for death or personal injury caused by Michael Page International's negligence or as otherwise prohibited by the applicable law.

**Michael Page International is a world leading recruitment consultancy**  
**149 offices in 25 countries worldwide | [www.michaelpage.co.uk](http://www.michaelpage.co.uk)**

**Michael Page**  
MARKETING