

2020 A GUIDE TO SALARIES A GUIDE TO SALARIES & SKILLS TO SALARIES & SKILLS SALARIES & SKILLS 20 ILLS 2020 A GUIDE

BUYING, MERCHANDISING AND DESIGN & DEVELOPMENT

CE LIFE SCIENCES PUBLIC SECTOR SALES LOGISTICS TECHNOLOGY MARKETING PROPERTY
FINANCE RETAIL SALES POLICY LEGAL RETAIL PROCUREMENT & SUPPLY CHAIN FACILITIES



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An introduction from Nick Kirk

UK Managing Director, PageGroup

Welcome to our latest look at the buying and merchandising sector. As we move further into 2020 and look to the decade ahead, there is little doubt that we are operating in changing times. Change inevitably brings challenges. It also creates huge opportunities.

Take Brexit, for example. Whatever your stance on the invocation of Article 50, there is no doubt that the uncertainty it is creating is having a detrimental impact on the business outlook. However, as historical moments often do, Brexit creates an opportunity for both employers and workers to pause and re-evaluate their intentions and priorities for the months and years ahead. For some it may be a catalyst for change, reinvention and growth.

Brexit may also present an opportunity for businesses to reconsider how they approach the recruitment of top talent. Soft skills such as adaptability are more important than ever – and the sooner employers wise up to the value of having an adaptable workforce, the sooner they will reap the benefits, particularly as the consequences of Brexit become apparent.

Against the political backdrop, the unstoppable march of technology is another driving force of change, as innovations in AI and automation continue to evolve the scope of roles across sectors. This will only accelerate over the next 10 years; indeed, it is exciting to imagine the types of jobs that will have been created by 2030 and the types of skills we will be seeing on CVs as a result. You can see our predictions on that subject by clicking [here](#).

At this juncture, we feel it has never been more important to provide you with the key statistics and information you need to inform your business decisions for the year and decade ahead. That's why we have put this guide together to offer clear insights in two key areas:

Salaries

Along with giving you the overall picture across the UK, we have also drilled down into the buying and merchandising sector to derive key insights around salary growth, regional trends and fluctuations based on seniority. Turn to Page 5 for our full salary guide for the buying and merchandising sector; you can also use our online [Salary Benchmarking & Comparison tool](#) to get the latest information on salaries for hundreds of roles.

Skills

Competition is fierce for a range of skills, within both buying and merchandising and the broader labour market. Therefore, we have identified the most in-demand skills in the sector for this year and looked at what is driving the overall skills shortage. For further details on the most in-demand skills across the industry, head over to our online [Skills Checker tool](#).

Having operated for over 40 years as recruiters, we are at the coalface of employment and have an unrivalled knowledge of the challenges around salaries and skills. As your needs evolve, our flexible team – based in offices across the UK – are uniquely positioned to help find the right talent in order to meet your business objectives.

On behalf of PageGroup in the UK, I hope you enjoy the read.

The UK outlook



UK SALARY TRENDS

Wage growth slowing down

The rate of employment hit a record high in 2019, whilst workers' wages also continued to increase – albeit, there was a slowdown in the second half of the year. The rate of salary growth has trended upwards since spring 2017, reaching 3.9% in May to July 2019, the highest nominal pay growth rate since 2008. This dipped to 3.6% in the second half of the year, with the rate of employment also falling, with Brexit-related market uncertainty being blamed by analysts. At the same time, unemployment also continued to fall, dipping by 23,000 to 1.31m in November.



Annual growth in total pay for UK employees is **ahead of inflation**.



Average earnings growth is over **3%** for all sectors except manufacturing.



Average regular pay, before tax and other deductions, estimated at **£508** per week.

Source: [ONS](#)

UK SKILLS TRENDS

Technical skills in huge demand

Skills shortages, particularly across technical roles, continue to be felt across the UK. This was one of the key battlegrounds of last year's general election, with the CBI questioning whether the Conservatives' points-based immigration system could lead to further skills shortages post-Brexit. The CBI has urged the Government to make adult training a priority as one way to close the skills gap. Meanwhile, the [British Chambers of Commerce](#) has called for an increase in funding for apprenticeships, and reform of the Apprenticeship Levy, to particularly benefit SMEs.

- Technical skills remain in huge demand
- The growth of AI and automation expected to exacerbate digital skills gap
- 44% of workers with low education at risk of having their roles automated by mid 2030s, according to [PwC](#)

Got a skills gap in your team or finding a vacancy hard to fill? Get in touch with one of our consultants by clicking [here](#).

The picture in **buying and merchandising**

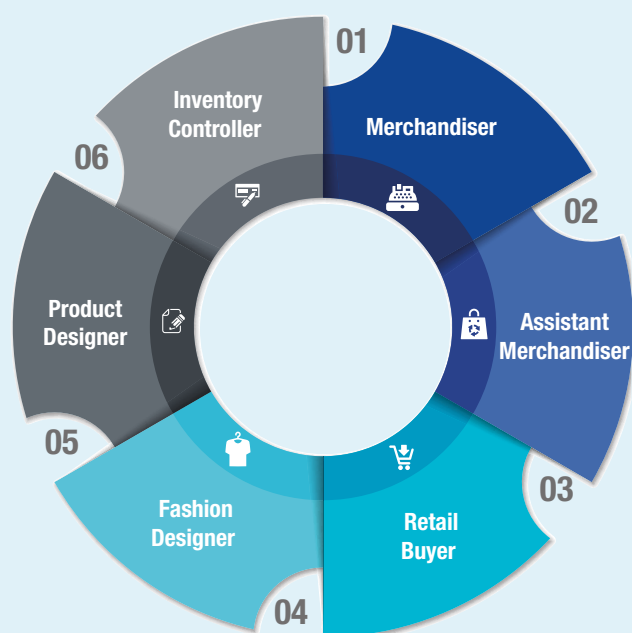
Salary trends

There has been generally little change in advertised salary levels within the buying and merchandising sector on a year-on-year basis. The median advertised salary stands at £20,000. The market has become more competitive, with the volume of adverts targeting workers standing 186.1% higher than the UK average and roles attracting fewer applications. Buying and merchandising roles are more London centric than many other disciplines. However, most big businesses outside of London are now offering a relocation allowance.

When you consider all advertised roles, the median salary level for the sector is £20,000. There is a greater demand for junior candidates across the UK as businesses are investing in growth for the future. Especially within merchandising. It is also worth noting that in such a candidate-led market, it is usual for roles to pay more than the advertised rate by time the successful candidate is secured.

“**£20,000**
Median advertised salary in
the sector.”

MOST ADVERTISED ROLES (1 YEAR)



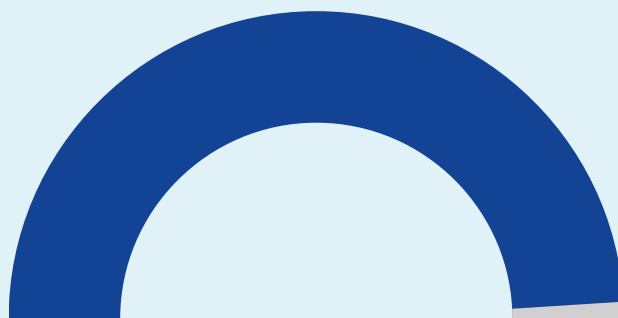
COMPETITIVENESS

Candidate Driven

More blue =
Clients work harder

Client Driven

More grey =
Candidates work harder



TOP TIPS FOR HIRING IN BUYING, MERCHANDISING AND DESIGN & DEVELOPMENT



Offer a competitive car allowance

“ Majority of Buyers roles have car allowances of 5k and more. If you aren't offering this, you could be missing out on top talent. ”

Your salary and benefits package is key

“ Candidate buy back is extremely high due to the pool of active candidates. This is why it is crucial to offer the right amount of money and highlight your benefits. If you don't, the risk is that your preferred candidate will chose to remain with their current employer. ”

Understand what professionals are looking for

“ The average pay increase is over 10%. Meaning that when candidates are looking for new roles they are looking for considerable pay increases. If you want to hire an experienced professional, be willing to pay what is required. ”

Oliver Nevel, Operating Director

The picture in **buying and merchandising**

Skills trends

The retail sector continues to digitise. This has meant that having specialists in both e-commerce and user-experience has enabled retailers to think outside the box to be able to compete with the other businesses that are moving with the times. Our consultants understand the challenges that retail businesses are facing, and can advise on the skills you need to drive your organisation forward.

HERE ARE THE 10 MOST IN-DEMAND SKILLS ACROSS THE SECTOR:



Merchandising/Range planning

Effective merchandising and range planning ensures that once people are in a store, there is enough stock, and the right range, to satisfy demand. Professionals with these skills will be essential in navigating the retail sector through uncertain economic times.



Near sourcing

Skills in near-sourcing and the ability to help set up processes that ensure customers receive products and services faster. This will boost a business's credibility and help to improve the overall customer experience.



Brand development

In such a competitive market, it is beneficial to have people who know how to develop and boost brand reputation. Consumers have so many retail options these days that it is important to put yourself in the best position possible to ensure they pick you over a competitor.



Critical path experience

Adopting a project management approach means an organisation is able to plot the entire lifecycle of a product from sourcing to the end of the process. Having critical path experience can avoid delays, unnecessary costs, and potential consumer dissatisfaction.



Improved supplier relationships

Top retailers look to hire professionals who have interpersonal skills that can improve business relationships. Effective operation in this area can help to improve market competitiveness, faster time-to-market, and risk mitigation, which can all affect the bottom-line.



Product lifecycle management

Management of the product lifecycle is crucial once a product is ready to go to market. A product's lifecycle is made up of four stages: introduction, growth, maturity, and decline, and therefore professionals with experience in managing each are highly coveted.



Pragmatic price planning

Pricing strategies are difficult to navigate at times; thus many organisations are looking for people with skills in determining value and forecasting. Having people in your team that can make pragmatic informed decisions on pricing is crucial in maximising revenue.



E-commerce: Online conversion

In today's uncertain market, it is crucial for retail businesses to keep up with competition, and have an easy-to-use and satisfying customer journey and experience. Having an online presence is so important in a market where many shoppers go online to purchase their products.



Consultative selling

Operating multiple channels such as a website, paid advertising, and an app, encourage a positive user-experience that makes it easy for your customer base to make purchases with you both in-store and online.



Price trading

Pricing continues to be a main selling point for businesses and thus it is crucial to get it right. Price trading can mean changing prices daily and hourly. This might be affected by the time of day they are trading or who has the best deal in the market. This is becoming more commonplace online but it's also a trend that can be seen in stores with electronic price tags.



BUYING BY LOCATION

Role	Interim	Permanent (£,000)			Benefits
	(Avg UK daily rate £)	London	South	North/Midlands	
AB Level 1	75-90	20-22	18-22	17-21	Stakeholder pension
Experienced AB	90-110	22-25	22-25	22-24	Stakeholder pension
Junior buyer	120-150	25-35	25-33	25-31	Stakeholder pension
Buyer	150-215	35-47	35-46	33-44	Car or allowance (£5k), private healthcare (single), contributory pension (5% matched), bonus c.20%
Senior buyer	195-280	45-64	45-65	45-62	Car or allowance (£6k), private healthcare (single), contributory pension (6% matched), bonus c.20%
Buying manager / category manager	210-325	50-75	50-71	48-68	Car or allowance (£8k), private healthcare (family), contributory pension (8% matched), bonus c.30%
Head of buying	300-475	80-110	70-105	70-105	Car or allowance (£10k), private healthcare (family), contributory pension (5% matched), bonus c.20%
Buying director	450-750	120-200	120-200	100-200	Car or allowance (£15k), private healthcare (family), contributory pension (12% matched), bonus 50-100% (affected where equity is on offer)

MERCHANDISING BY LOCATION

Role	Interim	Permanent (£,000)			Benefits
	(Avg UK daily rate £)	London	South	North/Midlands	
Senior allocator	78-90	18-21	18-21	18-19	Stakeholder pension
AM level 1	78-105	22-24	18-22	18-22	Stakeholder pension
Experienced AM	100-115	24-27	24-27	23-25	Stakeholder pension
Senior AM/junior merchandiser	105-150	28-35	27-35	26-31	Stakeholder pension
Merchandiser	130-240	38-55	35-50	32-48	Car or allowance (£5k), private healthcare (single), contributory pension (5% matched), bonus c.20%
Senior merchandiser	195-280	50-66	47-64	46-61	Car or allowance (£6k), private healthcare (single), contributory pension (6% matched), bonus c.20%
Head of merchandising	280-520	65-115	65-110	65-110	Car or allowance (£8k), private healthcare (family), contributory pension (8% matched), bonus c.30%
Merchandise director	390-780	100-180	100-175	95-150	Car or allowance (£12k), private healthcare (family), contributory pension (12% matched), bonus 30-50%

Cont/d over...



SPACE PLANNING BY LOCATION

Role	Interim	Permanent (£,000)			Benefits
	(Avg UK daily rate £)	London	South	North/Midlands	
Micro space planner level 1	90-115	22-26	21-26	20-25	Stakeholder pension
Experienced micro space planner	120-150	26-35	26-33	25-32	Stakeholder pension
Macro space planner level 1	100-125	25-28	25-28	24-27	Stakeholder pension
Experienced macro space planner	125-150	29-34	29-34	28-32	Stakeholder pension
Space planner manager	140-235	36-54	34-54	32-49	Car or allowance (£6k), private healthcare (single), contributory pension (5% matched), bonus c.20%
Head of space planning	215-400	55-88	50-85	50-78	Car or allowance (£8k), private healthcare (family), contributory pension (8% matched), bonus c.30%
Director of space/ format development	375-580	95-135	90-120	86-125	Car or allowance (£12k), private healthcare (family), contributory pension (12% matched), bonus 30-50%

DESIGN

Top Advertised Job Titles	LONDON & SOUTH EAST			SOUTH WEST & SOUTH WALES			MIDLANDS & NORTH		
	Low	Average	High	Low	Average	High	Low	Average	High
Fashion Designer	27,500	34,000	41,500	22,500	28,500	32,500	22,500	25,500	30,000
Product Designer	31,000	40,000	54,475	25,000	30,000	37,500	23,000	29,000	35,000
Senior Designer	30,000	41,250	55,000	25,000	30,000	40,000	30,000	40,000	45,000
Junior Fashion Designer	23,000	25,000	27,000	23,000	25,000	27,000	22,000	23,000	24,000
Graphic Designer	27,000	30,000	32,000	27,000	30,000	32,000	25,000	30,000	33,000
Head of Design	65,000	75,000	90,000	65,000	75,000	90,000	55,000	70,000	80,000
Design Director	90,000	120,000	140,000	80,000	120,000	140,000	70,000	100,000	120,000
Creative Director	90,000	120,000	140,000	80,000	120,000	140,000	70,000	100,000	120,000

Cont/d over...

Salary guide



DEVELOPMENT

Top Advertised Job Titles	LONDON & SOUTH EAST			SOUTH WEST & SOUTH WALES			MIDLANDS & NORTH		
	Low	Average	High	Low	Average	High	Low	Average	High
Junior Technologist	22,000	24,000	26,000	20,000	24,000	25,000	18,000	22,000	24,000
Product Developer	28,000	30,000	40,000	26,000	30,000	38,000	25,000	30,000	35,000
Product Manager	35,000	45,000	60,000	32,000	45,000	60,000	30,000	40,000	55,000
Technical Manager	50,000	60,000	85,000	50,000	60,000	85,000	45,000	60,000	80,000
Technical Director	80,000	90,000	120,000	75,000	90,000	110,000	70,000	80,000	110,000
QA Technologist	25,000	32,000	45,000	25,000	32,000	40,000	22,000	28,000	35,000
CSR Manager	45,000	55,000	70,000	45,000	55,000	65,000	40,000	50,000	60,000
Sourcing Manager	75,000	85,000	115,000	75,000	85,000	110,000	70,000	80,000	110,000
Ethical and Compliance Manager	50,000	60,000	70,000	45,000	55,000	65,000	40,000	50,000	55,000

Data correct as of 19/12/2019

Get in touch!

To find out more about how we can help source the right talent for your business, contact your **local Michael Page office today**. Alternatively, **submit a job spec** and one of our expert consultants will get back to you.