

Salary Review

Marketing/Marcomms

Marketing Director	£80 -120,000
Head of Marketing	£70 - 80,000
Senior Marketing Manager	£55 - 70,000
Marketing/Marcomms Manager	£38 - 50,000
Senior Marketing/Marcomms Executive	£30 - 37,000
Marketing Executive/Coordinator	£25 - 30,000
Marketing Assistant	£17 - 24,000

Brand/Product/Category Management

Head of Brand/Marketing Controller	£70 - 85,000
Marketing Brand Manager	£55 - 65,000
Senior Brand/Product Manager	£45 - 50,000
Brand/Product Manager	£37 - 45,000
Assistant Brand/Product Manager	£25 - 30,000
Senior Category Manager	£60 - 80,000
Category Manager	£42 - 55,000
Propositions Manager	£60 - 70,000

Digital

Director of Online/eCommerce	£80 -150,000
Head of Online	£60 - 20,000
eCommerce Manager	£35 - 50,000
Digital Marketing Manager	£37 - 45,000
Digital Marketing Executive	£26 - 32,000
Online Marketing Assistant	£20 - 25,000
Head of PPC/SEO	£55 - 100,000
PPC/SEO Manager	£28 - 45,000
PPC/SEO Executive	£20 - 28,000
Web Analyst	£32 - 36,000

Social/Content/Editorial

Social Media Strategist	£55 - 75,000
Social Media Manager	£40 - 55,000
Digital Community/Content Manager	£35 - 45,000
Digital Community/Content Executive	£22 - 28,000
Outreach Specialist	£26 - 30,000
Digital PR Executive	£22 -26,000
Copywriter	£30 - 37,000
Junior Copywriter	£22 - 27,000
Editor	£28 - 40,000
Proof Reader	£25 - 40,000

CRM/Database Management

Head of CRM	£60 - 90,000
Senior CRM Manager	£35 - 60,000
CRM/Email Marketing Manager	£28 - 45,000
Retention/Partnerships Marketing Manager	£37 - 45,000
CRM Executive	£23 - 28,000
Data Manager	£35 - 42,000
Database Executive	£28 - 35,000

Insight/Market Research

Head of Insight	£70 - 85,000
Customer Insight Manager	£40 - 50,000
Research Manager	£35 - 45,000
Research Executive	£23 - 27,000
Data Analyst	£30 - 40,000
Market Analyst	£30 - 38,000

Campaign/Project Management

Campaign Manager	£35 - 45,000
Senior Project Manager	£38 - 45,000
Project Manager	£30 - 37,000

PR & Communications

PR Manager	£42 - 52,000
PR Executive	£24 - 30,000
Senior Press Officer	£30 - 35,000
Press Officer	£24 - 30,000
Internal Communications Manager	£35 - 45,000

Events

Events Manager	£34 - 40,000
Events Executive	£23 - 30,000