



**THE SALES  
& MARKETING  
SPECIALIST**

t: 01234 834753

m: [info@carterrecruitment.co.uk](mailto:info@carterrecruitment.co.uk)

w: [www.carterrecruitment.co.uk](http://www.carterrecruitment.co.uk)

## Salary Review

### Marketing Communications

Chief Marketing Officer	To £360,000
Marketing Director	To £200,000
Head of Marketing	£70 - 80,000
Senior Marketing Manager	£55 - 70,000
Marcomms Manager	£38 - 50,000
Senior 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	£75 - 90,000
Marketing Manager	£55 - 70,000
Senior Brand/Product Manager	£50 - 60,000
Brand/Product Manager	£38 - 48,000
Assistant Brand/Product Manager	£25 - 32,000
Senior Category Manager	£60 - 80,000
Category Manager	£45 - 60,000
Propositions Manager	£60 - 70,000

### Digital

Director of Online/eCommerce	To £250,000
Head of Online	£70 - 120,000
eCommerce Manager	£45 - 60,000
Digital Marketing Manager	£37 - 45,000
Digital Marketing Executive	£26 - 35,000
Online Marketing Assistant	£20 - 25,000
Head of PPC/SEO	£55 - 100,000
PPC/SEO Manager	£38 - 50,000
PPC/SEO Executive	£20 - 30,000
Web Analyst	£38 - 50,000

### **Social/Content/Editorial**

Social Media Strategist	£55 - 80,000
Social Media Manager	£45 - 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	£75 - 100,000
Customer Insight Manager	£50 - 65,000
Research Manager	£35 - 45,000
Research Executive	£23 - 30,000
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	£45 - 55,000
PR Executive	£25 - 30,000
Senior Press Officer	£35 - 40,000
Press Officer	£24 - 30,000
Internal Communications Manager	£35 - 45,000

### **Events**

Events Manager	£42 - 55,000
Events Executive	£23 - 30,000