

Marketing

# 2023

HAYS UK SALARY  
& RECRUITING TRENDS  
**SALARIES**

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# ABOUT HAYS

To help you meet ever-changing customer demands, we bring the people, the technology and the partnership you need to achieve your goals, now and in the future.

Marketing experts are the key to your brand reaching and resonating with your customers. But getting this right can be complex as consumer touchpoints become more diverse and target markets can be global. Whether your goal is to create more engaging content or to get the most out of your CRM system; to decipher data more effectively and better target your customers, we have the knowledge and expertise to achieve your ambitions.

Using a customer-first and insight-led approach to meet your business needs, we make it easy for you to deliver against the complex talent and recruitment landscape you need to navigate.

At Hays we're **working for your tomorrow** to help your business succeed.

It's not just people we provide – whatever your hiring needs, we're always challenging the status quo, so our suite of services delivers the right outcomes for your organisation.

## Our core services

### Permanent recruitment ▶

- Find passionate people to transform your business
- Fill positions to meet both immediate and future skills needs

### Outsourced permanent recruitment ▶

- Reduce time-to-hire with access to ready-made, quality talent pools through Recruitment Process Outsourcing (RPO)
- Leverage progressive talent strategies and mechanisms to ensure you have the right talent in place – for today, and tomorrow

### Executive recruitment ▶

- Navigate organisational change and steer your organisation to success by finding those inspirational leaders
- Build success through diversity with bespoke job ads and transparent interview processes

### Temporary recruitment ▶

- Achieve instant impact and access niche skillsets with quick hires and reduce long-term costs
- Cut out lengthy admin and processes with externally managed pay and timesheets

### Fully managed temporary recruitment ▶

- Gain clarity and control over your contingent headcount through a Managed Services Programme (MSP)
- Combine expertise and insights with proved processes to shape the future of your workforce

## Our advisory services

### Assessment & Development ▶

- Acquire the right skills for your business needs
- Accelerate time-to-hire with tailored end-to-end support
- Cut costs with bespoke selection solutions

### Salary Benchmarking ▶

- Use real-time data to have that competitive edge
- Be insight-led for relevant remuneration strategies
- Gain long-term cost savings

### Career Transition Services ▶

- Give your employees the right outplacement and transitional support
- Deliver safe spaces to employees for those honest and open conversations
- Manage restructuring processes with effectiveness, agility and speed

### Employer Branding ▶

- Stand out as a top employer brand with a proven USP
- Leverage engaging employer branded recruitment solutions
- Enhance your Employer Value Proposition with a people-first approach

## Subscription-based hiring for start-ups and scale-ups ▶

- Gain access to tech talent, skills and content as a service
- Dedicated expert recruitment consultant and account management team
- Branded multi-channel campaign to enhance your Employer Value Proposition

To speak to your local recruiting expert, find your nearest at [hays.co.uk/offices](https://hays.co.uk/offices)

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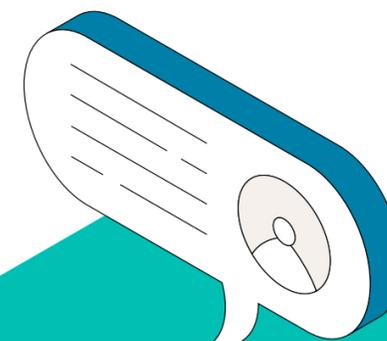
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## Methodology

This guide is taken from the Hays UK Salary & Recruiting Trends 2023 guide. The salary data has been compiled using information gathered during 2022 from Hays offices across the UK. It is based on job listings, job offers and candidate registrations.



# BRAND & PRODUCT MARKETING

LONDON	£ Range	£ Typical
Head of Products	75,000-100,000	85,000
Product Manager	60,000-85,000	74,000
Assistant Product Manager	50,000-70,000	58,000
Head of Category	65,000-85,000	77,000
Category Manager	50,000-65,000	58,000
Assistant Category Manager	38,000-50,000	42,000
Brand Manager	50,000-70,000	62,000
Assistant Brand Manager	42,000-54,000	47,000
Trade/Channel Marketing Manager	45,000-60,000	52,000

WALES	£ Range	£ Typical
Head of Products	50,000-70,000	60,000
Product Manager	40,000-50,000	45,000
Assistant Product Manager	25,000-35,000	30,000
Head of Category	50,000-75,000	65,000
Category Manager	40,000-55,000	42,000
Assistant Category Manager	28,000-35,000	30,000
Brand Manager	40,000-50,000	45,000
Assistant Brand Manager	27,000-35,000	30,000
Trade/Channel Marketing Manager	35,000-40,000	40,000

NORTH EAST ENGLAND	£ Range	£ Typical
Head of Products	60,000-70,000	65,000
Product Manager	35,000-45,000	40,000
Assistant Product Manager	24,000-28,000	25,000
Head of Category	60,000-75,000	65,000
Category Manager	45,000-55,000	48,000
Assistant Category Manager	24,000-30,000	26,500
Brand Manager	35,000-55,000	38,000
Assistant Brand Manager	24,000-30,000	25,000
Trade/Channel Marketing Manager	40,000-55,000	45,000

SOUTH EAST ENGLAND	£ Range	£ Typical
Head of Products	60,000-90,000	75,000
Product Manager	45,000-65,000	55,000
Assistant Product Manager	35,000-45,000	40,000
Head of Category	60,000-90,000	75,000
Category Manager	45,000-65,000	52,000
Assistant Category Manager	35,000-45,000	40,000
Brand Manager	45,000-65,000	55,000
Assistant Brand Manager	32,000-45,000	40,000
Trade/Channel Marketing Manager	35,000-65,000	50,000

WEST MIDLANDS	£ Range	£ Typical
Head of Products	60,000-80,000	65,000
Product Manager	37,000-48,000	42,000
Assistant Product Manager	25,000-35,000	29,000
Head of Category	50,000-75,000	65,000
Category Manager	40,000-50,000	45,000
Assistant Category Manager	30,000-36,000	33,000
Brand Manager	50,000-57,000	55,000
Assistant Brand Manager	30,000-45,000	32,500
Trade/Channel Marketing Manager	35,000-45,000	40,000

NORTH WEST ENGLAND	£ Range	£ Typical
Head of Products	60,000-80,000	65,000
Product Manager	40,000-55,000	45,000
Assistant Product Manager	25,000-35,000	30,000
Head of Category	60,000-80,000	70,000
Category Manager	40,000-50,000	48,000
Assistant Category Manager	25,000-35,000	30,000
Brand Manager	40,000-55,000	45,000
Assistant Brand Manager	28,000-35,000	32,000
Trade/Channel Marketing Manager	40,000-60,000	50,000

EAST OF ENGLAND	£ Range	£ Typical
Head of Products	70,000-85,000	75,000
Product Manager	45,000-55,000	50,000
Assistant Product Manager	25,000-35,000	27,000
Head of Category	60,000-80,000	70,000
Category Manager	45,000-55,000	47,000
Assistant Category Manager	25,000-30,000	27,000
Brand Manager	40,000-55,000	45,000
Assistant Brand Manager	25,000-35,000	28,000
Trade/Channel Marketing Manager	35,000-50,000	40,000

EAST MIDLANDS	£ Range	£ Typical
Head of Products	50,000-65,000	55,000
Product Manager	37,000-48,000	42,000
Assistant Product Manager	25,000-35,000	26,000
Head of Category	50,000-75,000	63,000
Category Manager	40,000-50,000	44,000
Assistant Category Manager	27,000-34,000	29,000
Brand Manager	38,000-50,000	43,000
Assistant Brand Manager	25,000-45,000	27,000
Trade/Channel Marketing Manager	35,000-45,000	40,000

NORTHERN IRELAND	£ Range	£ Typical
Head of Products	55,000-70,000	65,000
Product Manager	35,000-55,000	48,000
Assistant Product Manager	25,000-35,000	30,000
Head of Category	50,000-65,000	60,000
Category Manager	35,000-50,000	40,000
Assistant Category Manager	25,000-35,000	30,000
Brand Manager	35,000-50,000	42,000
Assistant Brand Manager	25,000-35,000	30,000
Trade/Channel Marketing Manager	35,000-45,000	40,000

SOUTH WEST ENGLAND	£ Range	£ Typical
Head of Products	50,000-70,000	65,000
Product Manager	45,000-60,000	55,000
Assistant Product Manager	28,000-38,000	35,000
Head of Category	50,000-75,000	65,000
Category Manager	40,000-55,000	45,000
Assistant Category Manager	28,000-38,000	35,000
Brand Manager	40,000-50,000	45,000
Assistant Brand Manager	27,000-35,000	30,000
Trade/Channel Marketing Manager	40,000-50,000	45,000

YORKSHIRE AND THE HUMBER	£ Range	£ Typical
Head of Products	60,000-80,000	75,000
Product Manager	35,000-45,000	40,000
Assistant Product Manager	25,000-30,000	28,000
Head of Category	60,000-75,000	65,000
Category Manager	45,000-55,000	50,000
Assistant Category Manager	25,000-30,000	28,000
Brand Manager	40,000-55,000	45,000
Assistant Brand Manager	25,000-30,000	28,000
Trade/Channel Marketing Manager	40,000-55,000	45,000

SCOTLAND	£ Range	£ Typical
Head of Products	60,000-80,000	70,000
Product Manager	40,000-55,000	48,000
Assistant Product Manager	27,000-35,000	32,000
Head of Category	60,000-80,000	70,000
Category Manager	40,000-50,000	45,000
Assistant Category Manager	25,000-35,000	30,000
Brand Manager	35,000-50,000	45,000
Assistant Brand Manager	28,000-35,000	32,000
Trade/Channel Marketing Manager	37,500-50,000	42,500

# MARKETING EVENTS

LONDON	£ Range	£ Typical
Events Manager	40,000-60,000	50,000
Events Executive/Coordinator	25,000-40,000	35,000

NORTH EAST ENGLAND	£ Range	£ Typical
Events Manager	30,000-35,000	35,000
Events Executive/Coordinator	22,000-25,000	25,000

SOUTH EAST ENGLAND	£ Range	£ Typical
Events Manager	30,000-45,000	40,000
Events Executive/Coordinator	25,000-35,000	30,000

NORTH WEST ENGLAND	£ Range	£ Typical
Events Manager	35,000-50,000	38,000
Events Executive/Coordinator	20,000-30,000	25,000

EAST OF ENGLAND	£ Range	£ Typical
Events Manager	25,000-35,000	30,000
Events Executive/Coordinator	19,000-25,000	23,000

NORTHERN IRELAND	£ Range	£ Typical
Events Manager	25,000-40,000	35,000
Events Executive/Coordinator	22,000-28,000	25,000

SOUTH WEST ENGLAND	£ Range	£ Typical
Events Manager	35,000-45,000	38,000
Events Executive/Coordinator	20,000-30,000	26,000

SCOTLAND	£ Range	£ Typical
Events Manager	35,000-45,000	37,500
Events Executive/Coordinator	22,000-28,000	25,000

WALES	£ Range	£ Typical
Events Manager	28,000-36,000	32,000
Events Executive/Coordinator	20,000-28,000	25,000

WEST MIDLANDS	£ Range	£ Typical
Events Manager	26,000-32,000	31,000
Events Executive/Coordinator	20,000-28,000	25,000

EAST MIDLANDS	£ Range	£ Typical
Events Manager	26,000-32,000	30,000
Events Executive/Coordinator	20,000-28,000	25,000

YORKSHIRE AND THE HUMBER	£ Range	£ Typical
Events Manager	30,000-35,000	35,000
Events Executive/Coordinator	22,000-25,000	25,000

# MARKETING INSIGHT

LONDON	£ Range	£ Typical
Head of Insight & Analytics/Head of Research	85,000-110,000	108,000
Customer Insight Manager/Research Manager	50,000-80,000	70,000
Customer Insight Analyst	35,000-60,000	50,000
Database Manager/CRM Manager	50,000-75,000	62,000
Marketing Analyst/CRM Analyst	35,000-60,000	50,000
Web Analyst	35,000-52,000	47,000

WEST MIDLANDS	£ Range	£ Typical
Head of Insight & Analytics/Head of Research	50,000-85,000	82,000
Customer Insight Manager/Research Manager	40,000-50,000	50,000
Customer Insight Analyst	40,000-50,000	40,000
Database Manager/CRM Manager	30,000-40,000	37,500
Marketing Analyst/CRM Analyst	30,000-40,000	38,000
Web Analyst	40,000-50,000	45,000

NORTHERN IRELAND	£ Range	£ Typical
Head of Insight & Analytics/Head of Research	50,000-70,000	60,000
Customer Insight Manager/Research Manager	35,000-55,000	45,000
Customer Insight Analyst	30,000-40,000	35,000
Database Manager/CRM Manager	30,000-50,000	40,000
Marketing Analyst/CRM Analyst	30,000-40,000	35,000
Web Analyst	35,000-50,000	40,000

SOUTH EAST ENGLAND	£ Range	£ Typical
Head of Insight & Analytics/Head of Research	60,000-90,000	80,000
Customer Insight Manager/Research Manager	45,000-65,000	60,000
Customer Insight Analyst	35,000-60,000	50,000
Database Manager/CRM Manager	40,000-60,000	52,000
Marketing Analyst/CRM Analyst	35,000-60,000	50,000
Web Analyst	35,000-50,000	45,000

EAST MIDLANDS	£ Range	£ Typical
Head of Insight & Analytics/Head of Research	50,000-75,000	64,000
Customer Insight Manager/Research Manager	40,000-50,000	47,000
Customer Insight Analyst	30,000-50,000	40,000
Database Manager/CRM Manager	30,000-40,000	40,000
Marketing Analyst/CRM Analyst	30,000-40,000	36,000
Web Analyst	40,000-50,000	45,000

SCOTLAND	£ Range	£ Typical
Head of Insight & Analytics/Head of Research	60,000-80,000	70,000
Customer Insight Manager/Research Manager	40,000-50,000	45,000
Customer Insight Analyst	30,000-45,000	37,500
Database Manager/CRM Manager	40,000-60,000	50,000
Marketing Analyst/CRM Analyst	30,000-40,000	35,000
Web Analyst	35,000-48,000	45,000

EAST OF ENGLAND	£ Range	£ Typical
Head of Insight & Analytics/Head of Research	60,000-75,000	73,000
Customer Insight Manager/Research Manager	40,000-50,000	49,000
Customer Insight Analyst	30,000-45,000	40,000
Database Manager/CRM Manager	35,000-50,000	48,000
Marketing Analyst/CRM Analyst	35,000-60,000	48,000
Web Analyst	35,000-50,000	48,000

YORKSHIRE AND THE HUMBER	£ Range	£ Typical
Head of Insight & Analytics/Head of Research	70,000-84,000	82,000
Customer Insight Manager/Research Manager	50,000-60,000	57,000
Customer Insight Analyst	35,000-45,000	42,000
Database Manager/CRM Manager	42,000-50,000	45,000
Marketing Analyst/CRM Analyst	30,000-40,000	37,000
Web Analyst	40,000-48,000	48,000

SOUTH WEST ENGLAND	£ Range	£ Typical
Head of Insight & Analytics/Head of Research	55,000-65,000	60,000
Customer Insight Manager/Research Manager	45,000-50,000	50,000
Customer Insight Analyst	35,000-45,000	43,000
Database Manager/CRM Manager	35,000-50,000	45,000
Marketing Analyst/CRM Analyst	30,000-40,000	38,000
Web Analyst	35,000-50,000	45,000

NORTH EAST ENGLAND	£ Range	£ Typical
Head of Insight & Analytics/Head of Research	65,000-80,000	79,000
Customer Insight Manager/Research Manager	35,000-45,000	42,000
Customer Insight Analyst	28,000-35,000	32,000
Database Manager/CRM Manager	42,000-50,000	45,000
Marketing Analyst/CRM Analyst	22,000-28,000	26,000
Web Analyst	40,000-48,000	48,000

WALES	£ Range	£ Typical
Head of Insight & Analytics/Head of Research	50,000-70,000	60,000
Customer Insight Manager/Research Manager	40,000-50,000	45,000
Customer Insight Analyst	35,000-45,000	40,000
Database Manager/CRM Manager	40,000-50,000	45,000
Marketing Analyst/CRM Analyst	35,000-45,000	40,000
Web Analyst	35,000-45,000	40,000

NORTH WEST ENGLAND	£ Range	£ Typical
Head of Insight & Analytics/Head of Research	60,000-75,000	72,000
Customer Insight Manager/Research Manager	45,000-55,000	45,000
Customer Insight Analyst	35,000-45,000	40,000
Database Manager/CRM Manager	35,000-50,000	47,000
Marketing Analyst/CRM Analyst	30,000-40,000	35,000
Web Analyst	35,000-50,000	45,000

# GENERAL MARKETING

LONDON	£ Range	£ Typical
Marketing Director	90,000-150,000	125,000
Head of Marketing	90,000-130,000	110,000
Marketing Manager	50,000-80,000	65,000
Senior Marketing Executive	38,000-48,000	42,000
Marketing Executive	30,000-45,000	36,000
Marketing Assistant	25,000-33,000	26,000

WEST MIDLANDS	£ Range	£ Typical
Marketing Director	80,000-120,000	90,000
Head of Marketing	60,000-90,000	73,000
Marketing Manager	30,000-50,000	40,000
Senior Marketing Executive	30,000-40,000	36,000
Marketing Executive	25,000-35,000	30,000
Marketing Assistant	20,000-26,000	23,500

NORTHERN IRELAND	£ Range	£ Typical
Marketing Director	70,000-110,000	80,000
Head of Marketing	50,000-75,000	65,000
Marketing Manager	38,000-45,000	40,000
Senior Marketing Executive	28,000-35,000	30,000
Marketing Executive	25,000-30,000	25,000
Marketing Assistant	20,000-24,000	22,000

SOUTH EAST ENGLAND	£ Range	£ Typical
Marketing Director	70,000-120,000	90,000
Head of Marketing	55,000-85,000	75,000
Marketing Manager	40,000-60,000	55,000
Senior Marketing Executive	35,000-40,000	38,000
Marketing Executive	25,000-35,000	32,000
Marketing Assistant	18,000-25,000	24,000

EAST MIDLANDS	£ Range	£ Typical
Marketing Director	80,000-120,000	80,000
Head of Marketing	60,000-90,000	65,000
Marketing Manager	30,000-50,000	45,000
Senior Marketing Executive	30,000-40,000	37,000
Marketing Executive	25,000-35,000	30,000
Marketing Assistant	20,000-26,000	22,500

SCOTLAND	£ Range	£ Typical
Marketing Director	75,000-100,000	80,000
Head of Marketing	50,000-70,000	65,000
Marketing Manager	38,000-45,000	42,000
Senior Marketing Executive	28,000-35,000	34,000
Marketing Executive	25,000-30,000	27,500
Marketing Assistant	20,000-24,500	21,500

EAST OF ENGLAND	£ Range	£ Typical
Marketing Director	60,000-85,000	79,000
Head of Marketing	50,000-75,000	65,000
Marketing Manager	35,000-50,000	45,000
Senior Marketing Executive	30,000-40,000	35,000
Marketing Executive	24,000-30,000	28,000
Marketing Assistant	20,000-24,000	23,000

YORKSHIRE AND THE HUMBER	£ Range	£ Typical
Marketing Director	90,000-100,000	90,000
Head of Marketing	60,000-80,000	72,000
Marketing Manager	40,000-60,000	45,000
Senior Marketing Executive	30,000-42,000	38,000
Marketing Executive	24,000-28,000	27,000
Marketing Assistant	20,000-22,000	20,000

SOUTH WEST ENGLAND	£ Range	£ Typical
Marketing Director	60,000-100,000	81,000
Head of Marketing	50,000-75,000	65,000
Marketing Manager	45,000-55,000	50,000
Senior Marketing Executive	30,000-40,000	35,000
Marketing Executive	28,000-35,000	32,000
Marketing Assistant	22,000-25,000	24,000

NORTH EAST ENGLAND	£ Range	£ Typical
Marketing Director	90,000-100,000	90,000
Head of Marketing	60,000-80,000	72,000
Marketing Manager	40,000-60,000	45,000
Senior Marketing Executive	30,000-42,000	38,000
Marketing Executive	24,000-28,000	27,000
Marketing Assistant	20,000-22,000	20,000

WALES	£ Range	£ Typical
Marketing Director	70,000-120,000	90,000
Head of Marketing	50,000-80,000	65,000
Marketing Manager	40,000-55,000	45,000
Senior Marketing Executive	30,000-39,000	35,000
Marketing Executive	23,000-28,000	26,000
Marketing Assistant	18,000-23,000	21,000

NORTH WEST ENGLAND	£ Range	£ Typical
Marketing Director	70,000-110,000	90,000
Head of Marketing	50,000-75,000	72,000
Marketing Manager	40,000-50,000	45,000
Senior Marketing Executive	30,000-40,000	38,000
Marketing Executive	25,000-30,000	27,000
Marketing Assistant	20,000-25,000	23,000

# ONLINE & DIGITAL

LONDON	£ Range	£ Typical
Digital Director	90,000-150,000	125,000
Head of Digital	80,000-130,000	102,000
Head of eCommerce	80,000-100,000	92,000
eCommerce Manager	50,000-70,000	60,000
Head of CRM	70,000-90,000	82,000
CRM Manager	45,000-60,000	50,000
CRM Executive	30,000-43,000	35,000
UX Manager	50,000-70,000	60,000
Digital Manager	45,000-65,000	56,000
Optimisation Manager	50,000-70,000	60,000
Social Media Manager	45,000-70,000	48,000
Social Media Executive	28,000-35,000	33,000
Senior Digital Marketing Executive	35,000-45,000	43,000
Digital Marketing Executive	30,000-43,000	36,000
Head of SEO	70,000-90,000	82,000
SEO/PPC Manager	40,000-65,000	55,000
SEO/PPC Executive	32,000-42,000	36,000
Web/Digital Designer	33,000-53,000	43,000
Content Marketer	38,000-50,000	42,000
E-commerce Executive	35,000-45,000	40,000

EAST OF ENGLAND	£ Range	£ Typical
Digital Director	90,000-120,000	105,000
Head of Digital	80,000-150,000	92,000
Head of eCommerce	75,000-120,000	92,000
eCommerce Manager	50,000-80,000	73,000
Head of CRM	60,000-80,000	71,000
CRM Manager	45,000-60,000	57,000
CRM Executive	30,000-45,000	41,000
UX Manager	40,000-60,000	51,000
Digital Manager	45,000-60,000	53,500
Optimisation Manager	45,000-55,000	51,000
Social Media Manager	35,000-45,000	43,000
Social Media Executive	25,000-35,000	34,000
Senior Digital Marketing Executive	35,000-48,000	46,000
Digital Marketing Executive	28,000-40,000	30,000
Head of SEO	75,000-85,000	82,000
SEO/PPC Manager	45,000-60,000	55,000
SEO/PPC Executive	30,000-45,000	38,000
Web/Digital Designer	30,000-50,000	39,000
Content Marketer	28,000-50,000	35,000
E-commerce Executive	35,000-45,000	39,000

WALES	£ Range	£ Typical
Digital Director	80,000-125,000	122,000
Head of Digital	65,000-100,000	93,000
Head of eCommerce	70,000-100,000	86,000
eCommerce Manager	40,000-60,000	52,000
Head of CRM	55,000-75,000	70,000
CRM Manager	45,000-55,000	53,000
CRM Executive	28,000-36,000	33,000
UX Manager	50,000-70,000	52,000
Digital Manager	45,000-55,000	52,000
Optimisation Manager	45,000-55,000	52,000
Social Media Manager	40,000-50,000	45,000
Social Media Executive	28,000-35,000	31,000
Senior Digital Marketing Executive	35,000-45,000	42,000
Digital Marketing Executive	25,000-35,000	28,500
Head of SEO	50,000-75,000	65,000
SEO/PPC Manager	40,000-60,000	52,000
SEO/PPC Executive	30,000-38,000	36,000
Web/Digital Designer	35,000-45,000	41,000
Content Marketer	35,000-45,000	41,000
E-commerce Executive	28,000-36,000	36,000

EAST MIDLANDS	£ Range	£ Typical
Digital Director	90,000-150,000	125,000
Head of Digital	75,000-125,000	103,000
Head of eCommerce	70,000-100,000	86,000
eCommerce Manager	40,000-60,000	52,000
Head of CRM	60,000-80,000	76,000
CRM Manager	40,000-55,000	53,000
CRM Executive	25,000-35,000	32,500
UX Manager	40,000-60,000	53,000
Digital Manager	40,000-60,000	56,000
Optimisation Manager	45,000-55,000	52,000
Social Media Manager	35,000-45,000	42,000
Social Media Executive	25,000-35,000	33,000
Senior Digital Marketing Executive	32,000-45,000	43,000
Digital Marketing Executive	25,000-38,000	36,000
Head of SEO	60,000-90,000	86,000
SEO/PPC Manager	40,000-60,000	52,000
SEO/PPC Executive	30,000-40,000	36,000
Web/Digital Designer	35,000-50,000	39,000
Content Marketer	35,000-42,000	42,000
E-commerce Executive	30,000-42,000	36,000

SOUTH EAST ENGLAND	£ Range	£ Typical
Digital Director	90,000-140,000	122,000
Head of Digital	80,000-110,000	90,000
Head of eCommerce	70,000-100,000	85,000
eCommerce Manager	40,000-65,000	63,000
Head of CRM	65,000-90,000	80,000
CRM Manager	45,000-60,000	55,000
CRM Executive	30,000-40,000	38,000
UX Manager	40,000-60,000	60,000
Digital Manager	45,000-60,000	55,000
Optimisation Manager	45,000-60,000	52,000
Social Media Manager	35,000-60,000	52,000
Social Media Executive	25,000-35,000	35,000
Senior Digital Marketing Executive	35,000-50,000	40,000
Digital Marketing Executive	28,000-40,000	36,000
Head of SEO	65,000-85,000	75,000
SEO/PPC Manager	40,000-65,000	55,000
SEO/PPC Executive	30,000-40,000	36,000
Web/Digital Designer	30,000-40,000	40,000
Content Marketer	35,000-50,000	42,000
E-commerce Executive	30,000-42,000	37,000

SOUTH WEST ENGLAND	£ Range	£ Typical
Digital Director	90,000-150,000	126,000
Head of Digital	80,000-125,000	93,000
Head of eCommerce	75,000-120,000	92,000
eCommerce Manager	50,000-80,000	57,000
Head of CRM	60,000-80,000	76,000
CRM Manager	45,000-60,000	57,000
CRM Executive	30,000-45,000	41,000
UX Manager	40,000-60,000	51,000
Digital Manager	45,000-60,000	56,000
Optimisation Manager	45,000-55,000	52,000
Social Media Manager	35,000-45,000	45,000
Social Media Executive	25,000-35,000	35,000
Senior Digital Marketing Executive	35,000-48,000	46,000
Digital Marketing Executive	28,000-40,000	33,000
Head of SEO	75,000-85,000	82,000
SEO/PPC Manager	40,000-60,000	55,000
SEO/PPC Executive	30,000-40,000	36,000
Web/Digital Designer	30,000-50,000	39,000
Content Marketer	28,000-50,000	41,000
E-commerce Executive	35,000-45,000	39,000

WEST MIDLANDS	£ Range	£ Typical
Digital Director	90,000-150,000	125,000
Head of Digital	75,000-125,000	103,000
Head of eCommerce	70,000-100,000	86,000
eCommerce Manager	40,000-60,000	52,000
Head of CRM	55,000-85,000	76,000
CRM Manager	45,000-55,000	53,000
CRM Executive	26,000-36,000	32,500
UX Manager	40,000-60,000	53,000
Digital Manager	40,000-60,000	56,000
Optimisation Manager	45,000-55,000	52,000
Social Media Manager	40,000-50,000	42,000
Social Media Executive	25,000-35,000	33,000
Senior Digital Marketing Executive	35,000-45,000	43,000
Digital Marketing Executive	25,000-38,000	36,000
Head of SEO	50,000-90,000	86,000
SEO/PPC Manager	40,000-60,000	52,000
SEO/PPC Executive	30,000-38,000	36,000
Web/Digital Designer	35,000-50,000	39,000
Content Marketer	35,000-45,000	42,000
E-commerce Executive	30,000-45,000	36,000

YORKSHIRE AND THE HUMBER	£ Range	£ Typical
Digital Director	90,000-150,000	122,000
Head of Digital	80,000-125,000	103,000
Head of eCommerce	70,000-110,000	86,000
eCommerce Manager	35,000-55,000	47,000
Head of CRM	60,000-80,000	72,000
CRM Manager	50,000-65,000	50,000
CRM Executive	30,000-38,000	35,000
UX Manager	40,000-60,000	51,000
Digital Manager	45,000-60,000	56,000
Optimisation Manager	45,000-55,000	52,000
Social Media Manager	30,000-45,000	42,000
Social Media Executive	25,000-35,000	33,000
Senior Digital Marketing Executive	35,000-50,000	43,000
Digital Marketing Executive	30,000-40,000	36,000
Head of SEO	80,000-95,000	80,000
SEO/PPC Manager	40,000-60,000	52,000
SEO/PPC Executive	30,000-40,000	36,000
Web/Digital Designer	30,000-50,000	39,000
Content Marketer	35,000-50,000	41,000
E-commerce Executive	35,000-40,000	38,000

# ONLINE & DIGITAL

NORTH EAST ENGLAND	£ Range	£ Typical
Digital Director	90,000-150,000	122,000
Head of Digital	80,000-120,000	103,000
Head of eCommerce	70,000-110,000	86,000
eCommerce Manager	35,000-55,000	47,000
Head of CRM	60,000-80,000	72,000
CRM Manager	35,000-50,000	50,000
CRM Executive	25,000-35,000	35,000
UX Manager	40,000-60,000	51,000
Digital Manager	45,000-60,000	56,000
Optimisation Manager	45,000-55,000	52,000
Social Media Manager	35,000-50,000	42,000
Social Media Executive	27,000-35,000	33,000
Senior Digital Marketing Executive	35,000-50,000	43,000
Digital Marketing Executive	30,000-40,000	36,000
Head of SEO	70,000-80,000	80,000
SEO/PPC Manager	40,000-60,000	52,000
SEO/PPC Executive	30,000-40,000	36,000
Web/Digital Designer	30,000-50,000	39,000
Content Marketer	35,000-50,000	41,000
E-commerce Executive	30,000-42,000	38,000

NORTHERN IRELAND	£ Range	£ Typical
Digital Director	90,000-140,000	110,000
Head of Digital	70,000-110,000	95,000
Head of eCommerce	70,000-95,000	80,000
eCommerce Manager	35,000-50,000	47,000
Head of CRM	60,000-90,000	75,000
CRM Manager	40,000-60,000	50,000
CRM Executive	25,000-40,000	35,000
UX Manager	40,000-60,000	50,000
Digital Manager	45,000-65,000	50,000
Optimisation Manager	45,000-60,000	50,000
Social Media Manager	30,000-40,000	35,000
Social Media Executive	25,000-30,000	30,000
Senior Digital Marketing Executive	30,000-40,000	38,000
Digital Marketing Executive	25,000-35,000	32,000
Head of SEO	50,000-65,000	55,000
SEO/PPC Manager	38,000-50,000	47,000
SEO/PPC Executive	25,000-35,000	32,000
Web/Digital Designer	30,000-40,000	36,000
Content Marketer	35,000-45,000	40,000
E-commerce Executive	25,000-35,000	33,000

NORTH WEST ENGLAND	£ Range	£ Typical
Digital Director	90,000-150,000	122,000
Head of Digital	80,000-125,000	103,000
Head of eCommerce	70,000-110,000	86,000
eCommerce Manager	37,000-50,000	45,000
Head of CRM	60,000-75,000	70,000
CRM Manager	35,000-44,000	42,500
CRM Executive	30,000-35,000	32,000
UX Manager	40,000-60,000	51,000
Digital Manager	45,000-60,000	56,000
Optimisation Manager	45,000-55,000	51,000
Social Media Manager	35,000-50,000	42,000
Social Media Executive	25,000-35,000	30,000
Senior Digital Marketing Executive	30,000-35,000	32,000
Digital Marketing Executive	25,000-30,000	27,000
Head of SEO	45,000-60,000	51,000
SEO/PPC Manager	35,000-50,000	42,000
SEO/PPC Executive	25,000-35,000	30,000
Web/Digital Designer	30,000-50,000	41,000
Content Marketer	35,000-50,000	41,000
E-commerce Executive	25,000-35,000	30,000

SCOTLAND	£ Range	£ Typical
Digital Director	90,000-140,000	122,000
Head of Digital	70,000-110,000	103,000
Head of eCommerce	70,000-100,000	86,000
eCommerce Manager	45,000-60,000	52,000
Head of CRM	65,000-100,000	80,000
CRM Manager	50,000-70,000	60,000
CRM Executive	28,000-38,000	35,000
UX Manager	40,000-55,000	51,000
Digital Manager	50,000-65,000	60,000
Optimisation Manager	45,000-60,000	55,000
Social Media Manager	35,000-45,000	37,500
Social Media Executive	25,000-30,000	29,000
Senior Digital Marketing Executive	35,000-45,000	41,000
Digital Marketing Executive	28,000-36,000	35,000
Head of SEO	50,000-70,000	62,000
SEO/PPC Manager	40,000-60,000	50,000
SEO/PPC Executive	30,000-40,000	35,000
Web/Digital Designer	30,000-48,000	39,000
Content Marketer	35,000-48,000	41,000
E-commerce Executive	29,000-38,000	36,000

# PR & INTERNAL COMMUNICATIONS

LONDON	£ Range	£ Typical
Head of Comms	80,000-125,000	100,000
Comms Executive	30,000-48,000	42,000
Head of Comms & Engagement	60,000-80,000	70,000
Communications Manager	50,000-70,000	65,000
Communications Coordinator	25,000-40,000	35,000
PR Manager	50,000-70,000	60,000
PR Executive	30,000-45,000	40,000

WALES	£ Range	£ Typical
Head of Comms	60,000-120,000	80,000
Comms Executive	25,000-38,000	35,000
Head of Comms & Engagement	50,000-70,000	60,000
Communications Manager	38,000-50,000	45,000
Communications Coordinator	25,000-35,000	30,000
PR Manager	35,000-45,000	40,000
PR Executive	25,000-35,000	30,000

NORTH EAST ENGLAND	£ Range	£ Typical
Head of Comms	75,000-90,000	80,000
Comms Executive	25,000-30,000	25,000
Head of Comms & Engagement	40,000-55,000	50,000
Communications Manager	35,000-45,000	40,000
Communications Coordinator	25,000-30,000	25,000
PR Manager	40,000-60,000	45,000
PR Executive	24,000-35,000	25,000

SOUTH EAST ENGLAND	£ Range	£ Typical
Head of Comms	60,000-95,000	80,000
Comms Executive	25,000-38,000	35,000
Head of Comms & Engagement	50,000-70,000	60,000
Communications Manager	35,000-50,000	45,000
Communications Coordinator	25,000-32,000	28,000
PR Manager	40,000-60,000	52,000
PR Executive	28,000-38,000	32,000

WEST MIDLANDS	£ Range	£ Typical
Head of Comms	50,000-120,000	80,000
Comms Executive	25,000-35,000	30,000
Head of Comms & Engagement	50,000-70,000	63,000
Communications Manager	35,000-50,000	45,000
Communications Coordinator	23,000-33,000	24,000
PR Manager	30,000-45,000	40,000
PR Executive	24,000-30,000	28,000

NORTH WEST ENGLAND	£ Range	£ Typical
Head of Comms	75,000-120,000	85,000
Comms Executive	25,000-35,000	30,000
Head of Comms & Engagement	50,000-70,000	65,000
Communications Manager	35,000-50,000	45,000
Communications Coordinator	25,000-30,000	27,000
PR Manager	35,000-45,000	40,000
PR Executive	25,000-35,000	28,000

EAST OF ENGLAND	£ Range	£ Typical
Head of Comms	75,000-85,000	80,000
Comms Executive	30,000-42,000	38,000
Head of Comms & Engagement	50,000-70,000	60,000
Communications Manager	35,000-50,000	46,000
Communications Coordinator	25,000-35,000	30,000
PR Manager	40,000-60,000	48,000
PR Executive	25,000-40,000	35,000

EAST MIDLANDS	£ Range	£ Typical
Head of Comms	50,000-120,000	80,000
Comms Executive	25,000-35,000	30,000
Head of Comms & Engagement	50,000-70,000	65,000
Communications Manager	35,000-50,000	45,000
Communications Coordinator	22,000-30,000	23,000
PR Manager	30,000-45,000	40,000
PR Executive	24,000-30,000	27,000

NORTHERN IRELAND	£ Range	£ Typical
Head of Comms	55,000-75,000	65,000
Comms Executive	25,000-30,000	26,000
Head of Comms & Engagement	55,000-75,000	65,000
Communications Manager	35,000-45,000	40,000
Communications Coordinator	20,000-25,000	25,000
PR Manager	35,000-45,000	40,000
PR Executive	22,000-30,000	25,000

SOUTH WEST ENGLAND	£ Range	£ Typical
Head of Comms	50,000-120,000	80,000
Comms Executive	25,000-35,000	32,000
Head of Comms & Engagement	50,000-70,000	65,000
Communications Manager	35,000-50,000	45,000
Communications Coordinator	25,000-35,000	28,000
PR Manager	40,000-50,000	48,000
PR Executive	25,000-38,000	32,000

YORKSHIRE AND THE HUMBER	£ Range	£ Typical
Head of Comms	75,000-120,000	85,000
Comms Executive	25,000-34,000	27,500
Head of Comms & Engagement	45,000-60,000	50,000
Communications Manager	40,000-55,000	45,000
Communications Coordinator	25,000-30,000	27,500
PR Manager	40,000-60,000	50,000
PR Executive	25,000-35,000	28,000

SCOTLAND	£ Range	£ Typical
Head of Comms	60,000-80,000	70,000
Comms Executive	25,000-32,000	28,000
Head of Comms & Engagement	60,000-80,000	70,000
Communications Manager	38,000-48,000	42,000
Communications Coordinator	20,000-24,000	21,000
PR Manager	35,000-45,000	40,000
PR Executive	22,000-30,000	26,000

# MARKETING

# PUBLIC SECTOR

LONDON	£ Range	£ Typical
Press/Media Manager	35,000-55,000	52,000
Press/Media Officer/Assistant	25,000-40,000	35,000
Public Affairs Manager	35,000-55,000	45,000
Public Affairs Officer	25,000-38,000	35,000
Campaigns Officer	25,000-37,000	35,000
Events Manager	30,000-50,000	45,000
Events Executive/Coordinator	20,000-30,000	30,000
Marketing Director	60,000-90,000	80,000
Marketing Manager	35,000-50,000	50,000
Marketing Executive/Assistant	20,000-32,000	32,000
Digital Marketing Manager	35,000-45,000	45,000
Digital Marketing Executive	30,000-45,000	35,000
Director of Communications	60,000-90,000	80,000
Internal Comms Manager	35,000-55,000	50,000
Internal Comms Officer/Assistant	30,000-40,000	35,000
External Comms Manager	35,000-45,000	45,000
External Comms Officer/Assistant	30,000-32,000	32,000
Engagement/Stakeholder Manager	40,000-60,000	55,000
Engagement/Stakeholder Officer	34,000-40,000	38,000
Performance Marketing Analyst	50,000-60,000	55,000
Content Manager	40,000-50,000	45,000
Content Designer	40,000-60,000	50,000
Copy/Content Writer	35,000-50,000	45,000
Social Media Executive	35,000-45,000	35,000
Senior User Researcher	40,000-60,000	45,000
Junior User Researcher	25,000-35,000	30,000

SOUTH EAST ENGLAND	£ Range	£ Typical
Press/Media Manager	30,000-45,000	39,000
Press/Media Officer/Assistant	26,000-35,000	30,000
Public Affairs Manager	40,000-60,000	48,000
Public Affairs Officer	25,000-35,000	30,000
Campaigns Officer	28,000-40,000	31,000
Events Manager	30,000-40,000	33,000
Events Executive/Coordinator	23,000-30,000	26,000
Marketing Director	55,000-85,000	70,000
Marketing Manager	35,000-45,000	40,000
Marketing Executive/Assistant	25,000-35,000	28,500
Digital Marketing Manager	35,000-45,000	40,000
Digital Marketing Executive	25,000-35,000	31,000
Director of Communications	65,000-80,000	75,000
Internal Comms Manager	35,000-47,000	42,000
Internal Comms Officer/Assistant	28,000-38,000	32,000
External Comms Manager	35,000-45,000	38,000
External Comms Officer/Assistant	25,000-35,000	28,000
Engagement/Stakeholder Manager	31,000-45,000	38,000
Engagement/Stakeholder Officer	21,000-30,000	28,500
Content Manager	30,000-40,000	36,500
Content Designer	28,000-40,000	38,000
Copy/Content Writer	25,000-35,000	29,000
Social Media Executive	25,000-30,000	28,000

EAST OF ENGLAND	£ Range	£ Typical
Press/Media Manager	40,000-50,000	45,000
Press/Media Officer/Assistant	28,000-38,000	33,000
Public Affairs Manager	50,000-60,000	50,000
Public Affairs Officer	28,000-38,000	33,000
Campaigns Officer	28,000-35,000	28,000
Events Manager	30,000-35,000	32,000
Events Executive/Coordinator	25,000-30,000	28,000
Marketing Director	60,000-80,000	70,000
Marketing Manager	35,000-50,000	48,000
Marketing Executive/Assistant	28,000-35,000	30,000
Digital Marketing Manager	38,000-48,000	45,000
Digital Marketing Executive	25,000-35,000	28,000
Director of Communications	50,000-80,000	70,000
Internal Comms Manager	38,000-48,000	45,000
Internal Comms Officer/Assistant	28,000-38,000	33,000
External Comms Manager	35,000-45,000	38,000
External Comms Officer/Assistant	28,000-38,000	30,000
Engagement/Stakeholder Manager	35,000-50,000	45,000
Engagement/Stakeholder Officer	25,000-35,000	30,000
Content Manager	30,000-45,000	42,000
Content Designer	28,000-35,000	30,000
Copy/Content Writer	25,000-30,000	28,000
Social Media Executive	25,000-35,000	30,000

SOUTH WEST ENGLAND	£ Range	£ Typical
Press/Media Manager	35,000-50,000	45,000
Press/Media Officer/Assistant	25,000-38,000	31,000
Public Affairs Manager	40,000-55,000	48,000
Public Affairs Officer	25,000-35,000	28,500
Campaigns Officer	25,000-35,000	30,000
Events Manager	30,000-45,000	38,000
Events Executive/Coordinator	21,000-29,000	27,000
Marketing Director	68,000-90,000	70,000
Marketing Manager	35,000-45,000	40,000
Marketing Executive/Assistant	25,000-35,000	28,500
Digital Marketing Manager	35,000-45,000	37,000
Digital Marketing Executive	25,000-30,000	28,000
Director of Communications	60,000-120,000	75,000
Internal Comms Manager	35,000-45,000	40,000
Internal Comms Officer/Assistant	25,000-35,000	31,000
External Comms Manager	35,000-45,000	40,000
External Comms Officer/Assistant	25,000-35,000	28,000
Engagement/Stakeholder Manager	35,000-45,000	38,000
Engagement/Stakeholder Officer	25,000-35,000	28,500
Content Manager	35,000-45,000	40,000
Content Designer	30,000-38,000	34,000
Copy/Content Writer	27,000-35,000	31,000
Social Media Executive	25,000-32,000	30,000

# MARKETING

# PUBLIC SECTOR

WALES	£ Range	£ Typical
Press/Media Manager	35,000-45,000	40,000
Press/Media Officer/Assistant	25,000-38,000	32,000
Public Affairs Manager	35,000-45,000	40,000
Public Affairs Officer	25,000-35,000	32,000
Campaigns Officer	25,000-35,000	32,000
Events Manager	32,000-40,000	35,000
Events Executive/Coordinator	21,000-28,000	25,000
Marketing Director	75,000-120,000	90,000
Marketing Manager	35,000-45,000	40,000
Marketing Executive/Assistant	25,000-35,000	29,000
Digital Marketing Manager	35,000-45,000	40,000
Digital Marketing Executive	25,000-30,000	29,000
Director of Communications	60,000-120,000	80,000
Internal Comms Manager	35,000-45,000	40,000
Internal Comms Officer/Assistant	25,000-35,000	32,000
External Comms Manager	35,000-45,000	40,000
External Comms Officer/Assistant	25,000-35,000	32,000
Engagement/Stakeholder Manager	35,000-45,000	40,000
Engagement/Stakeholder Officer	25,000-35,000	32,000
Content Manager	35,000-45,000	40,000
Content Designer	32,000-40,000	36,000
Copy/Content Writer	28,000-36,000	33,000
Social Media Executive	25,000-32,000	29,000

WEST MIDLANDS	£ Range	£ Typical
Press/Media Manager	30,000-45,000	35,000
Press/Media Officer/Assistant	27,000-38,000	30,000
Public Affairs Manager	35,000-45,000	38,000
Public Affairs Officer	25,000-30,000	28,000
Campaigns Officer	25,000-35,000	28,000
Events Manager	30,000-40,000	33,000
Events Executive/Coordinator	21,000-28,000	25,000
Marketing Director	70,000-120,000	72,000
Marketing Manager	35,000-45,000	40,000
Marketing Executive/Assistant	25,000-35,000	27,500
Digital Marketing Manager	40,000-50,000	42,000
Digital Marketing Executive	27,000-32,000	29,000
Director of Communications	60,000-100,000	75,000
Internal Comms Manager	35,000-45,000	40,000
Internal Comms Officer/Assistant	25,000-35,000	31,000
External Comms Manager	35,000-45,000	38,000
External Comms Officer/Assistant	25,000-35,000	30,000
Engagement/Stakeholder Manager	35,000-45,000	42,000
Engagement/Stakeholder Officer	25,000-35,000	30,000
Content Manager	30,000-45,000	31,000
Content Designer	30,000-38,000	34,000
Copy/Content Writer	27,000-35,000	30,000
Social Media Executive	25,000-30,000	28,000

EAST MIDLANDS	£ Range	£ Typical
Press/Media Manager	30,000-45,000	35,000
Press/Media Officer/Assistant	27,000-38,000	30,000
Public Affairs Manager	35,000-45,000	38,000
Public Affairs Officer	25,000-35,000	28,000
Campaigns Officer	25,000-35,000	28,000
Events Manager	30,000-40,000	33,000
Events Executive/Coordinator	21,000-28,000	25,000
Marketing Director	70,000-120,000	73,000
Marketing Manager	35,000-45,000	40,000
Marketing Executive/Assistant	25,000-35,000	27,000
Digital Marketing Manager	35,000-45,000	42,000
Digital Marketing Executive	27,000-32,000	29,000
Director of Communications	60,000-100,000	75,000
Internal Comms Manager	35,000-45,000	40,000
Internal Comms Officer/Assistant	25,000-35,000	31,000
External Comms Manager	35,000-45,000	38,000
External Comms Officer/Assistant	25,000-35,000	30,000
Engagement/Stakeholder Manager	35,000-45,000	42,000
Engagement/Stakeholder Officer	25,000-35,000	30,000
Content Manager	30,000-45,000	31,000
Content Designer	30,000-38,000	34,000
Copy/Content Writer	27,000-35,000	28,000
Social Media Executive	25,000-30,000	28,000

YORKSHIRE AND THE HUMBER	£ Range	£ Typical
Press/Media Manager	35,000-50,000	40,000
Press/Media Officer/Assistant	22,000-30,000	28,000
Public Affairs Manager	35,000-45,000	40,000
Public Affairs Officer	22,000-30,000	28,000
Campaigns Officer	25,000-35,000	32,000
Events Manager	25,000-30,000	28,000
Events Executive/Coordinator	20,000-25,000	22,000
Marketing Director	50,000-65,000	60,000
Marketing Manager	30,000-40,000	35,000
Marketing Executive/Assistant	21,000-25,000	22,000
Digital Marketing Manager	30,000-35,000	32,000
Digital Marketing Executive	22,000-28,000	25,000
Director of Communications	65,000-75,000	70,000
Internal Comms Manager	34,000-40,000	35,000
Internal Comms Officer/Assistant	25,000-30,000	28,000
External Comms Manager	34,000-40,000	35,000
External Comms Officer/Assistant	25,000-35,000	28,000
Engagement/Stakeholder Manager	30,000-45,000	40,000
Engagement/Stakeholder Officer	22,000-30,000	25,000
Content Manager	25,000-35,000	30,000
Content Designer	35,000-50,000	45,000
Copy/Content Writer	30,000-40,000	35,000
Social Media Executive	25,000-35,000	28,000

# MARKETING

# PUBLIC SECTOR

NORTH EAST ENGLAND	£ Range	£ Typical
Press/Media Manager	35,000-50,000	40,000
Press/Media Officer/Assistant	22,000-30,000	25,000
Public Affairs Manager	35,000-45,000	40,000
Public Affairs Officer	22,000-30,000	25,000
Campaigns Officer	22,000-30,000	25,000
Events Manager	24,000-30,000	25,000
Events Executive/Coordinator	20,000-25,000	22,000
Marketing Director	50,000-60,000	55,000
Marketing Manager	30,000-40,000	35,000
Marketing Executive/Assistant	21,000-25,000	22,000
Digital Marketing Manager	29,000-35,000	30,000
Digital Marketing Executive	22,000-28,000	25,000
Director of Communications	60,000-70,000	65,000
Internal Comms Manager	30,000-40,000	35,000
Internal Comms Officer/Assistant	23,000-30,000	25,000
External Comms Manager	33,000-40,000	35,000
External Comms Officer/Assistant	24,000-30,000	25,000
Engagement/Stakeholder Manager	30,000-45,000	37,000
Engagement/Stakeholder Officer	22,000-30,000	25,000
Content Manager	25,000-30,000	30,000
Content Designer	35,000-50,000	45,000
Copy/Content Writer	30,000-40,000	35,000
Social Media Executive	25,000-30,000	28,000

NORTH WEST ENGLAND	£ Range	£ Typical
Press/Media Manager	35,000-55,000	45,000
Press/Media Officer/Assistant	25,000-35,000	30,000
Public Affairs Manager	35,000-50,000	40,000
Public Affairs Officer	25,000-30,000	27,000
Campaigns Officer	24,000-35,000	30,000
Events Manager	35,000-40,000	37,000
Events Executive/Coordinator	24,000-30,000	27,000
Marketing Director	65,000-90,000	70,000
Marketing Manager	35,000-55,000	40,000
Marketing Executive/Assistant	24,000-32,000	27,000
Digital Marketing Manager	35,000-45,000	40,000
Digital Marketing Executive	25,000-35,000	30,000
Director of Communications	60,000-80,000	70,000
Internal Comms Manager	37,000-55,000	45,000
Internal Comms Officer/Assistant	25,000-30,000	28,000
External Comms Manager	37,000-55,000	45,000
External Comms Officer/Assistant	25,000-30,000	28,000
Engagement/Stakeholder Manager	35,000-45,000	40,000
Engagement/Stakeholder Officer	25,000-35,000	30,000
Content Manager	25,000-40,000	35,000
Content Designer	28,000-45,000	35,000
Copy/Content Writer	24,000-32,000	28,000
Social Media Executive	25,000-30,000	27,000

NORTHERN IRELAND	£ Range	£ Typical
Press/Media Manager	32,000-38,000	35,000
Press/Media Officer/Assistant	21,000-27,000	23,000
Public Affairs Manager	28,000-42,000	36,000
Public Affairs Officer	22,000-32,000	27,000
Campaigns Officer	22,000-32,000	27,000
Events Manager	28,000-40,000	34,000
Events Executive/Coordinator	21,000-32,000	27,000
Marketing Director	60,000-85,000	70,000
Marketing Manager	34,000-45,000	38,000
Marketing Executive/Assistant	21,000-32,000	25,000
Digital Marketing Manager	32,000-42,000	36,000
Digital Marketing Executive	22,000-32,000	27,000
Director of Communications	45,000-75,000	68,000
Internal Comms Manager	32,000-46,000	36,000
Internal Comms Officer/Assistant	22,000-34,000	28,000
External Comms Manager	28,000-40,000	34,000
External Comms Officer/Assistant	22,000-30,000	26,000
Engagement/Stakeholder Manager	30,000-42,000	35,000
Engagement/Stakeholder Officer	22,000-28,500	26,000
Content Manager	28,000-42,000	34,000
Content Designer	24,000-32,000	28,000
Copy/Content Writer	23,000-30,000	27,000
Social Media Executive	22,000-28,000	24,000

SCOTLAND	£ Range	£ Typical
Press/Media Manager	37,000-45,000	39,000
Press/Media Officer/Assistant	22,000-30,000	26,000
Public Affairs Manager	35,000-45,000	38,000
Public Affairs Officer	25,000-32,000	28,000
Campaigns Officer	22,000-32,000	27,000
Events Manager	28,000-40,000	35,000
Events Executive/Coordinator	21,000-28,000	25,000
Marketing Director	65,000-95,000	72,500
Marketing Manager	35,000-45,000	40,000
Marketing Executive/Assistant	22,000-32,000	27,000
Digital Marketing Manager	40,000-50,000	45,000
Digital Marketing Executive	25,000-35,000	30,000
Director of Communications	60,000-80,000	70,000
Internal Comms Manager	37,500-48,000	40,000
Internal Comms Officer/Assistant	23,000-30,000	27,000
External Comms Manager	32,000-42,000	36,000
External Comms Officer/Assistant	23,000-30,000	27,000
Engagement/Stakeholder Manager	32,000-42,000	36,000
Engagement/Stakeholder Officer	22,000-30,000	26,000
Content Manager	28,000-40,000	35,000
Content Designer	25,000-35,000	28,000
Copy/Content Writer	22,000-32,000	26,000
Social Media Executive	22,000-28,000	25,000