



FMCG Industry Salary Guide

Role	Perm Annual Basic Salary	Free Day Rate PAYE
Brand/Category Management		
Brand Controller	£70-90,000	£360-500
Innovation Controller	£60-80,000	£300-430
Senior Brand/Product Manager	£45-60,000	£225-300
Innovation Manager	£50-60,000	£250-300
Brand/Product Manager	£37-45,000	£135-225
Assistant Brand/Product Manager	£25-32,000	£125-140
Senior Category Manager	£55-80,000	£270-430
Category Manager	£45-55,000	£225-270
Category Executive	£30-37,000	£135-170
Marketing/Communications		
Marketing Director	£90-150,000	£500-700
Marketing Manager	£60-80,000	£300-430
Marketing Executive	£25-35,000	£125-155
Marketing Assistant	£20-25,000	£100-125
Senior Internal Comms Manager	£65-90,000	£330-500
Internal Comms Manager	£40-55,000	£200-270
Internal Comms Executive	£25-35,000	£125-155
PR Manager	£35-50,000	£155-250
PR Executive	£22-32,000	£115-140
Project Management		
Senior Project Manager	£40-60,000	£200-300
Project Manager	£35-45,000	£155-225
Campaign Manager	£35-45,000	£155-225
Digital		
Head of Digital	£65-110,000	£330-600
Senior Digital Marketing Manager	£45-60,000	£225-300
Digital Marketing Manager	£30-45,000	£135-225
Digital Marketing Executive	£22-34,000	£115-150
E-commerce Manager	£45-55,000	£225-270
E-commerce Executive	£22-34,000	£115-150
Digital Content/Community Manager	£35-45,000	£155-225
Digital Content/Community Executive	£22-34,000	£115-150
Social Media Manager	£35-50,000	£155-250
CRM/Data		
Head of CRM	£70-90,000	£360-500
CRM Manager	£45-55,000	£225-270
CRM Executive	£26-35,000	£130-155
Data Manager	£35-45,000	£155-225
Data Executive	£32-37,000	£140-170
Planning & Insight/Market Research		
Head of Insight	£70-90,000	£360-500
Consumer/Shopper Insight Manager	£45-65,000	£225-330
Consumer/Shopper Insight Executive	£30-40,000	£135-200
Web Analyst	£32-40,000	£140-200
CRM Analyst	£35 - £45,000	£155-225
Data Analyst	£32 - £40,000	£140-200

Please note: These figures were compiled based on actual salaries that our candidates have commanded and are correct as at January 2016. Salaries can vary depending on market conditions, the specific nature of the role and experience of the candidate, so please use this as a rough guide only. These rates exclude any bonus or benefits.