



## Professional & Business Services Salary Guide

Role	Perm <small>Annual Basic Salary</small>	Free <small>Day Rate PAYE</small>
<b>Brand/Category Management</b>		
Head of Brand	£50-65,000	£250-300
Senior Brand/Product Manager	£45-50,000	£190-230
Brand/Product Manager	£35-45,000	£170-210
Assistant Brand/Product Manager	£30-35,000	£135-160
Propositions Manager	£60-75,000	£270-320
<b>Marketing</b>		
Marketing Director	£90-110,000	£425-510
Head of Marketing	£70-90,000	£270-350
Senior Marketing Manager	£60-80,000	£210-300
Marketing/Marcomms Manager	£40-60,000	£190-230
Senior Marketing/Marcomms Executive	£30-38,000	£135-160
Marketing Exec/Co-ordinator	£24-32,000	£125-150
Marketing Assistant	£20-24,000	£90-110
<b>Project Management</b>		
Project Manager	£30-37,000	£140-170
Senior Project Manager	£38-45,000	£170-210
Campaign Manager	£35-55,000	£170-210
<b>Digital</b>		
Digital Marketing Manager	£37-45,000	£170-210
Digital Marketing Executive	£26-32,000	£125-150
PPC/SEO Manager	£35-40,000	£150-185
PPC/SEO Executive	£28-35,000	£135-160
Digital Content/Community Manager	£32-45,000	£170-210
Digital Content/Community Executive	£23-30,000	£115-140
Social Media Manager	£35-45,000	£170-210
<b>CRM/Data</b>		
Head of CRM	£55-85,000	£250-300
CRM Manager	£38-55,000	£170-210
CRM Executive	£24-28,000	£110-130
Data Manager	£30-45,000	£170-210
Database Executive	£25-32,000	£125-150
<b>Planning &amp; Insight/Market Research</b>		
Head of Insight	£50-70,000	£270-320
Planner/Strategist – client side	£40-55,000	£210-255
Research Executive - client side	£23-28,000	£100-120
Research Manager - client side	£35-45,000	£170-210
Customer Insight Manager	£40-50,000	£190-230
Web Analyst	£33-36,000	£140-170
Data Analyst	£30-40,000	£150-185
Marketing Analyst	£30-37,000	£140-170
<b>Events</b>		
Event Manager	£28-50,000	£190-230
Events Executive	£23-28,000	£110-130
<b>PR</b>		
Head of PR	£38-55,000	£210-255
PR Executive	£24-28,000	£110-130
PR Manager	£35-45,000	£170-210
Press Officer	£24-29,000	£110-130
Senior Press Officer	£26-35,000	£135-160

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.