



## Utilities Industry Salary Guide

Role	Perm Annual Basic Salary	Free Day Rate PAYE
<b>Product/Proposition Management</b>		
Product/Propositions Manager	£40-70,000	£150-400
Assistant Product/Propositions Manager	£30-45,000	£135-180
Product/Propositions Manager	£40-70,000	£150-400
<b>Marketing</b>		
Marketing Director	£70-150,000	£500-1500
Head of Marketing	£55-80,000	£300-800
Senior Marketing Manager	£45-60,000	£275-450
Marcomms/Campaign Manager	£35-50,000	£140-230
Marketing Executive	£23-28,000	£100-150
Marketing Assistant	£20-25,000	£100-130
<b>Branding</b>		
Head of Branding	£65-80,000	£400-800
Marketing Manager - Branding	£40-55,000	£180-250
<b>Project Management</b>		
Senior Project Manager	£38-45,000	£170-210
Project Manager	£30-37,000	£140-170
<b>Digital</b>		
Head of Digital	£75-120,000	£750-1200
Digital Marketing Manager	£37-70,000	£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
Web Content Manager	£32-45,000	£170-210
Web Content Executive	£23-30,000	£115-140
Social Media/Community Manager	£40-75,000	£170- 600
<b>CRM/Data</b>		
Head of CRM	£50-80,000	£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	£60-80,000	£300-750
Planning and Insight Manager	£40-55,000	£210-255
Research Manager	£35-45,000	£170-210
Research Executive	£23-26,000	£100-120
Web Analyst	£33-50,000	£140-250
Data Analyst	£30-45,000	£150-200
<b>Events</b>		
Event Manager	£28-50,000	£190-230
Events Executive	£23-28,000	£110-130
<b>PR/Internal Communications</b>		
Head of Corporate Comms /PR	£60-80,000	£300-750
Corporate Comms /PR Manager	£25-55,000	£140-250
Corporate Comms /PR Executive	£20-25,000	£100-140
Head of Internal Comms	£70-90,000	£450-800
Internal Comms Manager	£40-65,000	£250-400

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.