

ADLIB

Marketing Employment Today
A Snapshot

Our Take

Shapes In House Marketing roles could take

A “Client Side” marketing role is essentially any marketing position whereby the candidate is employed directly by the business owner of the product or service being promoted.

There are many businesses located within the South West that have a marketing function, from start-ups to large corporates. The main geographical hubs are: Bristol, Bath, Swindon, Cardiff, Exeter, Southampton and Gloucester. In terms of types of businesses that have a strong presence within the South West (especially Bristol and Bath) the main sectors are: financial services, legal / professional services, retail / FMCG, technology, start-ups (mainly tech) and employers within creative industries.

Start-ups to SMEs would ordinarily have a standalone marketing function present or alternatively will employ a small marketing department of between 2-3 people whilst big corporates could have large marketing departments of up to c/ 50 employees. Working for a small company means that the employee will tend to work in a broader role, crossing a number of functions, whereas in larger organisations you tend to find more specialist and clearly defined roles.

Job titles typically seen in SMEs (depending on the level) tend to range from Marketing Assistant, Marketing Executive / Coordinator, Digital Marketing Executive, Marketing Manager or Digital Marketing Manager (the nature of the business will determine whether the job title and responsibilities will be biased towards digital or traditional marketing). Additional functions seen within larger businesses typically are: PR / Communications Manager, Events Manager, Brand Manager, Product Manager + digital specialist functions.

Sector trends and statistics

The biggest shift in Client Side Marketing teams is the continued move towards having a stronger digital presence, and as such, a ‘digital first’ approach. There will always be a requirement for traditional/offline marketing, but more and more Client Side businesses are bringing their digital skills in house.

Gone are the days where digital was a luxury, or a specialist skill set. Some specific skills such as PPC and SEO remain specialist, but more and more often the generalist marketer is expected to have a good, well rounded understanding and experience of broad digital channels. Content is becoming increasingly important thanks to Google, and there is a necessity to have strong copywriters within the teams.

Having good data, customer insight and analytics to drive commercial decisions and optimise campaigns is becoming far more commonplace, and GDPR evolutionized the way businesses communicate with their customers. Being commercial and highly analytical is just as valuable as being creative within a marketing team these days.

Businesses continue having to keep up with the latest technological advances, now implementing automation, voice tech, chatbots, AI, programmatic and many other features. Whether they use specialist agencies to support with this, or have the skills in-house depends on the business, but the landscape continues to change and Client Side Marketing teams have to keep up with all of the latest trends and developments.

Marketing skill sets in demand

Based on our data, these are the skills that are in highest demand here in the South West within Client Side Marketing.

Top 10 skills needed within Marketing are:

- 1 Content**
- 2 Technical Digital**
SEO, PPC, Affiliate, Display
- 3 Creative**
Collateral Production, Adobe Creative Cloud
- 4 Analytics & Reporting**
Google Analytics, Microsoft Excel
- 5 Website Management**
CMS
- 6 CRM**
- 7 Email & Marketing Automation**
- 8 Brand Management**
- 9 Formal Qualification**
CIM Diploma / Professional Certificate
- 10 Social Media**

What it takes to retain top Marketing talent

Based on our conversations and data, this is what South West Client Side Marketing Talent sees as essential, what needs to be on offer to retain top Marketing talent.

Top 9 factors in retaining Marketing talent are:

- 1 Culture and Working Environment**
- 2 Supportive Senior Management Team**
- 3 Recognition**
- 4 Training & Development Opportunities**
- 5 Improving Processes & Ways of working**
- 6 Salary**
- 7 Progression Opportunities**
- 8 Flexible Working Opportunities**
- 9 Formal Qualification**
CIM Diploma / Professional Certificate
- 10 Perks**
Weekends away, bonuses, cycle to work, childcare, healthcare etc.

The following information is based on information collated through working in this industry day in, day out, client briefs taken and placements made by ADLIB in the South West.

We stress the importance of context when making salary comparisons based on job title. In many cases there is a significant variance between the bottom end and top end of salaries paid.

If you choose to make a comparison, consideration should be paid beyond the job title. For example, take into account the business proposition, any client base, specialist knowledge, time of establishment and management responsibilities. All of which will influence salary.

Salary / Day Rate Benchmarks

Integrated Marketing	Junior	Mid-Level	Senior	Director
Permanent	£18K - £24K	£22K - £30K	£30K - £60K	£60K+
Contract	£100 - £150	£150 - £300	£250 - £400+	-
PR & Comms	Junior	Mid-Level	Senior	Director
Permanent	£18K - £24K	£22K - £30K	£30K - £60K	£60K+
Contract	£100 - £150	£150 - £300	£250 - £400+	-
Brand	Junior	Mid-Level	Senior	Director
Permanent	£18K - £25K	£25K - £35K	£35K - £60K	£60K+
Contract	£100 - £150	£150 - £300	£250 - £400+	-
Product	Junior	Mid-Level	Senior	Director
Permanent	£18K - £25K	£25K - £32K	£30K - £50K	£50K+
Contract	£100 - £150	£150 - £300	£250 - £400+	-

Salary / Day Rate Benchmarks

DM / CRM	Junior	Mid-Level	Senior	Director
Permanent	£18K - £24K	£22K - £30K	£30K - £60K	£60K+
Contract	£100 - £150	£150 - £300	£250 - £400+	-
Events	Junior	Mid-Level	Senior	Director
Permanent	£18K - £24K	£22K - £30K	£30K - £60K	£60K+
Contract	£100 - £150	£150 - £300	£250 - £400+	-
Market Research/ Insight	Junior	Mid-Level	Senior	Director
Permanent	£18K - £25K	£25K - £40K	£35K - £60K	£60K+
Contract	£100 - £150	£150 - £300	£250 - £400+	-

Contact us

If you'd like market specific information please feel free to get in touch with the ADLIB team.



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