



B2C Client Side Marketing Salary
Guide (SW)

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.

Marketing Salary Benchmarks

Job title	Lowest	Average	Highest
Marketing Assistant	£22,000	£22,500	£25,000
Marketing Executive	£23,000	£25,500	£28,000
Senior Marketing Executive	£27,000	£30,000	£33,000
Marketing Manager	£30,000	£35,000	£40,000
Senior Marketing Manager	£40,000	£45,000	£50,000
Head of Marketing	£50,000	£60,000	£70,000
Marketing Director	£60,000	£70,000	£80,000
CMO			£80k +

Communications Salary Benchmarks

Job title	Lowest	Average	Highest
Communications Assistant	£20,000	£22,500	£25,000
Communications Executive	£23,000	£24,500	£28,000
Senior Communications Executive	£27,000	£30,000	£33,000
Communications Manager	£30,000	£35,000	£40,000
Senior Communications Manager	£40,000	£45,000	£50,000
Head of Communications	£50,000	£60,000	£70,000
Communications Director	£60,000	£70,000	£80,000

Digital Salary Benchmarks

Job title	Lowest	Average	Highest
Digital Marketing Assistant	£20,000	£22,500	£25,000
Digital Marketing Executive	£23,000	£25,500	£28,000
Senior Digital Marketing Executive	£27,000	£30,000	£33,000
Digital Marketing Manager	£30,000	£35,000	£40,000
Senior Digital Marketing Manager	£40,000	£45,000	£50,000
Head of Digital	£50,000	£60,000	£70,000
Digital Director	£60,000	£70,000	£80,000

PR/ Media Relations Salary Benchmarks

Job title	Lowest	Average	Highest
PR Assistant	£20,000	£25,500	£25,000
PR Executive	£23,000	£25,500	£28,000
Senior Digital PR Executive	£27,000	£30,000	£33,000
PR Manager	£30,000	£35,000	£40,000
Senior PR Manager	£40,000	£45,000	£50,000
Head of PR	£50,000	£60,000	£70,000
PR Director	£60,000	£70,000	£80,000

Brand Salary Benchmarks

Job title	Lowest	Average	Highest
Brand Assistant	£20,000	£22,500	£25,000
Brand Executive	£23,000	£25,500	£28,000
Senior Brand Executive	£27,000	£30,000	£33,000
Brand Manager	£30,000	£35,000	£40,000
Senior Brand Manager	£40,000	£45,000	£50,000
Head of Brand	£50,000	£60,000	£70,000
Brand Director	£60,000	£70,000	£80,000

Contact us

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



Technology



Data



Engineering



Science



Sustainability



eCommerce



Marketing



Design

Find us at St Bartholomews House, Bristol, BS1 2NH and contact us on **0117 926 9530**

Connect with us at **LinkedIn** and follow us on **Twitter**

www.adlib-recruitment.co.uk

Creating teams. Shaping futures.

We are a Recruitment Agency with purpose. Proudly B Corp certified. Our mission and impact go far beyond recruitment. A trusted partner, supporting growth, change and success at pace since 2001.

Technology | Data | Engineering | Science | Sustainability | eCommerce | Marketing | Design

Certified

