

Salary Guide
London & South East

B2C IN-HOUSE MARKETING

ADLIB



WHAT IS THE AVERAGE B2C IN-HOUSE MARKETING SALARY?

We've outlined the average salaries and day rates typically received for B2C In-House Marketing roles in the London and the South East.

How do we benchmark salaries and rates?

At ADLIB, we're always keeping close to market trends and how things can fluctuate between organisations. Here, we aim to provide an overall range of salaries based on the spectrum of roles within the London & South East B2C marketing world.

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.

What to consider when assigning a salary to a role

It's also important to consider that organisations come in many shapes and sizes. There are several factors that can influence one's salary.

For example, the size of business and team, their location, remote and flexible working, management responsibilities, the amount of support from marketing agencies, industry sector, and specific marketing skills, will all have an impact. London salaries tend to be higher compared with the rest of the region.

MARKETING SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Marketing Assistant	£25,000	£28,000	£32,000
Marketing Executive	£32,000	£40,000	£45,000
Senior Marketing Executive	£42,000	£45,000	£50,000
Marketing Manager	£50,000	£55,000	£60,000
Senior Marketing Manager	£60,000	£70,000	£80,000
Head of Marketing	£80,000	£90,000	£120,000
Marketing Director	£100,000	£120,000	£150,000
CMO	£110,000	£150,000	£200,000

COMMUNICATIONS SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Communications Assistant	£24,000	£26,000	£30,000
Communications Executive	£30,000	£35,000	£40,000
Senior Communications Executive	£40,000	£45,000	£50,000
Communications Manager	£50,000	£55,000	£60,000
Senior Communications Manager	£60,000	£70,000	£80,000
Head of Communications	£75,000	£90,000	£120,000
Communications Director	£90,000	£100,000	£140,000

DIGITAL SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Digital Marketing Assistant	£25,000	£28,000	£35,000
Digital Marketing Executive	£35,000	£40,000	£45,000
Senior Digital Marketing Executive	£45,000	£50,000	£55,000
Digital Marketing Manager	£50,000	£55,000	£60,000
Senior Digital Marketing Manager	£60,000	£70,000	£80,000
Head of Digital	£70,000	£100,000	£125,000
Digital Director	£100,000	£120,000	£150,000

PR / MEDIA RELATIONS SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
PR Assistant	£24,000	£26,000	£30,000
PR Executive	£30,000	£35,000	£40,000
Senior Digital PR Executive	£40,000	£45,000	£50,000
PR Manager	£50,000	£55,000	£65,000
Senior PR Manager	£60,000	£70,000	£80,000
Head of PR	£75,000	£90,000	£120,000
PR Director	£90,000	£100,000	£140,000

BRAND SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Brand Assistant	£25,000	£28,000	£35,000
Brand Executive	£30,000	£40,000	£45,000
Senior Brand Executive	£42,000	£45,000	£50,000
Brand Manager	£50,000	£55,000	£60,000
Senior Brand Manager	£60,000	£70,000	£80,000
Head of Brand	£80,000	£90,000	£120,000
Brand Director	£100,000	£125,000	£200,000

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