

Salary Guide
South West

B2B MARKETING

ADLIB



WHAT IS THE AVERAGE B2B MARKETING SALARY?

We've outlined the average salaries and day rates typically received for B2B Marketing roles in the South West.

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 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.

What to consider when assigning a salary to a role

There are lots of other important factors to consider when wanting to attract the best talent.

These factors include but are not limited to: hybrid working patterns, flexible hours, bonus schemes, clear progression plans, learning and development budgets, wellness vouchers, maternity and paternity pay, pension contributions, health insurance schemes, discounted gym memberships, social activities, a focus on employee wellbeing, and an inclusive working environment.

MARKETING SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Marketing Assistant	N/A	N/A	£26,000
Marketing Executive	£26,000	£28,000	£34,000
Senior Marketing Executive	£32,000	£35,000	£45,000
Marketing Manager	£40,000	£45,000	£55,000
Senior Marketing Manager	£50,000	£55,000	£60,000
Head of Marketing	£60,000	£70,000	£80,000
Marketing Director	£80,000	£90,000	£120,000+
CMO	£90,000	£100,000	£140,000+

COMMUNICATIONS SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Communications Assistant	N/A	N/A	£26,000
Communications Executive	£26,000	£27,000	£33,000
Senior Communications Executive	£32,000	£35,000	£45,000
Communications Manager	£40,000	£45,000	£55,000
Senior Communications Manager	£50,000	£55,000	£60,000
Head of Communications	£60,000	£70,000	£80,000
Communications Director	£80,000	£90,000	£100,000+

DIGITAL SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Digital Marketing Assistant	N/A	£26,000	£30,000
Digital Marketing Executive	£26,000	£28,000	£34,000
Senior Digital Marketing Executive	£32,000	£35,000	£45,000
Digital Marketing Manager	£40,000	£50,000	£55,000
Senior Digital Marketing Manager	£50,000	£60,000	£75,000
Head of Digital	£60,000	£70,000	£80,000
Digital Director	£80,000	£90,000	£100,000+

PR / MEDIA RELATIONS SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
PR Assistant	N/A	N/A	£26,000
PR Executive	£26,000	£28,000	£32,000
Senior PR Executive	£32,000	£35,000	£40,000
PR Manager	£38,000	£42,000	£45,000
Senior PR Manager	£45,000	£50,000	£55,000
Head of PR	£55,000	£60,000	£80,000+
PR Director	£60,000	£75,000	£100,000+

BRAND SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Brand Assistant	N/A	N/A	£26,000
Brand Executive	£26,000	£27,000	£35,000
Senior Brand Executive	£35,000	£40,000	£45,000
Brand Manager	£40,000	£45,000	£50,000
Senior Brand Manager	£50,000	£60,000	£70,000
Head of Brand	£60,000	£70,000	£80,000
Brand Director	£75,000	£85,000	£100,000+

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