

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        | £26,000  | £27,000  | £30,000  |
| Marketing Executive        | £30,000  | £33,000  | £38,000  |
| Senior Marketing Executive | £35,000  | £40,000  | £43,000  |
| Marketing Manager          | £40,000  | £48,000  | £55,000  |
| Senior Marketing Manager   | £50,000  | £58,000  | £65,000  |
| Head of Marketing          | £60,000  | £80,000  | £100,000 |
| Marketing Director         | £70,000  | £90,000  | £120,000 |
| CMO                        | £100,000 | £125,000 | £150,000 |

# COMMUNICATIONS SALARY BENCHMARKS

| Permanent Roles                 | Lowest  | Average | Highest  |
|---------------------------------|---------|---------|----------|
| Communications Assistant        | £26,000 | £27,000 | £30,000  |
| Communications Executive        | £30,000 | £33,000 | £38,000  |
| Senior Communications Executive | £35,000 | £40,000 | £43,000  |
| Communications Manager          | £40,000 | £48,000 | £55,000  |
| Senior Communications Manager   | £50,000 | £58,000 | £65,000  |
| Head of Communications          | £60,000 | £80,000 | £100,000 |
| Communications Director         | £70,000 | £90,000 | £120,000 |

# DIGITAL SALARY BENCHMARKS

| Permanent Roles                    | Lowest  | Average | Highest  |
|------------------------------------|---------|---------|----------|
| Digital Marketing Assistant        | £26,000 | £27,000 | £30,000  |
| Digital Marketing Executive        | £30,000 | £33,000 | £38,000  |
| Senior Digital Marketing Executive | £35,000 | £40,000 | £43,000  |
| Digital Marketing Manager          | £40,000 | £48,000 | £55,000  |
| Senior Digital Marketing Manager   | £50,000 | £58,000 | £65,000  |
| Head of Digital                    | £60,000 | £80,000 | £100,000 |
| Digital Director                   | £70,000 | £90,000 | £120,000 |

# PR / MEDIA RELATIONS SALARY BENCHMARKS

| Permanent Roles     | Lowest  | Average | Highest  |
|---------------------|---------|---------|----------|
| PR Assistant        | £26,000 | £27,000 | £30,000  |
| PR Executive        | £30,000 | £33,000 | £38,000  |
| Senior PR Executive | £35,000 | £40,000 | £43,000  |
| PR Manager          | £40,000 | £48,000 | £55,000  |
| Senior PR Manager   | £50,000 | £58,000 | £65,000  |
| Head of PR          | £60,000 | £80,000 | £100,000 |
| PR Director         | £70,000 | £90,000 | £120,000 |

# BRAND SALARY BENCHMARKS

| Permanent Roles        | Lowest  | Average | Highest  |
|------------------------|---------|---------|----------|
| Brand Assistant        | £26,000 | £27,000 | £30,000  |
| Brand Executive        | £30,000 | £33,000 | £38,000  |
| Senior Brand Executive | £35,000 | £40,000 | £43,000  |
| Brand Manager          | £40,000 | £48,000 | £55,000  |
| Senior Brand Manager   | £50,000 | £58,000 | £65,000  |
| Head of Brand          | £60,000 | £80,000 | £100,000 |
| Brand Director         | £70,000 | £90,000 | £120,000 |

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