



## Marketing Salary Survey



Croner Reward has been providing pay and benefits services to the marketing industry for over 35 years and has grown to become one of the key players in the UK Reward Management field.

Croner Reward researches, analyses and publishes over 60 pay and benefits publications each year whilst providing bespoke research and tailored consulting projects to a host of clients of all sizes throughout the UK.

The range of published pay and benefits surveys - of which Marketing RĒWARDS is featured within The Marketing Manager's Yearbook - is as follows:

Regional Surveys (published twice a year)		
Scotland	East Anglia	Yorkshire / North East
North West	South East Midlands	West Midlands
North East Midlands	Thames Valley	Sevenside / South Wales
South West	Hertfordshire/Essex	Northern Ireland
South East	London (excluding Central)	London (Central)
National Surveys (published annually)		
Directors RĒWARDS	Management RĒWARDS	Clerical & Operative RĒWARDS
	Employee Benefits Reports	
Industry Surveys (published annually)		
Charity RĒWARDS	Civil Service RĒWARDS	Distribution & Transport RĒWARDS
Electronics Industry RĒWARDS	Travel Industry RĒWARDS	Research & Development RĒWARDS
Function Specific Surveys (published annually)		
Engineering RĒWARDS	Finance RĒWARDS	IT RĒWARDS
London Sec. & Admin RĒWARDS	Personnel RĒWARDS	Purchasing & Supply RĒWARDS
Marketing RĒWARDS	Sales RĒWARDS	
Cost of Living Reports (published twice a year or prepared to order)		
UK Regional Report	Ireland Report	Town Comparison Report
	House Comparison Report	

Survey prices start from £360 and significant discounts are available to participant organisations who provide pay and benefits data for the surveys.

In addition to this, it is also possible to commission specialist research from our Research Consultants. If there is a particular topic not featured within our portfolio that you would like researching, we can tailor special surveys on your behalf.

For more information on Croner Reward's portfolio of products or to arrange a meeting with a member of the Business Development team contact us on 01785-813566 or by email at [reward@croner-reward.co.uk](mailto:reward@croner-reward.co.uk).



# Marketing Salary Survey

## Introduction

Croner Reward, part of Wolters Kluwer (UK), has supplied organisations of all sizes with remuneration statistics and advice for over 35 years and is now widely recognised as one of the leading providers of pay and benefits data in the UK.

Through the publication of the UK's widest range of salary surveys, Croner Reward has developed one of the largest pay databases in the country and provides pay statistics to a wide range of UK and international organisations as well as Government departments, several national and specialist publications and a number of leading professional institutes.

The following data has been taken from the Marketing Rewards 2009/10, published by Croner Reward in September 2009. This report is published in association with the CIM and covers all job levels from Marketing Director to Marketing Assistant. Details of basic pay, bonuses, profit share and benefits such as company cars are fully covered in the report. To order your copy of the full survey, or for a free and confidential discussion about how Croner Reward can assist with your pay and benefit related problems, contact the customer services team at Croner Reward on 01785-813566 or visit [www.croner-reward.co.uk](http://www.croner-reward.co.uk).

## Statistical Notes

### Sample

The tables are based on information provided by members of The Chartered Institute of Marketing and companies throughout the UK.

### Basic and Total Remuneration

#### Basic & Total Pay

Excludes any form of bonus or commission, but includes guaranteed cost of living allowances such as London weighting. Total Pay includes basic salary, bonus, commission and other cash payments. However, it does not include payment of allowances for cash expenditure or any calculated amounts for non-cash benefits.

#### Statistical Analysis

This report follows the standard practice of analysing payments by Deciles, Quartiles and Medians. These points give a clear indication of the range of salaries, and are not easily distorted by a few very high or very low payments. In order to arrive at these points, all the salaries to be analysed are ranked in order with the lowest at the bottom. The positions on this list are as follows:

#### Deciles - Upper (UD) and Lower (LD)

The points on the scale at which 10% of the entries are above or below. Thus, 80% of the salaries fall between these two points, and any oddities are excluded. Deciles have not been calculated for samples of fewer than 21.

#### Quartiles - Upper (UQ) and Lower (LQ)

The points on the scale at which 25% of the entries are above or below. Thus, 50% of the salaries fall between these two points, and this is generally regarded as the best guide for the normal salary range for the job.

Quartiles have not been calculated for samples of fewer than ten.

#### Median (MED)

The mid-point on a scale (i.e. the middle salary) of salaries ranked in order, from lowest to highest, so that 50% of the salaries are above or below. Medians have not been calculated for samples of fewer than five.

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Analysis not possible due to insufficient or lack of data.

## Publishing Time Lag

Inevitably there is a publishing delay which renders the analysis slightly out of date. All salary data relates to June 2009, Therefore some salaries will have been reviewed by the time that this report is read. Assuming you received your copy by mid-September, salaries should be increased by approximately 0.75% with a recommended 0.25% added for each subsequent month.

# Marketing Salary Survey



## Sales & Marketing Director - Rank 0

### Typical job titles include:

Sales & Marketing Director  
Sales Director

Reporting to the Managing Director, the job holder would manage and direct all aspects of the company's sales and marketing function and overall sales and marketing strategy. The Sales & Marketing Director's role involves the creation, development and maintenance of the organisation's promotion of its goods and services to the marketplace. In addition, the Sales & Marketing Director may be responsible for creating and agreeing with the Board, the revenue and volume targets, whilst promoting the role of sales and marketing and the company's major product brands. Normally educated to degree level, the job holder may have membership of The Chartered Institute of Marketing. The Sales & Marketing Director would also have a wide range of business and commercial awareness gained from substantial exposure in related work.

### A typical pay and benefits package for this job will include:

	Lower Decile £	Lower Quartile £	Median £	Upper Quartile £	Upper Decile £	Sample
<b>Whole Sample</b>						
Basic Salary	50000	58567	<b>72900</b>	100000	125944	45
Total Remuneration	50400	64771	<b>78290</b>	124802	167100	45
Last Actual Bonus	4000	7630	<b>20000</b>	29000	46755	23
Maximum Bonus Potential	-	12500	<b>20000</b>	30500	-	15
<b>Basic Salary</b>						
Those with variable pay	51000	64843	<b>76750</b>	100000	136875	26
Those without variable pay	-	53500	<b>65000</b>	90947	-	19
Age	36	39	<b>45</b>	52	59	36

### Company Cars

Typical Company Car	BMW 5 Series
% with Company Car	46%
Free Private Mileage	18%
Maximum List Price Allowed	£25000

### Pensions & Insurance

Life Assurance	4 times salary
% with Health Insurance	63%
% with Permanent Health Insurance	33%
Employee Pension Rate	10%
Company Pension Rate	10%



# Marketing Salary Survey

## Marketing Manager - Rank 2

### Marketing Manager

Reporting to the Marketing/Sales & Marketing Director, the job holder would contribute to the management of the function. In addition, at this level in a smaller company, the Marketing Manager may head the marketing function reporting directly to the Managing Director. Typical duties would include the development of corporate branding, supervising market research and analysis of customers' needs, general product development, the training and support of distributors and maintaining overall control over the four elements of the marketing mix: product, place, price and promotion. At this level, four to five years' relevant experience within the marketing function would normally be required in addition to a degree or diploma.

#### A typical pay and benefits package for this job will include:

	Lower Decile £	Lower Quartile £	Median £	Upper Quartile £	Upper Decile £	Sample
<b>Whole Sample</b>						
Basic Salary	35000	38000	<b>42000</b>	47342	55000	319
Total Remuneration	35915	40000	<b>45000</b>	50616	57992	319
Last Actual Bonus	1000	2000	<b>3317</b>	7850	9360	108
Maximum Bonus Potential	2000	3737	<b>4650</b>	7500	10379	80
<b>Basic Salary</b>						
Those with variable pay	36850	39225	<b>43410</b>	46800	50599	108
Those without variable pay	35000	38000	<b>42000</b>	48000	55000	211
Age	28	33	<b>35</b>	43	51	195

### Company Cars

Typical Company Car	BMW 3 Series
% with Company Car	22%
Free Private Mileage	22%
Maximum List Price Allowed	£25000

### Pensions & Insurance

Life Assurance	4 times salary
% with Health Insurance	56%
% with Permanent Health Insurance	29%
Employee Pension Rate	5%
Company Pension Rate	5%

# Marketing Salary Survey



## Marketing Executive - Rank 3

### Marketing Executive

Reporting to the Marketing Manager, the job holder would assist in managing and implementing the company wide marketing plan which would be across the whole or a wide range of company products. This would involve development and production of company brochures and other promotional literature in conjunction with external design agencies and printers, development and production of press releases and other PR activity, exhibitions, market research and competitor intelligence and development of the company website in conjunction with internal web design specialists. The marketing executive is normally a member/graduate of the Chartered Institute of Marketing and a relevant degree would normally be required.

#### A typical pay and benefits package for this job will include:

	Lower Decile £	Lower Quartile £	Median £	Upper Quartile £	Upper Decile £	Sample
<b>Whole Sample</b>						
Basic Salary	29754	30542	<b>33000</b>	36909	45153	327
Total Remuneration	30000	31500	<b>34000</b>	38500	46458	327
Last Actual Bonus	500	1000	<b>2000</b>	3500	7620	94
Maximum Bonus Potential	1000	2000	<b>3460</b>	5000	7200	79
<b>Basic Salary</b>						
Those with variable pay	29937	30000	<b>32550</b>	35875	40000	98
Those without variable pay	29400	30920	<b>33042</b>	37103	49540	229
Age	28	28	<b>33</b>	38	45	226

#### Company Cars

Typical Company Car	Volkswagen Golf
% with Company Car	11%
Free Private Mileage	24%
Maximum List Price Allowed	£20000

#### Pensions & Insurance

Life Assurance	4 times salary
% with Health Insurance	43%
% with Permanent Health Insurance	22%
Employee Pension Rate	5%
Company Pension Rate	3%



# Marketing Salary Survey

## Basic Salary & Total Pay by Job Title

Function & Job Title	Rank		Median £
<b>DIRECTORS</b>			
Managing Director	0	B	80000
		T	81500
<b>MARKETING</b>			
Marketing Director	0	B	75000
		T	82500
PR/ Corporate Affairs Director	0	B	80000
		T	100000
Marketing Manager	1	B	56939
		T	61822
PR Manager	2	B	41659
		T	41963
Brand Manager	1	B	57500
		T	61000
Marketing Manager	2	B	42000
		T	45000
Marketing Development Manager	2	B	47250
		T	47250
PR Manager	3	B	32656
		T	32656
Exhibition/Events Executive	4	B	29145
		T	29492
Senior Product/Brand Manager	2	B	45000
		T	46820
Marketing Executive	3	B	33000
		T	34000
Product/Brand Manager	3	B	35645
		T	36420
Marketing Officer	4	B	27397
		T	28000
Marketing Assistant	7	B	16500
		T	16500

B - Basic Salary, T - Total Pay

# Marketing Salary Survey



## Hours of Work

Rank	Job Title	Hours per week						
		1-39	40	41-45	46-50	51-60	61-70	70+
0	Managing Director/Chief Executive	8	15	54	15	8	-	-
0	Proprietor/Owner	17	17	-	50	17	-	-
0	Sales/Marketing Director	4	13	22	35	26	-	-
1	Marketing Manager	6	12	39	25	17	1	-
1	Brand Manager	-	-	40	20	30	10	-
1	Sales/Marketing Manager	14	-	43	7	36	-	-
1	Business Development Manager	-	13	38	25	25	-	-
2	Marketing Manager	15	19	37	18	8	2	-
2	Senior Product/Brand Manager	5	16	43	23	11	2	-
2	Business Development Manager	-	-	14	43	43	-	-
3	Marketing Executive	18	23	32	18	9	1	-
3	PR Manager	17	-	67	17	-	-	-
3	Product Manager/Brand Manager	12	12	35	29	12	-	-
3	Business Development Manager	9	9	45	36	-	-	-
4	Marketing Officer	28	21	39	10	3	-	-
4	PR Executive	20	40	20	20	-	-	-
4	Product/Brand Manager	16	16	34	16	19	-	-
5	Marketing Officer	29	19	29	15	8	-	-
6	Marketing Administrator	27	28	26	12	7	-	-
7	Marketing Assistant	39	20	22	9	9	-	-

### Key to typical job titles for ranking levels

- 0 Director eg. Marketing Director
- 1 Senior Manager eg. Marketing Manager
- 2 Senior/Middle Manager eg. Brand Manager, PR Manager
- 3 Middle Manager eg. Product Manager
- 4 Middle/Junior Manager eg. Marketing Officer, Assistant Product Manager
- 5 Junior Manager eg. Marketing Analyst
- 6 Senior Clerical eg. Marketing Administrator
- 7 Clerical eg. Marketing Assistant
- 8 Semi-skilled and General Clerical eg. Marketing Clerk



## Number of Major Companies analysed by Region and Number of Employees

Region	0-499	500-999	1,000 - 1,999	2,000 - 4,999	5,000 - 9,999	10,000- 24,999	25,000 - 99,999	100,000 +	Total
London	1308	278	194	167	79	41	26	2	2095
South East	1269	291	181	178	95	50	18	1	2083
South West	462	115	64	56	23	15	5	0	740
Eastern	600	133	80	97	36	21	10	1	978
East Midlands	422	116	60	52	20	15	6	0	711
West Midlands	558	124	65	74	24	29	4	0	878
North East, Yorkshire & The Humber	622	138	97	102	36	25	10	2	1032
North West & Merseyside	632	137	100	77	29	22	4	1	1002
Wales	175	52	18	24	19	9	2	0	299
Northern Ireland	155	34	22	13	5	8	0	0	197
Scotland	386	107	59	68	27	18	7	2	674
Total	6569	1525	940	908	393	253	92	9	10689



## Number of Major Companies analysed by Industry and Number of Employees

Industry	0-499	500-999	1,000 - 1,999	2,000 - 4,999	5,000 - 9,999	10,000- 24,999	25,000 - 99,999	100,000 +	Total
Banking, Finance & Insurance	354	72	62	60	22	14	6	1	591
Builders & Construction Companies	320	88	58	52	12	4	5	0	539
Building Support Services	100	26	24	21	10	8	5	1	195
Central Government	45	16	13	16	8	1	2	0	101
Charities & Not-for-profit Organisations	161	56	33	21	6	0	0	0	277
Chemicals & Allied Products	210	30	22	17	2	3	0	0	284
Computer & Electronic Product Manufacturing	229	21	23	12	8	5	0	0	298
Computer Software	94	16	4	9	3	2	1	1	130
Construction Products & Glass	109	18	12	10	4	4	1	0	158
Consulting & Professional Services	451	111	58	43	10	6	2	0	681
Cosmetics, Toiletries & Detergents	50	9	8	3	2	1	0	0	73
Defence, Ships & Aerospace Manufacturing	53	22	10	11	4	5	2	0	107
Education	198	173	95	68	15	2	0	0	551
Electronics & Electrical Engineering	313	38	28	12	6	1	1	0	399
Energy & Utilities	97	17	19	22	10	13	2	0	180
Food, Drink, Tobacco	407	108	57	50	15	10	2	0	649
Furniture	49	10	4	1	0	0	0	0	64
Healthcare, Trusts & Hospitals	71	17	51	123	50	24	4	0	340
Hotels, Leisure & Entertainment	469	70	34	47	20	12	5	0	657
Household Products & Appliances	155	25	13	4	1	0	0	0	198
Internet & E-Commerce	42	5	3	4	0	0	0	0	54
Local Government	136	80	23	38	79	67	16	0	439
Mechanical Engineering	372	57	28	16	5	1	1	0	480
Media, Publishing & Communications	469	79	41	21	11	9	1	0	631
Mining, Quarrying & Primary Metals	144	17	8	3	5	2	1	0	180
Motor Vehicles	183	41	13	11	6	2	0	0	256
Other Products	60	5	0	1	0	0	0	0	66
Other Services	34	3	3	2	1	0	0	0	43
Pharmaceuticals & Health Products	139	24	14	7	4	4	0	0	192
Private Healthcare	20	16	7	8	4	3	2	0	60
Professional Associations	81	8	4	5	0	0	0	0	98
Retail & Wholesale Trade	247	67	48	65	27	26	14	4	498
Security & Protective Services	27	31	24	39	9	5	1	0	136
Telecommunications	80	19	11	11	5	5	4	0	135
Textiles, Clothing & Footwear	198	23	13	6	4	0	0	0	244
Timber, Paper Products & Packaging	158	40	9	12	4	2	0	0	225
Tourism & Travel	153	38	39	32	9	8	12	1	292
Transport & Logistics	91	29	24	25	12	4	2	1	188
<b>Total</b>	<b>6569</b>	<b>1525</b>	<b>940</b>	<b>908</b>	<b>393</b>	<b>253</b>	<b>91</b>	<b>9</b>	<b>10689</b>



## Number of Major Companies analysed by Region and Industry

Industry	London	South-East	South-West	Eastern	East Midlands	West Midlands	North-East	North-West	Wales	Northern Ireland	Scotland	Total
Banking, Finance & Insurance	249	88	51	32	21	27	37	35	11	6	34	591
Builders & Construction Companies	87	108	35	58	34	44	63	46	11	11	42	539
Building Support Services	32	61	12	16	10	11	17	23	3	1	9	195
Central Government	46	11	6	2	2	3	2	4	11	6	8	101
Charities & Not-for-profit Organisations	133	48	11	9	10	16	11	17	2	4	16	277
Chemicals & Allied Products	9	53	22	31	29	31	32	52	10	3	12	284
Computer & Electronic Product Manufacturing	47	116	15	42	11	19	15	14	8	3	8	298
Computer Software	17	56	3	16	6	12	9	8	1	1	1	130
Construction Products & Glass	2	17	16	14	21	29	21	17	6	7	8	158
Consulting & Professional Services	284	116	36	48	23	32	43	51	12	5	31	681
Cosmetics, Toiletries & Detergents	22	20	3	10	3	3	4	4	3	1	0	73
Defence, Ships & Aerospace Manufacturing	9	26	20	14	3	6	3	7	4	6	9	107
Education	68	89	47	43	30	56	64	65	27	7	55	551
Electronics & Electrical Engineering	20	111	30	60	30	31	43	30	12	2	30	399
Energy & Utilities	17	29	14	14	8	18	24	15	3	6	32	180
Food, Drink, Tobacco	53	112	48	66	60	39	71	73	27	30	70	649
Furniture	1	11	6	5	6	3	16	10	1	0	5	64
Healthcare, Trusts & Hospitals	33	58	33	34	17	24	43	49	26	7	16	340
Hotels, Leisure & Entertainment	196	123	42	53	23	43	54	62	8	5	48	657
Household Products & Appliances	10	36	14	8	17	37	31	34	3	3	5	198
Internet & E-Commerce	22	18	1	4	0	2	1	2	2	0	2	54
Local Government	23	85	44	56	43	30	37	44	23	22	32	439
Mechanical Engineering	11	57	33	45	55	94	78	54	15	2	36	480
Media, Publishing & Communications	297	95	28	47	30	23	44	33	11	8	15	631
Mining, Quarrying & Primary Metals	27	10	8	10	21	39	34	12	5	2	12	180
Motor Vehicles	5	52	16	30	26	56	29	21	6	8	7	256
Other Products	4	19	3	5	16	4	8	4	0	1	2	66
Other Services	16	7	3	5	2	3	3	3	0	0	1	43
Pharmaceuticals & Health Products	15	67	15	30	8	12	10	17	6	3	9	192
Private Healthcare	10	15	2	10	1	4	6	6	1	1	4	60
Professional Associations	49	13	5	6	4	8	6	2	1	1	3	98
Retail & Wholesale Trade	91	95	42	49	36	37	47	52	14	8	27	498
Security & Protective Services	14	18	12	14	12	11	17	11	8	5	14	136
Telecommunications	32	47	11	11	4	8	9	8	0	1	4	135
Textiles, Clothing & Footwear	50	20	13	12	38	14	27	46	0	8	16	244
Timber, Paper Products & Packaging	6	50	13	18	25	16	25	36	8	6	22	225
Tourism & Travel	67	68	17	29	13	12	30	24	6	4	22	292
Transport & Logistics	21	58	10	22	13	21	18	11	4	3	7	182
<b>Total</b>	<b>2095</b>	<b>2083</b>	<b>740</b>	<b>978</b>	<b>711</b>	<b>878</b>	<b>1032</b>	<b>1002</b>	<b>299</b>	<b>197</b>	<b>674</b>	<b>10689</b>