

Helpdesk Report: Head of Global Marketing & Campaigns

by

Incomes Data Research

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This report has been produced by Incomes Data Research Limited as part of the ECC Labour Market and Pay Data Service.

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1. Introduction

This report has been prepared by Incomes Data Research (IDR) and, as requested, it provides market salary data for the following role(s):

- Head of Global Marketing & Campaigns

2. Market salary data

This section presents the market salary data. We aim to provide a minimum of three sources of information for each job to enable 'triangulation' of the results, and thereby provide the widest possible assessment of the market for this role.

2.1. Market data

The tables in the following sections provide the aggregate market salary for a full-time Head of Global Marketing & Campaigns.

2.1.1. NHS data

In this section we provide information on the salary range for the pay band likely to cover comparator jobs in the NHS. The NHS, with 1.2m staff is the largest employer in the UK and as such plays a key role in influencing the market for many non-medical roles, particularly in education, given the links between parts of higher education and the NHS.

Department Heads in the NHS are typically employed on Band 8c or Band 8d and the current salary range is between £65,664 and £75,874 (Band 8c) and between £78,192 and £90,387 (Band 8d) a year outside of London and high-cost areas in the South East/South.

Roles based in high-cost areas qualify for the following supplements:

- Inner London – 20% of basic salary, subject to a minimum payment of £4,608 and a maximum payment of £7,097;

- Outer London – 15% of basic salary, subject to a minimum payment of £3,898 and a maximum payment of £4,967;
- Fringe – 5% of basic salary, subject to a minimum payment of £1,066 and a maximum payment of £1,845.

2.1.2. IDR data

The following tables contain data from IDR Pay Benchmarker, our online database of salary information. This data has been collected by IDR directly from employers through surveys and bespoke data collection for the IDR Pay Benchmarker service.¹

Marketing Function Head, job level 9¹

Region	Company count	Median	Average
Whole economy	8	£83,300	£84,222
National (excludes London)	8	£64,866	£74,544

Source: IDR Pay Benchmarker.

2.1.3. Recruitment data

The data in this section is based on analysis of recruitment salaries for a similar role(s). It is a guide to starting pay for these roles, and in some cases also provides a guide to the maximum that might be achieved.

Head of Marketing, private sector

Job role	Range £pa	Typical £pa
Head of Marketing, South East England	£55,000 - £85,000	£75,000

Source: Hay Salary Guide 2022.

¹ Refers to the IDR Job Level. These typically cover the following types of roles: 1 and 2, admin, support and manual roles; 3 and 4, secretarial and craft roles; 5 and 6, vocational and supervisory; 7 and 8, professional and managerial; 9, senior management; 10a and 10b, directors; 11, senior directors/chief executives.

2.1.4. Other data sources

Head of Corporate Communications, Rank 1

Selection Criteria	Lower Quartile	Median	Upper Quartile
National Range	£57,699	£67,882	£82,137
Public Administration	£57,122	£67,203	£81,316
South East	£58,853	£69,239	£83,780

Source: Commercial survey

3. Job advertisements

This section details current comparable vacancies from our database of advertised positions.

3.1.Data and summary

Head of Global Marketing & Campaigns - job advertisements

Reference ID	Organisation	Job title	Min £pa	Max £pa	Hours	Location
ID494	Valuation Office Agency	Head of External Affairs	£52,000*	-		National
ID497	West Yorkshire Combined Authority	Head of Marketing and Campaigns	£63,058	£73,015	37	Leeds
ID498	General Council Of The BAR	Head of Marketing	£58,500	£70,000	35	London

*London minimum £57,000 pa.

3.2.Job advertisements

The following pages present the job advertisements for the above vacancies.

Head of External Affairs

Valuation Office Agency

Apply before 11:55 pm on Monday 7th March 2022



Valuation Office
Agency

Reference number

181070

Salary

£52,000

National Minimum: £52,000 , London Minimum: £57,000

Grade

Grade 7

Contract type

Fixed Term

Loan

Length of employment

12 months FTA to cover maternity leave

Business area

VOA - Specialist Leaders - People Group

Type of role

Communications / Marketing

Working pattern

Full-time

Number of posts

1

Location

About the job

Benefits

Things you need to know

Apply and further information

Location

Bristol, Newcastle upon Tyne, Plymouth, Canary Wharf

About the job

Summary

Do you have a passion for communications? Do you want a job that enables you to use that passion to make a positive contribution to society?

We are looking for a creative senior communications professional to join the team at the Valuation Office Agency (VOA) for 12 months to cover maternity leave.

The VOA is the Government's property valuation expert. Our business rate and council tax valuations underpin more than £60 billion of local government taxation, funding vital public services.

But we cannot do it alone. We need to work effectively with our partners, explain our plans and priorities and listen, understand and respond to our stakeholders. We also need to communicate effectively and clearly with our customers.

Job description

Joining us in this senior communications role, you will lead a team that will coordinate delivery of our stakeholder engagement, public affairs and customer communication strategy, helping the organisation prioritise and target our key customers and stakeholder groups.

You and your team will provide strategic advice, ensuring the agency focuses on the right relationships and issues. Working closely with the strategy, policy and our operational teams, your remit will range from mapping, prioritising and segmenting stakeholder groups, through to creating channel plans and engagement opportunities. You will also be responsible for the agency's media handling strategy and customer communication activity.

A persuasive and authoritative individual, your proven talent for influencing others to achieve common goals will be at the heart of your success.

Key Responsibilities

- Provide strategic advice to the chief executive, executive committee and other senior staff on external affairs.
- Build effective and proactive relationships and two-way dialogue with key organisations across the

property and local government sector.

- Gather intelligence and analyse the effectiveness of external engagement to help inform current and future engagement strategies.
- Manage proactive and reactive media relations.
- Devise and deliver an integrated customer communications strategy, including running targeted campaigns; and support work to improve direct customer communications
- Maintain and grow the Agency's social media channels by devising innovative content that supports business and communications objectives
- Establish common engagement principles and best practice to improve the quality of stakeholder engagement across the agency and its directorates.
- Manage and professionally develop a team of four communications professionals.

Responsibilities

Person Specification

- A strong track record in a senior communications role with experience of external affairs, government relations and stakeholder engagement.
- Experience in driving evidence-based multi-channel marketing campaigns.
- The confidence to work alongside senior officials, strong influencing skills and the ability to prioritise and manage competing demands.
- Commitment to delivering world-class communications and championing best practice external engagement.
- Political awareness, understanding of wider government agenda and propriety issues.
- Excellent planning and organisational skills and proven ability to manage multiple projects and challenges.

Essential Requirements

- External affairs and media relations
- Leading a team
- Working with, and advising, senior leaders

Desirable Requirements

- Experience in driving evidence-based multi channel marketing campaigns. Membership of a relevant professional body or GCS.

Behaviours

We'll assess you against these behaviours during the selection process:

Making Effective Decisions
Managing a Quality Service
Leadership

Benefits

We offer a range of flexible working options, a generous leave allowance that starts at 25 days and goes up to 30 days after 5 years' service and a pension scheme. Maternity, adoption or shared parental leave of up to 26 weeks with full pay followed by 13 weeks statutory pay and a further 13 weeks unpaid, and paternity leave of 4 weeks at full pay.

The most popular parts of our reward package include:

- Pay – in the few years, we have increased both the minimum and maximum pay points for everyone in the VOA and implemented a new pay scale specifically for qualified surveyors.
- Pension - we make contributions to our colleagues' Alpha pension equal to at least 26% of their salary.
- Working hours and location flexibility – everyone in the VOA has some opportunity to work from home, and we support a full range of flexible working options including part time, part year, compressed hours and job shares.
- Family friendly policies – including four weeks of paid paternity leave
- Personal support – we offer extensive special leave to help balance your life and work commitments, a variety of non-financial rewards (including a Cycle to Work scheme of up to £4000) and we work with professional providers to provide occupational health and full mental and physical wellbeing services.

Download the Employee Value Proposition for full details of the benefits of being a VOA employee [here](#)

Things you need to know

Security

Successful candidates must pass a disclosure and barring security check.

People working with government assets must complete [basic personnel security standard](#) checks.

Selection process details

This vacancy is using [Success Profiles](#), and will assess your Behaviours, Strengths and Experience.

To apply for this post, you must complete an online application with the following:

A CV setting out your career history, with responsibilities and achievements.

A Personal Statement (maximum 500 words) demonstrating how you meet the criteria listed on the 'Person Specification' and the Essential/Desirable criteria for the role.

Sift (Dates TBC)

We will assess you on CV/Personal Statement.

Interviews (Dates TBC)

Interviews are currently taking place using Microsoft Teams Video. We will provide more detail if you are

Head of Marketing and Campaigns - PSC/C34

Grade O | Starting Salary £63,058 (2021-22 pay award pending) rising to £73,015 after three years | Location - Leeds | Permanent | Full time (37 hours) (part time / job share considered) | Closing date: 27 March 2022

Head of Marketing & Campaigns - PSC/C34

Grade O - Salary £63,058 pa (2021-22 pay award pending), rising to £73,015 after three years

Location - Leeds (temporary remote home working) but with a requirement to be available to work across West Yorkshire. Occasional national and international travel.

Permanent / Full time (37 hours pw) - job share/part time considered

The nature of the role means that there is a need for some out of hours working.

Closing date: 27 March 2022

Working alongside our Mayor, Tracy Brabin, West Yorkshire Combined Authority is excited to be appointing to a newly created role of Head of Marketing and Campaigns to help promote the interests of West Yorkshire and enable it to meet its potential.

It is an exciting time to be joining the Combined Authority, following the delivery of the largest Mayoral devolution deal in England, and the election of the Mayor, in May 2021.

You would lead our marketing and campaigns team across a varied portfolio including the economy, transport, and the environment.

You would promote the services that the Combined Authority provides, to support businesses, develop skills, drive inward investment, encourage active travel, grow public transport use, and develop our infrastructure.

You would shape campaigns to influence the future direction of Government policy for the benefit of West Yorkshire.



You would lead our engagement with local communities, ensuring an inclusive approach where every voice that needs to be heard is listened to.

And you would lead our corporate communications internally and externally, helping to ensure that our organisation is seen as an employer of choice, attracting, retaining and developing a talented, diverse team of people.

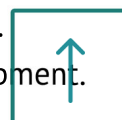
You would bring a collaborative leadership style, a commitment to inclusion, cheerfulness, positivity and empathy, and a motivation to make West Yorkshire the best place in the UK to live, work, visit and do business.

We have an ambitious vision and programme for the future. Come and play a key role in helping to make it happen and have a major, positive impact on the lives of people in West Yorkshire.

The Role

Reporting into the Director for Strategy, Communications and Policing, your key responsibilities will include:

- Provide strategic and operational leadership and management to the Marketing, Campaigns, Consultation and Inclusive Community Engagement, and Corporate communications functions to deliver the ambitions and pledges of the Mayor and Combined Authority
- Promote the Mayor and Combined Authority's services and activities to people and partners locally, regionally, and nationally and internationally, including programmes to support the continued inclusive economic development of West Yorkshire, the delivery of an effective and integrated transport system, and behaviour change programmes to promote active travel, improve health and employment prospects, and tackle the climate emergency.
- Promote West Yorkshire nationally and internationally to attract investors and as a place to grow businesses and careers
- Lead and manage the Corporate Communications function including all internal communications, Equality, Diversity and Inclusion communications, design, brands and campaign identities of the Mayor and Combined Authority, and strategic publications.
- Lead and direct the consultation and engagement activities for the Mayor and Combined Authority to ensure an inclusive approach to hearing the voices of West Yorkshire
- Work in partnership with the Head of News to promote the Mayor and Combined Authority's objectives
- Take a pro-active corporate role in the leadership of the organisation, including participation and delivery of the Senior Management Team objectives.
- Be a visible and ardent leader, promoting partnership working across the organisation. Influence, develop and motivate your team, taking a positive approach to their development.



Review the [Role profile](#) provided for more information about the responsibilities.

About you

You will have, or be expected and supported to obtain, the following key skills, attributes, education and experience

- Educated or experienced to master's degree/ postgraduate professional qualification level in a related subject with substantial experience in a complex communications and marketing environment.
- Extensive practical experience of successfully performing in a similar role.
- Understanding of public policy making and delivery and the role which communications, marketing, engagement and digital play, gained through comprehensive experience in this field
- Strong knowledge and understanding of strategic communications in all its forms – marketing, campaigns, public affairs, influencing, community engagement and corporate affairs in a political environment and on an international, national and regional basis gained through experience in the field at a senior level.
- Experience in the development and delivery of the full spectrum of strategic communications plans.
- Substantial knowledge of the communications and media management environment in a complex organisation.
- Substantial experience of working in a high level political environment, regionally and nationally including influencing senior politicians and decision-makers and understanding the political context of the Mayor, devolution, the Combined Authority and Local Government.

Our offer

Alongside a competitive salary, we offer an excellent benefits package including:

- 28 days Annual Leave (increasing upon years of service) plus bank holidays
- Free Travel on rail and buses across West Yorkshire with the M-Card (Zones 1-5)
- Generous Employer-Contribution Pension Scheme
- Flexible Working Practises with Health & Wellbeing initiatives to ensure you achieve the best work/life balance and career goals.



To apply

If this sounds like your next role; please upload your CV to our online application tool. Then complete the supporting information tab linking your relevant work experience back to the role profile, bringing your CV to life.

For a conversation about the role, please email Alan Reiss (Director of Strategy, Communications and Policing) at alan.reiss@westyorks-ca.gov.uk

You can **apply online**, by 11:55pm on Sunday 27 March 2022.

Further Information

Applicants with a disability are guaranteed an interview, subject to the minimum criteria being met.

The Combined Authority's aim is to attract people from diverse backgrounds to build on our inclusive culture and represent the communities we serve. We welcome applications from everyone regardless of sex, race, disability, age, sexual orientation, transgender status, religion or belief, marital status, or pregnancy and maternity.

We are committed to inclusivity and will consider requests for flexible working including part time and job share arrangements.

Candidates will be notified of invitation to interview by e-mail and interviews will be carried out either by phone or video interview.

Please note that whilst it is our policy to recruit at SP1 for all appointments, which is the salary stated above, each role includes career salary progression, with incremental increases applicable in most cases, on an annual basis.

Due to the high volumes of applications we receive, unfortunately we are unable to respond to every applicant. If you have not heard from us within four weeks of the closing date, please assume that your application has not been successful on this occasion. We do however encourage you to continue searching for vacancies on our [Careers with Us](#) website.

Candidate information will be retained by the Combined Authority for six months unless you make a request for this to be deleted.

Apply online



This job has expired

< Results

Head of Marketing

Employer

GENERAL COUNCIL OF THE BAR

Location

High Holborn, London (Hybrid working - 1-3 days per week working from home)

Salary

£58,500 - £70,000 (depending on skills and experience) Plus a benefit allowance of £1,300 per annum

Closing date

27 Feb 2022

View more ▼



The Bar Council

Head of Marketing

High Holborn, London (Hybrid working - 1-3 days per week working from home)

£58,500 - £70,000 (depending on skills and experience) Plus a benefit allowance of £1,300 per annum

Full-time (35 hours per week)

The Bar Council represents over 16,000 barristers in England and Wales. As the governing body for the Bar of England and Wales, we promote the Bar's high-quality specialist advocacy and advisory services, fair access to justice for all, the highest standards of ethics, equality and diversity across the profession, and the development of business opportunities for barristers at home and abroad. The Bar Council discharges its regulatory functions through the independent Bar Standards Board.

The Head of Marketing will develop the Bar Council's marketing strategy, deliver an extensive annual plan of marketing campaigns, and input heavily into the organisation's business planning processes. As the post holder, you will be responsible for overseeing content and campaign production, creating designed material online and in print, and managing the visual identity of the Bar Council. Your insight will be key to informing the organisation's overall brand strategy and position, and you will act as the brand guardian for the Bar Council.

The Head of Marketing will collaborate with colleagues from across the organisation and key external stakeholders to devise new marketing plans and content, ensuring buy-in and



Send job



Save

Bar Council, working with the Director of Communications and the Services department to promote new and existing commercial products and services.

The successful candidate will need to have significant marketing leadership experience, preferably within the B2B, professional information or professional services fields, or membership sector. You will also need proven experience in identifying and segmenting target audiences and in creatively devising and leading multi-channel marketing campaigns that engage, educate, and motivate audiences. Solid knowledge of marketing tools (including email platforms such as Dotdigital or Mailchimp, marketing automation platforms, CRM systems and web analytics software) is also a must.

Are you a recruiter?



In return the Bar Council offers excellent terms and conditions of employment, including:

- Up to 31 days annual leave
- Hybrid working (1 - 3 days per week working from home)
- Up to 12% employer's pension contribution
- Enhanced maternity and paternity pay
- Life cover, and more

All candidates are required to apply online with a **CV and Cover letter**. Candidates are strongly advised address the essential criteria as specified in the person specification.

Candidates with a disability who require reasonable adjustments should contact, Josephine Vincent on 0207 611 1331. The Bar Council is part of the 'Disability Confident' scheme. Candidates with a disability who meet the essential criteria for this role will be guaranteed an interview under this scheme.

Closing Date: 23:59 on Sunday 27 February 2022

Proposed Interview Date: Friday 4 March 2022

The General Council of the Bar aims to recruit a talented workforce and values the diversity in background, skills and experience of its staff. We are committed to providing equality of opportunity for all job applicants irrespective of race, sex, disability, age, religion or belief, sexual orientation, maternity or pregnancy, marital or civil partnership status or gender re-assignment.

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