

Helpdesk Report: Head of Marketing

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.

Any queries relating to this report should be directed to:

t: +44 (0) 1702 669549

e: marketdata@incomesdataresearch.co.uk

Incomes Data Research Limited. Registered in England & Wales. Company No. 09327550.
Registered address: 71-75 Shelton Street, London WC2H 9JQ

Correspondence address: Incomes Data Research, The Studio, The Old Gasworks, 43 Progress Road, Leigh on Sea, Essex SS9 5PR

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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 Marketing

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 Marketing.

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, depending on the size of the trust. 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, private services

Level	Description	Company count	Lower quartile	Median	Upper quartile	Average
Level 9	Private services, lower quartile adjustment	7	£72,250	£85,000	£95,753	£85,513

Source: IDR Pay Benchmarker.

Note: the data has been adjusted since the role sits at the lower range for an IDR Job level 9.

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.

SLT and Support Function Roles

Job role	Range £pa	Typical £pa
Director of Marketing, South	£43,000 - £52,000	£46,000

Source: Reed Salary Guide 2022, Further Education.

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.

Marketing, Public Sector

Job role	Range £pa	Typical £pa
Marketing Director, South East England	£55,000 - £85,000	£70,000

Source: Hays Salary Guide 2022, Marketing.

2.1.4. Other data sources

Marketing Manager, Rank 1

Selection criteria	Lower quartile	Median	Upper quartile
National Range	£63,290	£74,459	£90,095
Public Administration	£62,657	£73,714	£89,194
Buckinghamshire	£60,616	£71,313	£86,288

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 IT - job advertisements

Reference ID	Organisation	Job title	Min	Max	Location
ID571	Newham Sixth Form College	Head of Marketing and Communications	£49,787	£51,867*	Newham
ID572	University of Wolverhampton Students Union	Head of Marketing and Innovation	£40,093	£40,093	Wolverhampton
ID573	University of Oxford	Head of Marketing and Insights	£48,835	£56,587**	Oxford
ID574	Dalcour Maclaren	Head of Marketing	£55,000	£60,000	Bicester

*Includes London weighting. **With discretionary range to £61,818.

3.2.Job advertisements

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

Head of Marketing and Communications

Starting Salary: £49,787 to £51,867 per annum including London Weighting

Contract Type: Permanent

Closing date: 9 am, Monday 20 June 2022

Job advert

A warm welcome to NewVlc - a place where all ambitions are celebrated. As one of the largest sixth form colleges in London (more than 3,000 students), we are a non-selective, diverse and secular college, proud to have launched over 50,000 young people onto university, training and employment since we were founded in 1992.

In 2019, the College was graded overall as 'Good' by Ofsted, and 'Outstanding' for our provision of personal development, behaviour and welfare. We are very proud to be a three- time silver award winner at the Pearson National Teaching Awards, where in 2020, we made history by becoming the first ever provider to win two awards in a single year.

At NewVlc, we have a unique commitment to social impact - which means we support our staff and students to have a positive effect on the world. We believe that everybody has the power to make a positive impact on society - small changes that add up to make the world a better place.

Our motto is: Diverse in Ambition, United in Success

What's in it for you?

We offer the opportunity to help develop your skills and knowledge in a friendly team environment, plus a range of benefits including a career average pension scheme (LGPS), employee assistance programme, onsite parking, cycle to work, onsite canteen, TECH Scheme, Eye Care support and full access to the onsite gym.

Equality, diversity and inclusion

We are committed to creating and promoting a diverse and inclusive workforce that better reflects the wider community we support. We particularly welcome applicants from groups currently under-represented in senior roles, including females, Black, Asian and Minority Ethnic (BAME), people with disabilities and from the LGBTQ community.

Head of Marketing and Innovation

University of Wolverhampton Students' Union

Location:	Wolverhampton	Placed On:	14th June 2022
Salary:	£40,093	Closes:	27th June 2022
Hours:	Full Time	Job Ref:	71
Contract Type:	Permanent		

[Apply](#)

If you want to make a difference to people's lives, then read on?

We know that students go to university for lots of reasons which usually involves achieving specific dreams. In order to help them achieve those dreams, our vision is to inspire and empower all students to get the best of university and life. As the Students' Union, it's vital that we establish our identity so that our students know who we are, what we have to offer and how they can get involved?

Who are we?

The University of Wolverhampton Students' Union role is to provide a range of services to enhance the student voice, student experience and to support and influence the University in quality enhancements. We are a vibrant, forward-thinking charitable organisation with an ambitious Strategic Plan and we are constantly looking for ways that we can adapt our services to a changing student population. We currently represent approximately 22,000 students from varied and diverse communities including international students and a higher than average proportion of students who live at home.

About the Role

Our objective is to significantly increase the numbers of students who actively engage with the SU. This role will be instrumental in driving change by bringing a fresh and energetic perspective that will bring our values to life, keep students coming back for more, build pride in our Union and inspire significant numbers of students to speak positively about what we do.

This role will give you the opportunity to showcase your marketing and leadership credentials by creating a team that successfully builds relationships across the organisation, that offers ideas, advice and challenge and becomes the 'go-to place for supporting other teams' impact on students' lives.

As a member of the Senior Management Team, you will be expected to be visible and accessible to staff and students at City campus and be willing to travel regularly to other campuses. Your main activities will be wide-ranging and will include the following:

- Leading the development and execution of an evidence-driven marketing strategy and branding strategy.
- Leading a programme of insight-led service innovation and support the evaluation and scaling of pilots.
- Developing and delivering a creative and sustainable commercial income generation plan.

What you will receive

What can we offer you?

We pride ourselves on being an inclusive, and diverse workplace. We are offering you a 35-hour working week based in our City South Campus in the heart of the city centre. Whilst the role is site based, we do offer some flexible working opportunities. Some of the many benefits we offer include 38 days' paid holiday including statutory holidays; discounted access to the University on-site gym and automatic enrolment into the Union's pension scheme.

Could you be the One?

We are looking for someone who truly believes in our values, **Supportive, Inclusive, Brave and Innovative**, someone who is an 'all-rounder' who is commercially minded, has passion and energy, and who has a proven track record in developing and implementing Marketing and Innovation strategies. As part of a small organisation, you must be a willing team player who rolls their sleeves up and gets the job done.

How do I apply?

If you are interested in this role, please download our recruitment pack.

If you'd like an informal chat please email: recruitment.wolvesunion@wlv.ac.uk

Advert information

Type / Role:

Professional / Managerial / Support Services

Subject Area(s):

PR, Marketing, Sales & Communication

Location(s):

Midlands of England



UK date and time: 16-June-2022 10:36

Applicant Options

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Job Details

Head of Marketing and Insights

Development Office, University Offices, Wellington Square, Oxford

This is a fixed-term maternity cover position of up to 14 months and may also be offered as a secondment opportunity.

The Interim Head of Marketing and Insights will provide strategic and operational leadership to the Marketing & Insights team. This is an important role, requiring a balance of visionary thinking, expert analysis, strategic marketing experience, strong project management and people leadership skills.

Reporting into the Director of Development – Pan University, you will oversee the operational planning for divisional and pan-University marketing activities including: use of insights from the Development and Alumni Relations System (DARS) database, budgetary management, and exploration of large scale multi-channel marketing opportunities.

You will lead the Marketing and Insights Team to be champions of high-quality marketing campaigns, data reporting, digital fundraising and giving website maintenance. Encouraging high-levels of collaboration with key business stakeholders to define and measure performance against key success metrics and analysis that improves our understanding of the audiences we serve and informs decisions that impact the success of fundraising and development activities.

To be successful in this role you will be an experienced marketer with a passion for using data and digital insights to inform your strategic planning. You will be a supportive people leader, expert problem solver and analytical thinker, keen to seek out opportunities for continuous process improvement that enable the best possible customer experience. You should also have a solid understanding of how communication legislation, regulation and relevant standards relate to the use of personal data and fundraising.

This role is full-time and hybrid working may be possible.

Only applications received before 12:00 noon on Monday 20 June 2022 can be considered.

Contact Person :	Recruitment Administrator	Vacancy ID :	158098
Contact Phone :		Closing Date & Time :	20-Jun-2022 12:00
Pay Scale :	STANDARD GRADE 9	Contact Email :	uashr@admin.ox.ac.uk
Salary (£) :	£48,835 - £56,587 per annum with a discretionary range to £61,818 per annum		

Click on the link(s) below to view documents

Filesize

158098 - Head of Marketing and Insights JD.docx	148.6
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[Return to Search Results](#)

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Head of Marketing

Dalcour Maclaren ★★★★★ 7 reviews

Bicester OX26

£55,000 - £60,000 a year - Full-time, Permanent

⚡ Responded to 51-74% of applications in the past 30 days, typically within 6 days.

Apply now



Salary

£55,000 - £60,000 a year

Job type

Full-time

Permanent

Qualifications

- B2B marketing: 3 years (Required)
- Bachelor's (Preferred)

Benefits

Pulled from the full job description

Additional leave

Casual dress

Company events

Company pension

Cycle to work scheme

Employee discount

Show 4 more benefits

Full Job Description

Dalcour Maclaren's vision is to build a brand that connects people with people, that's full of personality, different, fun, bold and opinionated, and known for delivering the future. We are a leading land and environmental consultancy, advising clients on national large-scale projects, all of which will contribute towards the UK achieving their NetZero goal.

We are a friendly bunch who care deeply about helping each other to deliver our vision. We're looking for a high-calibre, ambitious Head of Marketing to join us and help us accelerate our growth whilst we also play a significant part in the UK's energy revolution.

This is an exhilarating opportunity to use our story which, in the right hands, will inspire our People and our Industry during an era of positive change as the world transitions to a greener future.

Where?

Bicester, OX26 1TD

What will be my main activities?

- Own the marketing strategy
- Own our communication and engagement, ensuring clear, bold messaging at every touchpoint
- Craft powerful campaigns that truly cut through the noise
- Drive interest and engagement across key audiences including:
- Our industry: potential and existing clients, and other consultants
- Our People: existing employees and future colleagues as we grow and attract fresh talent

You will work collaboratively across the business with our wider Marketing Team, Business Development & Future Markets Team, People Team and Client Teams. An external Marketing Consultancy is also available for support on strategy and projects.

About You:

- 5 Years+ experience working in B2B marketing and people engagement
- Creative; you can spot and nurture great stories that achieve real cut-through
- Strategic; you intuitively grasp or even re-define the big picture, to help focus your analysis
- Hands-on; you appreciate that in today's world, you can progress faster and better if you can produce and rapidly iterate your own copy, etc. within the team, rather than wait for agencies
- Natural leadership; able to manage a team brilliantly once you've proven the case for one
- Driven and ambitious; you're a real hunter, eager to make your mark
- Enthusiastic and collaborative; you'll thrive in a fast-paced, fun environment, where everyone gives 100%. You'll build and nurture strong internal and external relationships to implement change and make things happen
- Full driving license and willingness to travel to offices across the UK

In addition to the competitive salary & pension, we offer:

- Annual bonus scheme
- Vitality Health Membership (Benefits include: access to discounted insurances, gym & fitness discounts, travel and wellness benefits)
- Professional subscriptions paid for
- **25** days annual holiday **plus 1** day to celebrate your birthday
- The Flexible Advantage Policy – allowing you to strike that all important work/life balance
- Regular **One Team** events calendar building our team and celebrating our achievements
- Time for you to give back to our communities and raise money for good causes
- Cycle to work scheme

This is a fantastic opportunity for someone looking to join an industry-leading company who are not afraid to be different!

It is the ideal role for someone looking to build on their existing marketing expertise and grow into a more senior role as our Marketing function develops further within our business. It would be ideal for someone who has already had this responsibility or a candidate looking to make the step up.

Dalcour McLaren are an equal opportunities employer.

Dalcour McLaren considers that this role does not meet the criteria to be considered within the Home Office Shortage Occupation List. Therefore, Dalcour McLaren will not support an application for visa sponsorship and all applicants for this role must have an unrestricted right to work for an indefinite period in the UK

Job Types: Full-time, Permanent

Salary: £55,000.00-£60,000.00 per year

Additional pay:

- Yearly bonus

Benefits:

- Additional leave
- Casual dress
- Company events
- Company pension
- Cycle to work scheme
- Gym membership
- On-site parking
- Referral programme
- Wellness programmes

Schedule:

- Monday to Friday

Ability to commute/relocate:

- Bicester, OX26 1TD: reliably commute or plan to relocate before starting work (required)

Education:

- Bachelor's (preferred)

Experience:

- B2B marketing: 3 years (required)
 - social media: 3 years (preferred)
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