



Helpdesk Report:  
Director of Marketing &  
Communications

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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# Contents

1. Introduction.....	4
2. Market salary data.....	4
2.1. Market data.....	4
2.1.1. Official earnings data .....	4
2.1.2. Recruitment data .....	5
2.1.3. IDR data .....	6
2.1.4. Other sources .....	7
2.2. Commentary .....	7
3. Job advertisements .....	8
3.1. Data and summary.....	8
3.2. Job advertisements.....	8

## 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):

- Director of Marketing and Communications

## 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 Director of Marketing and Communications.

#### 2.1.1. Official earnings data

The data provided below is based on the Government’s latest Annual Survey of Hours and Earnings (ASHE), for April 2017. This survey, conducted by the Office for National Statistics, provides a snapshot of earnings each April and is based on a 1% sample of National Insurance numbers. ASHE is considered a reliable source of official earnings data.

The following table details the median and average UK gross annual pay for full time employees in the closest-matched occupational category. It also provides information on the annual percentage change which can be an indicator of labour market pressures.

## Annual pay - Gross (£)<sup>1</sup> - For full-time employee jobs: United Kingdom, 2017

Description	Code	No. of jobs (000s)	Median £	Annual percentage change %	Average £	Annual percentage change %
Functional managers and directors	113	609	60,868	1.4	79,306	3.4
Advertising and public relations directors	1134	8	58,758	3.6	62,008	-2.8

Source: Table 14.7a, ASHE 2017.

### 2.1.2. Recruitment data

The data in this section is based on analysis of recruitment salaries for the role(s) in question. 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 Communications, East Midlands

	Range £pa	Typical £pa
Head of Communications	65,000-100,000	80,000
Internal Communications Manager	40,000-60,000	45,000

Source: Hay Salary and Recruiting Guide 2018.

#### General Marketing, East Midlands

	Range £pa	Typical £pa
Marketing Director	60,000-90,000	72,000
Head of Department	50,000-65,000	60,000

Source: Hay Salary and Recruiting Guide 2018.

#### Marketing, Public sector, East Midlands

	Range £pa	Typical £pa
Marketing Director	65,000-90,000	72,000

Source: Hay Salary and Recruiting Guide 2018.

<sup>1</sup> Gross pay excludes bonuses but includes basic pay, shift premium payments, overtime pay, paid leave, maternity pay, sick pay and other pay.

## 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 market for many non-medical roles, particularly in education, given the links between parts of higher education and the NHS.

Director of Communications in the NHS are typically employed on either Band 8c or Band 8d, depending on responsibility and the current salary ranges are between £56,665-£69,168 and £67,247-£83,258 a year respectively 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 £4,326 and a maximum payment of £6,663;
- Outer London – 15% of basic salary, subject to a minimum payment of £3,659 and a maximum payment of £4,664;
- Fringe – 5% of basic salary, subject to a minimum payment of £1,000 and a maximum payment of £1,733.

### 2.1.3. IDR data

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

#### Marketing Function Head, whole economy, job level 10<sup>2</sup>

Job level	Company count	Lower quartile	Median	Upper quartile	Average
Level 10	36	£87,202	£121,077	£154,382	£128,040

Source: IDR Pay Benchmarker.

<sup>2</sup> Refers to the IDR Job Level. These typically cover the following: 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 director/chief executive.

### Marketing Director (Non-Board), whole economy, job level 10 - regional breakdown

Region	Salary count	Company count	Lower quartile	Median	Upper quartile	Average
All regions excluding London	39	36	£103,586	£137,410	£190,260	£141,955

Source: IDR Pay Benchmarker.

### Marketing Director (Non-Board), job level 10 – sector breakdown

Sector/industry	Salary count	Company count	Lower quartile	Median	Upper quartile	Average
Public sector	8	6	-	£109,876	-	£117,133
Not-for-profit & related services	7	7	-	£68,705	-	£73,290
Education	4	3	-	-	-	£100,979

Source: IDR Pay Benchmarker.

#### 2.1.4. Other sources

There are no other sources available at this time.

## 2.2. Commentary

IDR have provided data for a Marketing Director (non-board), level 10. Jobs at this level typically have substantial experience in, and leadership of, a specialist function, including some input to the organisation's overall strategy.

### 3. Job advertisements

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

#### 3.1. Data and summary

##### **Director (non-board) of Marketing & Communications, job advertisement**

Reference ID	Organisation	Job title	Min	Location	Sector	Hours
RE1	Undisclosed	Director of UK Sales	£70,000	Leeds	Private	Full-time

#### 3.2. Job advertisements

The following page present the job advertisements for the above vacancy.

[Register CV](#)[Sign in](#)[Shortlisted jobs](#)

# UK Head of Marketing

Posted 14 August by [Nigel Wright](#) **Easy Apply****£70,000 per annum****Leeds, West Yorkshire**

Permanent, full-time

[Apply now](#)[Shortlist](#)[Share job](#)[View all jobs](#)

## The Company

We are representing a high profile international food business with strong sales and profit growth. The group has strong values and this is reflected in a supportive, yet challenging environment that promotes personal development.

## The Role

To create a UK Marketing Strategy and annual Marketing plan that aligns with Group Marketing strategy. Lead the UK Marketing function in the delivery of the annual Marketing plan and the full range of operational Marketing activities.

- Based on sound consumer, competitor and commercial insight contribute to the creation of Group Marketing Strategy and build a local Marketing Strategy and annual plan that reflects that overall strategy.
- Lead and develop the Marketing team to support the delivery of the local Marketing Strategy, annual Marketing plan and operational objectives.
- Feed & support the global marketing strategy & programme with insights & direction from the UK business
- Agree, set priorities, and control the local Marketing Budget (circa £10m budget) which include both above and below the line activity.
- Develop and grow local market branded portfolio
  - Build effective brand plans
  - Agree marketing mix (product, pricing, promotion and

## Similar jobs

### [Head of Marketing and Engagement - 9 month FTC](#)

£50,000 - £70,000 per annum  
Bradford, West Yorkshire

### [Marketing Director](#)

£100,000 - £120,000 per annum  
South Yorkshire, Yorkshire and Humberside

### [Head of Marketing](#)

£60,000 - £70,000 per annum  
Manchester, Lancashire

### [Head of Marketing](#)

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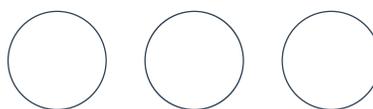
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