

Helpdesk Report: Head of 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 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 Campaigns.

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 November 2018. 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 (£)¹ - For full-time employee jobs: United Kingdom, 2018

Description	Code	No. of jobs (000s)	Median	Annual percentage change	Average	Annual percentage change
Sales, marketing and related associate professionals	354	786	£38,486	2.5%	£46,830	4.1%
Marketing and sales directors	1132	169	£75,126	-2.5%	£89,011	-5.3%

Source: Table 14.7a, ASHE 2018.

2.1.2. 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.

Marketing/communications managers in the NHS are typically employed on Band 8a or 8B and the current salary range are between £44,606 and £50,819 and £52,306 and £60,983 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 £4,400 and a maximum payment of £6,778;
- Outer London – 15% of basic salary, subject to a minimum payment of £3,723 and a maximum payment of £4,744;

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

- Fringe – 5% of basic salary, subject to a minimum payment of £1,019 and a maximum payment of £1,763.

2.1.3. IDR data

The following data is from IDR’s database of salary levels, Pay Benchmarker.

Sector	Salary Count	Company Count	Lower Quartile	Median	Upper Quartile	Average
Whole UK Economy	90	58	£49,189	£55,899	£79,178	£64,978
Private sector services	68	37	£49,758	£59,686	£80,105	£64,842
Public sector	11	10	£47,902	£51,840	£53,116	£50,596
Not-for-profit & related services	4	4	-	-	-	£44,265

3. Job advertisements

There were no comparable vacancies from our database of advertised positions.