

CAPITA



Pay Benchmarking Report for ECC Members

Marketing Roles

September 2017

About this Report

This report is provided as part of the Pay and Labour Market Data Service provided to ECC Members.

Capita previously surveyed ECC members to collect pay information for selected roles using guideline job descriptions and then compared the HEI data with salaries in other sectors using salary surveys and other sources of pay benchmark data.

This report provides benchmark pay data on a range of marketing roles. We have also included the job descriptions previously developed to survey ECC members for reference.

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Marketing Roles

Recent Trends and Developments

Marketing Week's 2017 Career and Salary Survey suggests that more than half of marketing staff believe marketing is still seen as a cost rather than an investment by organisations and 62% say marketing is only somewhat understood or not understood at all by their organisation as a whole, with those working in education the least positive about their colleagues' view of marketing.

The survey also suggests marketers working in the education sector earn the lowest average annual salary at £40,117.

According to the survey, 83% of marketing staff are planning to change job over the next one to three years, with 4% considering a move out of marketing completely. The biggest inducement to move job is better financial remuneration (66%), followed by the search for a new challenge (58%) and limited opportunities at the current workplace (41%). Career breaks, flexible working and finding a good working environment are increasingly seen as important to marketing staff when planning their careers.

Recruitment and Retention in Higher Education

The latest Higher Education Workforce Survey¹, published by UCEA in July 2017, found 27% of HEIs experienced difficulties² recruiting marketing, PR, fundraising and related staff (up from 20% in 2015 and 15% in 2013). Some 16% of HEIs reported difficulties retaining these staff.

Comments from HEIs suggest that lack of applicants and uncompetitive salary levels are factors in contributing to recruitment difficulties. The reasons given for retention issues were similar to those cited for recruitment problems, with pay for specialist staff commonly mentioned, and also career progression is a contributory factor.

¹ <http://www.ucea.ac.uk/en/publications/index.cfm/hews2017>

² Recruitment difficulty is defined as having to re-advertise for a vacancy or positions that are left unfilled for six months or longer.

Benchmark Pay Data for Marketing Roles

ASHE

The Annual Survey of Hours and Earnings shows the following earnings data at April 2016:

Gross Annual Earnings for Full-Time Employees (£pa)

Occupation	LQ	Median	Average	UQ
Marketing Associate Professionals	22,115	27,786	30,198	34,429
Marketing and Sales Directors	49,671	74,994	87,890	102,305

Source: ASHE 2016, ONS

NHS - National Job Profiles

The national job profile for Communications Officer is band 5 (£22,128 to £28,746) and for Communications Specialist it is band 6 (£26,565 to £35,577).

The national job profile for Communications Manager is band 7 (£31,696 to £41,787) and for Communications Service Manager it is bands 8a (£40,428 to £48,514) to 8c (£56,665 to £69,168).

High Cost Area Supplements in the NHS are worth 20% of basic salary in inner London (subject to a minimum of £4,200 and maximum of £6,469), 15% in outer London (£3,553 to £4,528) and 5% in the Fringe area (£971 to £1,682).

These rates are effective from 1 April 2017.

Hays

Hays UK salary and Recruiting Trends 2017 includes the following salary data for marketing roles:

Marketing Assistant

Region	Minimum Salary £pa	Typical Salary £pa	Maximum Salary £pa
London	20,000	25,000	30,000
South East	18,000	23,000	25,000
East	16,000	18,500	20,000
South West	18,000	20,000	22,000
Wales	18,000	20,000	22,000
West Midlands	17,000	20,000	23,000
East Midlands	17,000	19,000	24,000
Yorkshire and the Humber	17,000	18,000	20,000
North East	15,000	18,000	20,000
North West	18,000	20,000	22,000
Scotland	16,000	20,000	22,000

Marketing Executive

Region	Minimum Salary £pa	Typical Salary £pa	Maximum Salary £pa
London	25,000	35,000	45,000
South East	28,000	33,000	38,000
East	18,000	25,000	28,000
South West	22,000	27,000	30,000
Wales	22,000	25,000	28,000
West Midlands	23,000	26,500	30,000
East Midlands	22,000	27,000	32,000
Yorkshire and the Humber	22,000	25,000	30,000
North East	22,000	25,000	30,000
North West	24,000	26,000	30,000
Scotland	23,000	26,000	28,000

Marketing Manager

Region	Minimum Salary £pa	Typical Salary £pa	Maximum Salary £pa
London	45,000	55,000	70,000
South East	40,000	45,000	55,000
East	35,000	45,000	55,000
South West	40,000	45,000	50,000
Wales	40,000	42,000	50,000
West Midlands	30,000	37,500	45,000
East Midlands	30,000	45,000	55,000
Yorkshire and the Humber	35,000	45,000	50,000
North East	35,000	45,000	50,000
North West	40,000	45,000	55,000
Scotland	35,000	37,500	50,000

Head of Department

Region	Minimum Salary £pa	Typical Salary £pa	Maximum Salary £pa
London	85,000	100,000	125,000
South East	55,000	65,000	70,000
East	55,000	57,500	60,000
South West	50,000	60,000	70,000
Wales	50,000	60,000	70,000
West Midlands	50,000	65,000	75,000
East Midlands	50,000	55,000	65,000
Yorkshire and the Humber	60,000	65,000	75,000
North East	50,000	60,000	70,000
North West	50,000	70,000	75,000
Scotland	50,000	50,000	60,000

Hudson

The 2017 Hudson Digital Marketing, Marketing and Communications Salary and rates Guide includes the following regional salary data for a range of general marketing roles:

Region/Role	Commerce and Industry		Public Sector, Not for Profit and Charity	
	Minimum Salary £pa	Maximum Salary £pa	Minimum Salary £pa	Maximum Salary £pa
London				
Marketing Executive	25,375	35,525	25,375	40,600
Marketing Manager	35,525	50,750	40,600	50,750
Head of Marketing	65,975	86,275	55,825	81,200
Midlands				
Marketing Executive	20,300	30,450	25,375 (Communications Executive)	35,525 (Communications Executive)
Marketing Manager	40,600	71,050	30,450	50,750
Head of Marketing	55,825	76,125	55,825	81,200
Northern Home Counties				
Marketing Executive	20,300	30,450	25,375 (Communications Executive)	35,525 (Communications Executive)
Marketing Manager	40,600	71,050	30,450	50,750
Head of Marketing	55,825	76,125	55,825	81,200
The North West				
Marketing Executive	20,300	30,450	25,000 (Communications Executive)	35,525 (Communications Executive)
Marketing Manager	40,600	71,050	30,000	50,750
Head of Marketing	55,825	76,125	55,000	81,200
Scotland				
Marketing Executive	25,000	30,000	21,000	30,000
Marketing Manager	35,000	60,000	30,000	45,000
Head of Marketing	65,000	100,000	45,000	80,000

ECC Survey Job Descriptions for Marketing Roles

The following job descriptions were previously used to survey ECC members and to identify benchmark pay data.

Job Title	Marketing Officer
Level	Reports to Marketing Manager
Experience	<ul style="list-style-type: none"> • Marketing, preferably in Higher/Further Education • Supervising staff
Qualifications	Degree and/or a professional qualification in marketing or a related area.
Role	<ul style="list-style-type: none"> • Assists in the development of organisation and Faculty/School marketing strategies and participates in all aspects of its implementation • Responsible for the development and updating of marketing and recruitment materials, including web content. • Develops, operates and maintains clear procedures in the production of marketing materials, and provides advice and support to academic staff on all aspects of marketing. • Helps to plan, organise and manage the programme of Faculty/School and organisation promotional activities e.g. open days, course pre-view days, exhibitions, external visits, schools, fairs, etc. • Analyses data and provides regular statistical and other reports on marketing activities. • Responsible for the supervision of support staff. • Participates and assists in the administration of all relevant meetings and committees (including the production of agendas, papers and minutes)

Job Title	Marketing Manager
Level	Reports to Head or Director of Marketing/Communications
Experience	<ul style="list-style-type: none">• Experience in a senior marketing role.• Experienced in marketing planning with knowledge of the full range of current marketing and communications techniques• Experience of supervising staff.
Qualifications	Degree and/or a professional qualification in marketing or a related area
Role	<p>Works with the Director/Head of Marketing or other Senior Managers on the development of the marketing strategy and plan, and manages its implementation. This may include international marketing campaigns</p> <ul style="list-style-type: none">• Liaises with Course Leaders and Directors to ensure marketing activity is targeted and co-ordinated.• Manages relationships with external suppliers for advertising, direct marketing, sales promotion, design and other marketing services to deliver the marketing and communications objectives.• Manages development/organisation/ production of marketing databases, corporate literature and events, sales and merchandising materials in support of marketing.• Commissions market research.

Job Title	Head of Marketing
Level	Reports to Director of Marketing/Communications or Pro Vice Chancellor/Principal or equivalent post
Experience	<ul style="list-style-type: none"> • Experience in all aspects of marketing in a service led sector or environment, including the development and implementation of strategy. • Experience in management of public relations and communications.
Qualifications	<ul style="list-style-type: none"> • Educated to postgraduate level, with a marketing qualification or equivalent.
Role	<p>Provide strategic leadership and operational management for all aspects of marketing, may also include PR, communications and external relations.</p> <ul style="list-style-type: none"> • Develops and implements a marketing and communications strategy to meet the organisation’s strategic aims and objectives following appropriate consultation with key stakeholders. • Manages and develops a proactive marketing and communications service to all organisational managers at corporate, national, international and local level. • Embeds a marketing/customer focus in all organisational activities. • Develops and communicates a corporate and brand identity for the organisation. • Promotes the organisation’s portfolio of programmes. • Establishes both an internal and external communications strategy. • Responsible for the design and publication of publicity materials including prospectuses, annual report, programme leaflets, newsletters. • Produces, from a range of sources, market intelligence and commissions market research as appropriate. • Ensures the provision of an appropriate marketing and public relations function for the organisation. • Liaises with press and media institutions to gain maximum coverage for the organisation.