



Sales & Marketing  
Salary Survey  
2009

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## Salary Survey - Professional Services Marketing

Title	Salary	Contract Rate
<b>PROFESSIONAL SERVICES SALARY TABLE</b>		
		per day unless stated
Director of Marketing	£75,000 - £250,000	£250 - £1,000
Head of Business Development	£70,000 - £100,000	£290 - £400
Head of PR	£70,000 - £90,000	£290 - £390
Head of Bids	£70,000 - £85,000	£290 - £350
Head of Marketing	£60,000 - £85,000	£250 - £350
Senior CRM Manager	£60,000 - £75,000	£250 - £315
Senior PR Manager	£60,000 - £75,000	£250 - £310
Head of Marketing Communications	£60,000 - £70,000	£250 - £290
Senior Bid Manager	£60,000 - £70,000	£250 - £290
Senior Business Development Manager	£55,000 - £80,000	£180 - £330
Senior Key Account Manager	£55,000 - £75,000	£250 - £350
Senior Internal Communications Manager	£55,000 - £65,000	£230 - £270
Senior Marketing Manager	£50,000 - £65,000	£200 - £270
Business Development Manager	£45,000 - £65,000	£150 - £270
PR Manager	£45,000 - £60,000	£150 - £250
Bid Manager	£45,000 - £60,000	£180 - £250
Account Manager	£40,000 - £50,000	£160 - £210
Marketing Manager	£35,000 - £55,000	£150 - £200
CRM / Database / Knowledge Manager	£35,000 - £55,000	£145 - £250
Web Manager	£35,000 - £50,000	£145 - £210
Internal Communications Manager	£35,000 - £50,000	£145 - £210
Senior Business Development Manager	£35,000 - £45,000	£145 - £190
Senior Marketing Executive	£35,000 - £42,000	£150 - £170
Bid Executive	£33,000 - £40,000	£130 - £160
PR Executive	£33,000 - £38,000	£140 - £165
Events Manager	£32,000 - £50,000	£130 - £220
Account Executive	£30,000 - £35,000	£16 - £19 per hour
Business Development Manager	£25,000 - £40,000	£13 - £22 per hour
Business Analyst	£25,000 - £35,000	£13 - £19 per hour
Marketing Executive	£24,000 - £35,000	£12 - £19 per hour
Marketing Coordinator	£24,000 - £28,000	£13 - £15 per hour
Events Executive	£22,000 - £32,000	£10 - £17 per hour
CRM Database Administrator	£22,000 - £27,000	£12 - £15 per hour
Business Development Assistant	£21,000 - £26,000	£11 - £14 per hour
Marketing Assistant	£20,000 - £25,000	£10 - £14 per hour
Marketing Administrator	£19,000 - £24,000	£10 - £13 per hour

# Salary Survey - Financial Services Marketing

Title	Salary	Contract Rate
<b>FINANCIAL SERVICES SALARY TABLE</b>		
		per day unless stated
Director / Head of Marketing / Communications	£60,000 - £130,000	£270 - £620
Sales / Business Development Manager	£70,000 - £100,000	£300 - £600
Head of Marketing Services	£60,000 - £100,000	£270 - £600
RFP Manager	£60,000 - £85,000	£270 - £360
Head of Online Marketing	£55,000 - £80,000	£230 - £330
Senior Investment Writer	£55,000 - £75,000	£230 - £300
Senior Investment Relations Associate	£50,000 - £70,000	£220 - £300
Senior RFP Writer	£50,000 - £65,000	£220 - £270
Senior Marketing Manager	£45,000 - £75,000	£190 - £300
Channel Marketing Manager	£45,000 - £70,000	£190 - £300
Product Executive	£45,000 - £55,000	£190 - £230
Senior Marketing Executive	£45,000 - £55,000	£190 - £230
Product Manager	£40,000 - £80,000	£160 - £350
Relationship Manager / Client Services	£40,000 - £80,000	£140 - £350
Branding / Advertising Manager	£40,000 - £65,000	£160 - £270
PR / Media Relations Manager	£40,000 - £65,000	£150 - £250
Proposition Manager	£40,000 - £60,000	£160 - £250
RFP Writer	£40,000 - £50,000	£160 - £220
Marketing Manager	£35,000 - £70,000	£145 - £300
E-marketing / Digital / Online Manager	£35,000 - £65,000	£150 - £270
Internal Communications Manager	£35,000 - £60,000	£150 - £250
Research / Analysis	£35,000 - £60,000	£150 - £250
Investment Writer	£35,000 - £55,000	£150 - £230
Events Manager	£35,000 - £55,000	£150 - £230
Sales / Business Development Support	£35,000 - £50,000	£150 - £220
Investor Relations Associate	£35,000 - £50,000	£150 - £220
Factsheets / Reporting	£35,000 - £45,000	£150 - £190
CRM Database Manager	£30,000 - £60,000	£125 - £250
Campaign Manager	£30,000 - £60,000	£150 - £250
Direct Marketing Manager	£30,000 - £55,000	£150 - £225
DTP / Presentations	£30,000 - £45,000	£125 - £190
Direct Marketing / Communications Executive	£30,000 - £45,000	£125 - £190
PR / Media Relations Officer	£27,000 - £40,000	£115 - £160
E-Marketing Executive	£25,000 - £45,000	£100 - £190
Marketing Assistant	£25,000 - £35,000	£100 - £150

## Salary Survey - Media Marketing

Title	Salary	Contract Rate
<b>MEDIA SALARY TABLE</b>		
		per day unless stated
Director of Marketing / Business Development	£60,000 - £90,000	£250+
Head of Marketing	£50,000 - £60,000	£250+
Communications Manager	£40,000 - £60,000	£150 - £250
Business Development Manager	£40,000 - £50,000	£150 - £250
Senior Marketing Manager	£35,000 - £45,000	£175 - £300
Direct Marketing Manager	£30,000 - £45,000	£150 - £250
Marketing Manager	£30,000 - £40,000	£150 - £250
Online Marketing Manager	£30,000 - £40,000	£16 - £22 per hour
Events Manager	£30,000 - £40,000	£14 - £17 per hour
Subscriptions Marketing Manager	£28,000 - £40,000	£150 - £220
PR Manager	£25,000 - £40,000	£120 - £200
Senior Marketing Executive	£25,000 - £35,000	£120 - £170
CRM Executive	£25,000 - £30,000	£13 - £16 per hour
Business Development Executive	£24,000 - £35,000	£14 - £17 per hour
Subscriptions Marketing Executive	£24,000 - £28,000	£14 - £17 per hour
Online Marketing Executive	£22,000 - £28,000	£12 - £15 per hour
Marketing Executive	£20,000 - £27,000	£9 - £15 per hour
Events Coordinator	£18,000 - £25,000	£9 - £15 per hour
Marketing Assistant	£18,000 - £22,000	£9 - £13 per hour