



Salary Guide H1 2024

BD, Marketing & Communications

Professional Services
UK

BD, Marketing & Communications Salaries - Legal

H1 2024

Job title	Annual salary range (£)
Bids	
Head of Bids	100K - 150K
Senior Bid Manager	80K - 100K
Bid Manager	60K - 80K
Senior Bid Executive	50K - 60K
Bid Executive	35K - 50K
Bid Assistant	28K - 35K
Business Development	
BD Director (Global remit)	200K - 250K+
BD Director (National or Europe remit)	150K - 200K
Head of BD (Global remit)	160K - 200K
Head of BD (National or Europe remit)	120K - 160K
Senior BD Manager	90K - 120K
BD Manager	65K - 85K
Junior BD Manager	55K - 65K
Senior BD Executive / Advisor	50K - 65K
BD Executive / Coordinator	40K - 52K
BD Assistant	28K - 35K
Client Relationship Management	
Head of Client Relationship	90K - 150K
Senior Client Relationship Manager	80K - 100K
Client Relationship Manager	60K - 80K
Senior Client Relationship Executive	45K - 60K
Client Relationship Executive	35K - 45K
Communications (including internal comms and CSR)	
Head of Communications (Global remit)	100K - 140K
Head of Communications (National or Europe remit)	90K - 110K
Communications Manager	60K - 80K
Senior Communications Executive	45K - 55K
Communications Executive	35K - 45K
Communications Assistant	25K - 35K

Notes on salary table

1. Titles and levels vary from organisation to organisation.
2. The salary ranges given are only approximate guides. For tailored salary advice, please contact us directly.
3. Roles outside of London are likely to be £5K - £10K lower than the salaries indicated above.
4. 12-month base salaries are assumed.
5. All other benefits and bonuses are in addition to these figures.
6. Bonus ranges can vary significantly from company to company and will be influenced by market conditions, business and individual performances.

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Job title	Annual salary range (£)
CRM Database	
CRM Database Manager	65K - 80K
CRM Database Senior Executive	55K - 65K
CRM Database Executive / Steward	35K - 55K
CRM Database Administrator / Assistant	25K - 32K
Design	
Senior Design Executive	35K - 50K
Design Executive	30K - 35K
Digital Marketing	
Head of Digital Marketing	95K - 120K
Digital Marketing Senior Manager	80K - 100K
Digital Marketing Manager	60K - 80K
Senior Digital Marketing Executive	40K - 50K
Digital Marketing Executive	30K - 40K
Digital Marketing Assistant	25K - 30K
Events	
Head of Events	85K - 100K
Senior Events Manager	75K - 85K
Events Manager	60K - 75K
Events Senior Executive	45K - 60K
Events Executive	33K - 45K
Events Assistant	27K - 32K

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Job title	Annual salary range (£)
Marketing	
CMO	300K+
Marketing Director	150K+
Head of Marketing	100K - 130K
Senior Marketing Manager	75K - 90K
Marketing Manager	60K - 75K
Senior Marketing Executive	50K - 60K
Marketing Executive	35K - 50K
Marketing Assistant	27K - 35K
PR	
Head of PR (Global remit)	100K - 150K
Head of PR (National or Europe remit)	90K - 110K
PR Senior Manager	80K - 100K
PR Manager	60K - 80K
PR Senior Executive	45K - 55K
PR Executive	35K - 45K
PR Assistant	27K - 35K

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BD, Marketing & Communications Salaries: Practice & Management Consultancies - H1 2024

Job title	Annual salary range (£)
Bids	
Head of Bids	90K - 120K
Bid Manager	60K - 80K
Senior Bid Executive	45K - 55K
Bid Executive	40K - 50K
Bid Assistant	27K - 32K
Business Development	
Head of BD / BD Director	75K - 120K
BD Manager	60K - 80K
Senior BD Executive	45K - 55K
BD Executive / Coordinator	35K - 45K
BD Assistant	30K - 35K
Client Relationship Management	
Head of Client Relationship	90K - 150K
Client Relationship Manager	60K - 80K
Senior Client Relationship Executive	45K - 55K
Client Relationship Executive	35K - 45K
Communications (including internal comms and CSR)	
Head of Communications (Global remit)	70K - 120K
Communications Manager	55K - 75K
Senior Communications Executive	45K - 55K
Communications Executive	35K - 45K
Communications Assistant	27K - 32K
CRM Database	
CRM Database Manager	50K - 65K
CRM Database Executive / Steward	35K - 42K
CRM Database Administrator / Assistant	25K - 32K

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BD, Marketing & Communications Salaries: Practice & Management Consultancies - H1 2024

Job title	Annual salary range (£)
Digital Marketing	
Head of Digital Marketing	70K - 120K
Digital Marketing Manager	50K - 70K
Senior Digital Marketing Executive	40K - 50K
Digital Marketing Executive	35K - 45K
Digital Marketing Assistant	27K - 32K
Events	
Head of Events	60K - 90K
Events Manager	50K - 70K
Senior Events Executive	40K - 50K
Events Executive	35K - 45K
Events Assistant	27K - 32K
Marketing	
Head of Marketing / Marketing Director	90K+
Senior Marketing Manager	70K - 85K
Marketing Manager	50K - 70K
Senior Marketing Executive	45K - 50K
Marketing Executive	35K - 45K
Marketing Assistant	27K - 32K
PR	
Head of PR (Global remit)	90K - 150K
Head of PR (National or Europe remit)	70K - 90K
PR Manager	50K - 70K
PR Senior Executive	40K - 50K
PR Executive	30K - 340K
PR Assistant	23K - 30K
Sales	
Head of Sales	70K - 120K
Sales Manager	60K - 80K

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BD, Marketing & Communications Salaries: Practice & Management Consultancies - H1 2024



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