



nigel wright recruitment salary survey
2009

NIGEL WRIGHT 
RECRUITMENT



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Welcome to the 2009 edition of the Nigel Wright Recruitment Salary Survey. As a company at the core of recruitment across the UK, it is essential that we acknowledge market movements and understand the effects these changes have on employment and the overall business environment. Due to the effect that these fluctuations will ultimately have on any company's recruitment strategy, we see it as essential to provide our clients with the most up-to-date information available.

The information in this survey has been gathered from over 1,000 respondents who completed our online survey, providing a large data-set allowing us to understand in more depth the average salary and the type of benefits people receive within the UK. Other factors covered include the benefits regarded as important in a remuneration package, the reasons why people move jobs internally or externally, as well as the methods utilised to search for a new job. We hope that the results presented will be of interest.

For further information and advice please contact one of our consultants specialising in your specific discipline on 0191 222 0770 or on 0207 405 3921.

IAN SCOTT-BELL

HEAD OF MARKETING AND BUSINESS DEVELOPMENT,
NIGEL WRIGHT RECRUITMENT

ABOUT NIGEL WRIGHT RECRUITMENT

Since its formation in the 1980s, Nigel Wright Recruitment has become a leading name in the recruitment industry across Europe.

We specialise in a range of industry sectors and professionally qualified disciplines and can provide search, selection and database solutions to meet your recruitment needs, nationally and internationally. The teams are able to handle executive and senior management roles, through to junior and entry level for permanent, temporary, interim and contract roles. Nigel Wright Recruitment are structured around four key industry sectors; consumer, industrial and manufacturing, business support and professional services and public and third sector; covering the following disciplines; sales, marketing, operations, finance and accountancy, information technology and human resources.

Nigel Wright Recruitment's specialist consultants are committed to delivering a quality service; most have an industry background and will have experience of dealing with key companies in your sector. This depth of knowledge and expertise ensures that the professional and unique service offered to our clients and candidates is second to none.

CONTACT INFORMATION

For more information on the UK Salary Survey 2009, please contact the Marketing department at Nigel Wright Recruitment on the details below:

Nigel Wright Recruitment
Lloyds Court
78 Grey Street
Newcastle upon Tyne
NE1 6AF

T: 0191 269 0656

F: 0191 222 0770

E: creative@nigelwright.com

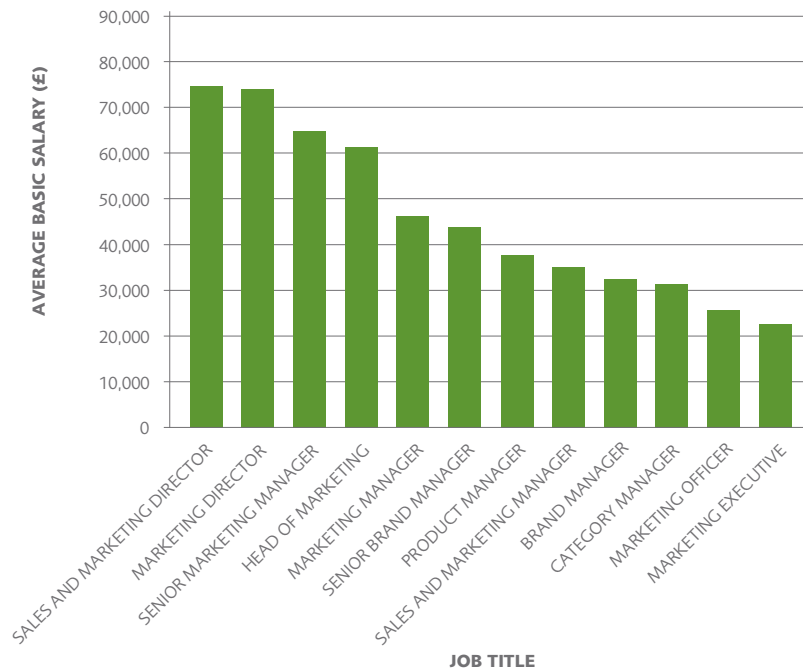
W: www.nigelwright.com



6.6 graphical analysis – marketing



6.61 - AVERAGE BASIC SALARY, EXCLUDING BENEFITS OR BONUSES, BY JOB TITLE



JOB TITLE	RANGE (£)	AVERAGE BASIC SALARY (£)
SALES AND MARKETING DIRECTOR	40,000-100,000+	73,999
MARKETING DIRECTOR	50,000-100,000+	73,683
SENIOR MARKETING MANAGER	60,000-69,999	64,999
HEAD OF MARKETING	50,000-99,999	60,832
MARKETING MANAGER	30,000-79,999	46,665
SENIOR BRAND MANAGER	30,000-49,999	42,999
PRODUCT MANAGER	30,000-49,999	37,499
SALES AND MARKETING MANAGER	30,000-39,999	34,999
BRAND MANAGER	20,000-49,999	34,999
CATEGORY MANAGER	20,000-29,999	31,665
MARKETING EXECUTIVE	14,999-29,999	22,499

When looking at basic salary, the ranges are quite broad, reflecting the wide range of companies within the UK and therefore it should only be used as a guide.

For further information on your recruitment needs or on a particular role/s within this discipline please contact one of our consultants on 0191 222 0770.



Basic salary, excluding benefits or bonuses

From all the respondents surveyed the average basic salary for respondents within marketing was £48,182, with the average daily rate for a non permanent employee being £218.

Within marketing, 34% of respondents are moderately satisfied within their current job, with 16% being very satisfied.

Salary increase received and expected at last and next review

78% of people within marketing received between 0-5% increase as part of their last salary review, with just over 80% expecting to receive the same percentage value as part of their next review.

BENEFITS

Within marketing, 84% of respondents receive some form of company benefit or bonus as part of their remuneration package. This ranked second highest of all the disciplines in this survey. Below provides a more in-depth look at each form of benefit or bonus that respondents receive within this discipline.

Car allowance

Of all respondents surveyed, 67% are entitled to a car allowance or loan. From these respondents, 22% of people receive between £6,000 and £7,999 towards their car allowance or loan, with 17% receiving between £4,000 and £5,999.

Childcare allowance

Out of the 15% of respondents who are entitled to childcare allowance, 13% of respondents receive less than £99, followed by 11% who are entitled to receive between £100 and £399.

Annual holiday allowance

Just over 65% of marketing respondents receive between 21-25 days as part of their holiday allowance, followed by 23% who are entitled to between 26-30 days.

Healthcare

67% of the respondents are entitled to healthcare; 57% of these have cover which includes themselves and family members.

Pension

83% of marketing respondents are entitled to join a company pension scheme. Of these, 24% have been members of the scheme up to a year, with 18% holding their pension more than five years. Of the 83% of respondents, 28% receive between 4-5% from their employer with just under 16% contributing 6-7%. 41% of respondents are personally contributing between 4-5% towards their pension, followed by just under 16% contributing between 6-7%.

Importance of benefits

The top three benefits that people within marketing felt were most important were personal bonus at 54%, employer contribution to their pension, 44%, and holiday entitlement at 43%.

BONUSES

Guaranteed bonus

Only 11% of respondents surveyed receive a guaranteed bonus within the marketing discipline. Unfortunately due to insufficient numbers we can't comment on the value of respondents' last and next expected guaranteed bonus.

Company performance related bonus

76% of respondents receive a company performance related bonus. Out of these respondents just under 34% received between 0-5% as part of their last company bonus, followed by just under 29% receiving between 6-11%. 43% of respondents are expecting to receive between 0-5% as part of their next company performance bonus, with 23% expecting to receive a value between 6-10%.

Personal performance related bonus

As part of their remuneration package, 48% of respondents receive a personal performance related bonus. Of these respondents, 46% received a value between 0-5% as part of their last personal bonus and just under 20% received between 6-10%. As part of their next personal bonus, 41% are expecting to receive a value between 0-5%, followed by 26% expecting to receive between 6-10%.

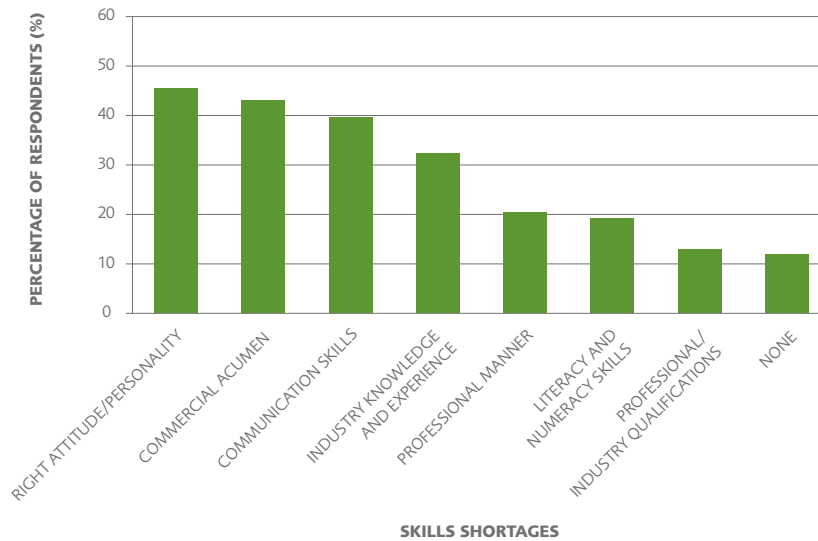


Within marketing the top type of skill perceived to be lacking is the right attitude or personality, just under 44%. Commercial acumen was second highest, just over 42%, followed by communication skills, just under 40%. Only 12% believed that there are no skill shortages.

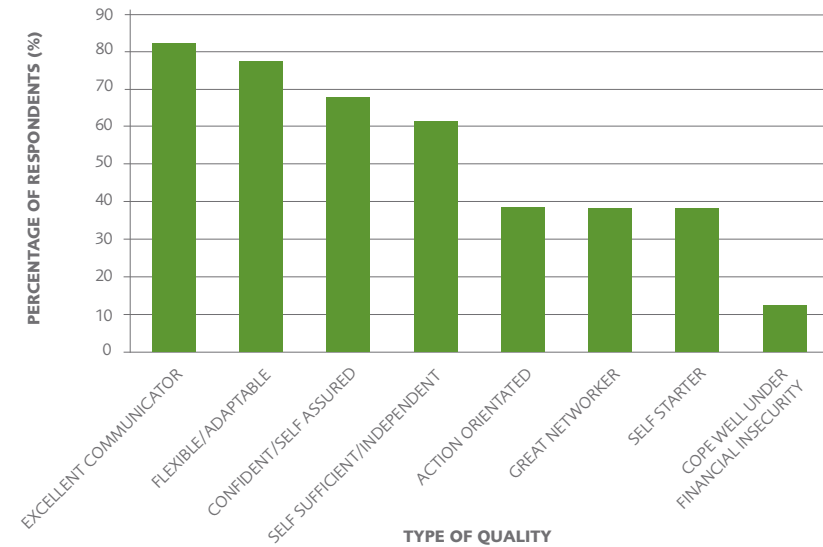
The top quality that people believe is required to be successful within this discipline is to be an excellent communicator at 82%, which is not surprising since this is the core emphasis of the discipline. This is followed by being flexible or adaptable, 78%, and being confident or self assured at 67%. The quality that people believed was least important was to cope well under financial insecurity at 12%.

Base – All respondents within marketing and were able to provide multiple answers to 6.62 + 6.63

6.62 - SKILLS SHORTAGES WITHIN MARKETING



6.63 - QUALITIES REQUIRED TO BE SUCCESSFUL WITHIN MARKETING



**NEWCASTLE**

LLOYDS COURT
78 GREY STREET
NEWCASTLE UPON TYNE
NE1 6AF

T +44 (0)191 222 0770
F +44 (0)191 222 1786
E info@nigelwright.com

LONDON

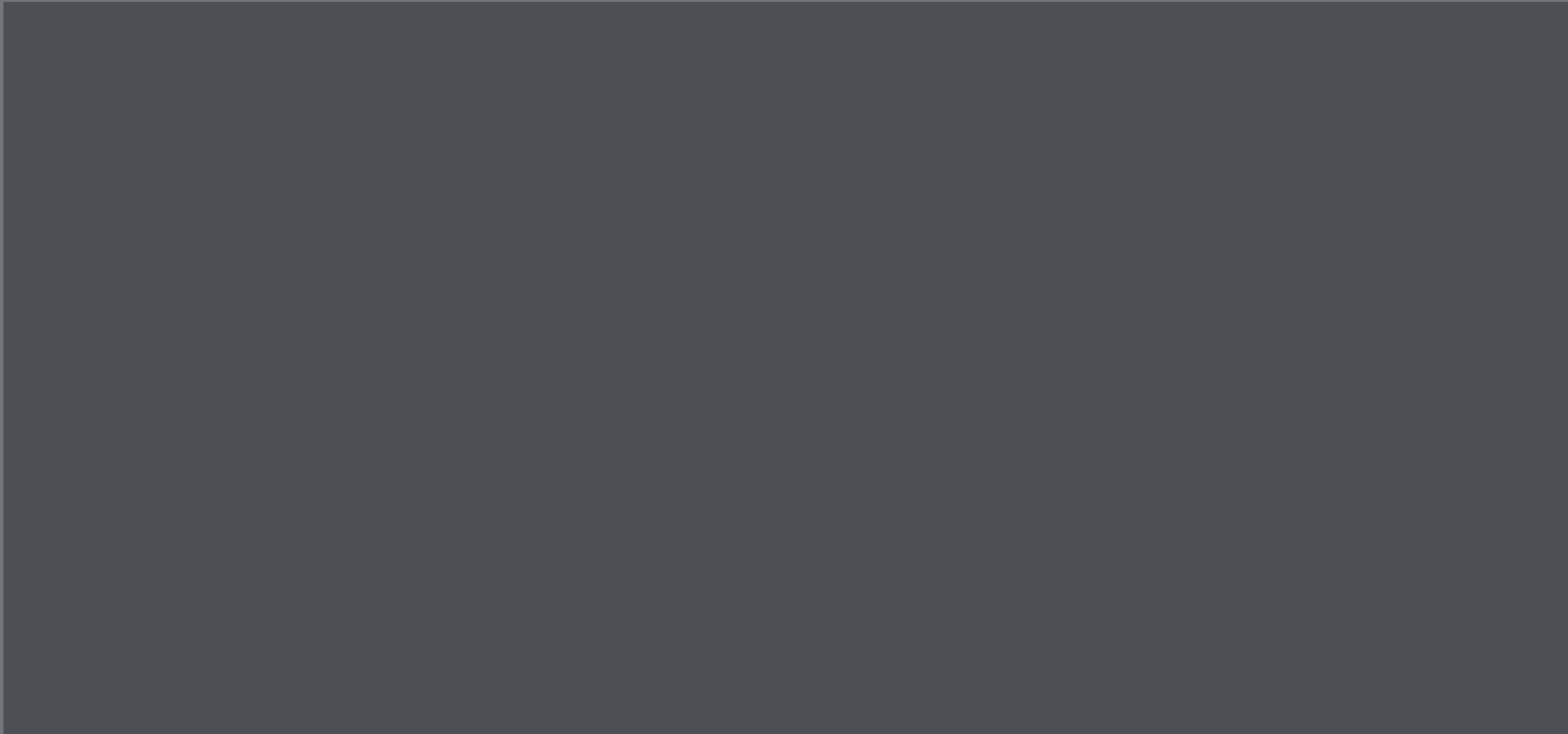
PALLADIA CENTRAL COURT
25 SOUTHAMPTON BUILDINGS
LONDON
WC2A 1AL

T +44 (0)207 405 3921
F +44 (0)207 681 1409

COPENHAGEN

RÅDHUSPLADSEN 16
1550 KØBENHAVN V
DANMARK

T +45 7027 8601
F +45 6980 2874



NIGEL WRIGHT 
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www.nigelwright.com