



Welcome to the 2023 Salary Guide

Events | Marketing | CRM / Data | Digital
Creative | PR & Comms | Sales

henrynicholas

This salary guide is designed to provide you with exclusive insights into salary trends in your sector, helping you to refine your recruitment strategy and put you ahead of the competition when it comes to recruiting the most skilled candidates.

In this guide, we explore salaries at all levels across our specialisms:

Marketing & PR. Data & Insight. Digital. Creative.

About Henry Nicholas

Henry Nicholas is a purpose-driven team of expert recruiters, who are passionate about advancing careers and growing businesses.

We know that there are plenty of recruitment agencies out there, so we like to do things a little differently.

We understand that meaningful relationships are at the heart of what we do, helping us to uncover the right people for the right roles. We are proactive, creative, and never use pushy sales tactics to get the job done.

We're proud to be a carbon neutral business, and are currently on the way to becoming fully Bcorp certified.

We've planted 200 trees (and counting) around local schools, as well as 19,000m² of wildflower meadows.

Whether you're searching for some exceptional new talent or your next big move, our friendly expert team is here to help you grow.



There are many benefits to being part of recruitment in the vast marketing sector. As recruitment professionals, we get to play an active role in a people-focused, constantly evolving community that rewards innovation and offers the opportunity to create powerful change in the lives of others.

We have the chance every day to inspire clients and candidates alike by providing current market insights and providing an experience that is transparent, focused and tailored for all involved.

Nick Edgar, Consultant



What does 2023 look like for recruitment?

The last few years have been turbulent for both employers and workers, from navigating the global pandemic and its aftermath, to managing a talent shortage and cost of living crisis.

The next 12 months are expected to bring further economic challenges, and uncertainty is undeniably in the air. This is an unprecedented time, with economic forecasts tightening and large-scale talent shortages remaining in the UK labour market.

The rate of annual pay growth for both total pay and regular pay was 6.1% at the end of 2022; this is the strongest growth in regular pay seen outside of the pandemic period. **Read the full article here.**

The UK workforce has drastically decreased, and while the reasons are numerous, they include many over-50s stepping down from the workforce, the pandemic's lingering effects, the impacts of Brexit, and skills shortages in a variety of industries.

At the end of 2022, 75.6% of the UK was in employment, which is a decrease of 1% compared to pre-pandemic. **Read the full article here.**

In contrast with record-high job vacancies, the UK's unemployment rate increased at the end of 2022, according to official statistics. Due in part to the conflict in Ukraine, the Covid crisis, and political unrest in the UK, the cost of living is rising at its quickest rate in almost 40 years. As a result, energy and food prices are rising, making it difficult for many people to make ends meet.

The onset of a recession, the return of inflation, and interest rates we haven't seen in a decade make the future difficult to predict as we head into 2023.

Despite the continuing inflation crisis, some organisations continue to invest – financially at least – in their talent. We must maintain our optimism, plan for the future, and prepare for the unknown.

Whatever the economic conditions, the Henry Nicholas team are here to match the very best Marketing, Tech and Creative talent with their perfect-fit roles, to help drive business forward.

About this guide

This salary guide has been created using extensive in-house knowledge, collated salary data, and expertise from the wider industry. This UK-based guide incorporates roles across our 5 pillars: marketing and PR, data and insight, technology, digital, and creative.

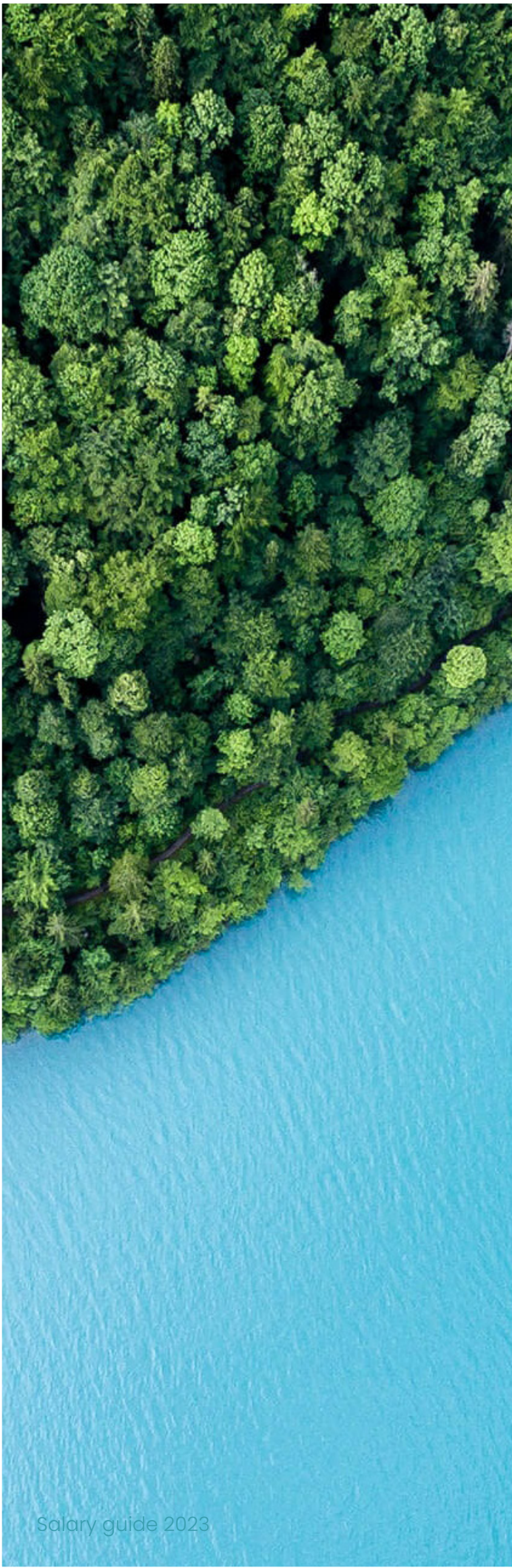
We use national averages, as well as upper and lower limits, inclusive of roles that are subject to London weighting.

Readers should also be aware that unless a role is specific to an agency or in-house organisation, it is considered to be across

both, and that some roles only exist in larger organisations.

We have reviewed permanent salaries only. It's impossible to cover every role – new ones are being created every day – but we have worked hard to consider all the key roles that exist within our specialisms.

If you have any questions about the data used within this salary guide, please get in touch.



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Director & C-Suite

What's new at the top?

We take a look at the most senior roles across our specialisms – CEOs take home the highest average salary in our guide, at £180,000.



Job title	Permanent lower	Permanent upper	Permanent average
MD	88,000.00	170,000.00	150,000.00
CEO	140,000.00	200,000.00	180,000.00
Commercial Director / CFO	85,000.00	150,000.00	120,000.00
Operations Director / COO	80,000.00	150,000.00	120,000.00
Chief Marketing Officer	100,000.00	150,000.00	130,000.00
Chief Strategy Officer	125,000.00	170,000.00	140,000.00
Chief Technology Officer	£85,000.00	£170,000.00	£120,000.00

Industry insights

Board rooms are now more diverse and inclusive than ever before, with more genders, cultures and ages occupying leading roles. 71% of Boards now have at least one director who identifies as an ethnic minority, however, due to unconscious bias many businesses continue to recruit in their own model and replicate what they already have, rather than increasing diversity.

While companies are taking steps to improve female representation at C-Suite and board level, diversity is still lacking. Female marketers (27%) are more likely than their male peers (19%) to believe their company is not doing enough to support diverse talent.

The 'Great Retirement' has now slowed.

After a large number of resignations following the pandemic, retirements have now slowed to normal levels. One pitfall for small and mid-size businesses is they are less likely to have a defined succession plan in place, which means hiring for vacant C-Suite roles takes a long time.

"When a CEO has been in-role for a long time, SMEs can get a shock when it comes to bringing in new leadership skills, as new candidates tend not to fit existing pay structures."

– John Austin, Managing Director



Client services

Meet the relationship experts! Client Services professionals are the crucial bridge between creation and delivery, supporting organisations as they develop key campaigns and strategies to power their future success. **But how much are these people—people bringing home?**

Job title	Permanent lower	Permanent upper	Permanent average
Entry level	20,000.00	26,000.00	22,000.00
Account Executive	22,000.00	28,000.00	26,000.00
Senior Account Executive	26,000.00	32,000.00	28,000.00
Account Manager	32,000.00	38,000.00	35,000.00
Senior Account Manager	35,000.00	45,000.00	40,000.00
Account Director	45,000.00	60,000.00	55,000.00
Senior Account Director	58,000.00	77,000.00	68,000.00
Group Account Director	75,000.00	90,000.00	87,000.00
Business Director	80,000.00	130,000.00	96,000.00
Client Services Director	70,000.00	150,000.00	84,000.00
Business Development Executive	27,000.00	35,000.00	32,000.00
Business Development Manager	35,000.00	60,000.00	50,000.00
Business Development Director	60,000.00	100,000.00	80,000.00

Industry insights

Client services offers great potential for progression and growth, the average business director's salary is 350% more than an entry level executive.

"Businesses are becoming more and more conscious of the fact that they need to stand out to attract and retain the best employees. The market for top talent is more competitive than ever. Because of that, employers are promising first-class benefits packages that go far beyond salary.

Top agencies are striving to offer their employees a lifestyle, both in and out of work. In the post covid world that puts the spotlight on remote, hybrid and flexible working. The pandemic has emboldened people to find a working environment that suits their personal life, and technology has made that possible. Beyond giving levels of flexibility that was previously

unthinkable, agencies are realising that they need to offer more than just work, they need to offer their employees the life they want. That means more focus on charity work and sustainability.

B-Corp and carbon neutral status are becoming sought after. Likewise, health is a focus for both the individual and their family. private healthcare, gym membership, cycle to work schemes, mental health support, etc.

The relationship between employer and employee is changing rapidly and if businesses don't keep up, they risk being left behind."

- Andy Midgley, Senior Consultant



The Marketing & PR industry

In a competitive landscape, shouting about your brand is more necessary than ever before. Marketing and PR covers a wide range of roles and specialisms.

From social media experts to agency roles, we explored some of the key positions to gain a better understanding of the salary landscape today.

PR & Communications

Job title	Permanent lower	Permanent upper	Permanent average
PR Executive	24,000.00	40,000.00	30,000.00
PR Manager	30,000.00	60,000.00	48,000.00
Senior PR Manager	55,000.00	65,000.00	60,000.00
PR Director/ Head of PR	65,000.00	120,000.00	86,000.00
Communications Executive	24,000.00	42,000.00	32,000.00
Communications Manager	40,000.00	70,000.00	55,000.00
Head of Communications	62,000.00	105,000.00	83,000.00
Communications Director	75,000.00	120,000.00	90,000.00

Industry insights

There are around 71,000 PR professionals in the UK as of 2022.

“Post-pandemic, PR is still very much a London-centric industry with many of the top agencies based there and much of the talent pool relocating to the city in search of work.

Because London is such a hub for PR, companies outside of London understand that they have to work harder to secure top candidates. It’s a highly competitive market, which

inflates salaries and benefit packages. In-house brands outside of London often offer better salaries and benefits than the PR agencies in the same area.

As such, regional agencies are having to work harder than ever before to secure the best talent.”

- Andy Midgley, Senior Consultant.



Brand Marketing

Job title	Permanent lower	Permanent upper	Permanent average
Marketing Assistant	20,000.00	28,000.00	24,000.00
Marketing Executive	26,000.00	40,000.00	32,000.00
Marketing Manager	32,000.00	65,000.00	52,000.00
Head of Marketing	60,000.00	120,000.00	84,000.00
Marketing Director	70,000.00	150,000.00	104,000.00
Junior Brand Manager	25,000.00	35,000.00	28,000.00
Brand Manager	35,000.00	58,000.00	50,000.00
Head of Brand	60,000.00	95,000.00	83,000.00
Brand Director	85,000.00	140,000.00	110,000.00
Product Manager	40,000.00	65,000.00	53,000.00
Head of Product Management	60,000.00	100,000.00	84,000.00

Industry insights

The marketing industry contributes £36.5 Billion to the UK economy annually. Almost half of the marketers (46%) say they received a salary increase in 2022.

That said, moving up the career ladder was less likely. Just 16.3% of marketers received a promotion last year, while for 10.9% an expected promotion was delayed or made unlikely.

“The North is a rapidly growing powerhouse especially when it comes to marketing and digital. Manchester is Europe’s leading ‘digital city’ with an economy estimated at £5bn, employing 58,000 people across 10,000 businesses.

Here at Henry Nicholas, we have set up a dedicated team (new for 2023) to focus purely in this geography working across Yorkshire, Lancashire and Cheshire to help start-ups, SME’s and

PLCs find the talent they require to thrive in a candidate short market place.

Using talent mapping and the latest AI and tech recruitment tools we are already helping a number of agencies and brands expand their teams, grow their client bases and hence increase their productivity and output to support future growth of their businesses.”

- Nick Edgar, Consultant

Content & Social

Job title	Permanent lower	Permanent upper	Permanent average
Content Executive	22,000.00	32,000.00	27,000.00
Content Manager	35,000.00	55,000.00	40,000.00
Content Strategist	45,000.00	68,000.00	55,000.00
Head of Content	50,000.00	90,000.00	75,000.00
Community Manager	32,000.00	55,000.00	48,000.00
Social Media Executive	26,000.00	32,000.00	28,000.00
Social Media Manager	35,000.00	55,000.00	43,000.00
Social Media Strategist	45,000.00	70,000.00	55,000.00
Paid Social Executive	30,000.00	38,000.00	34,000.00
Paid Social Manager	45,000.00	60,000.00	55,000.00
Paid Social Strategist	42,000.00	55,000.00	48,000.00
Head of Social Media	50,000.00	70,000.00	58,000.00

Planning

Job title	Permanent lower	Permanent upper	Permanent average
Junior Planner	25,000.00	35,000.00	28,000.00
Midweight Planner	35,000.00	50,000.00	43,000.00
Senior Planner	50,000.00	75,000.00	61,000.00
Planning Director/Head of Planning	65,000.00	110,000.00	87,000.00

Industry insights

The rise of social media has been key in this shift, with platforms such as TikTok, Twitter, Instagram and Snapchat offering unparalleled access to customers. It's now possible to reach people from all over the world with a single post. At the same time, advances in Artificial Intelligence and automation have made it easier than ever before to tailor content to customers. This means that businesses can now create personalised experiences that have never been seen before.

The future of digital marketing is one full of opportunities. We can expect to see more businesses embracing the digital space, and those who don't could get left behind.

Some 20% of respondents identify a lack of social media skills as a key issue, with 18.7% highlighting a lack of performance marketing skills.

Digital Marketing

Job title	Permanent lower	Permanent upper	Permanent average
Digital Marketing Executive	28,000.00	38,000.00	32,000.00
Digital Marketing Manager	38,000.00	65,000.00	50,000.00
Head of Digital Marketing	50,000.00	92,000.00	76,000.00
Digital Marketing Director	65,000.00	140,000.00	95,000.00
E-commerce Executive	25,000.00	36,000.00	30,000.00
E-commerce Manager	40,000.00	65,000.00	52,000.00
Head of E-commerce	70,000.00	120,000.00	90,000.00
CRO Executive	28,000.00	32,000.00	30,000.00
CRO Manager	35,000.00	50,000.00	44,000.00
Director / Head of CRO	50,000.00	80,000.00	64,000.00
Paid Media Executive	25,000.00	40,000.00	34,000.00
Paid Media Manager	35,000.00	55,000.00	42,000.00
Director / Head of Paid Media	55,000.00	90,000.00	70,000.00
Programmatic Executive	28,000.00	42,000.00	35,000.00
Programmatic Manager	38,000.00	70,000.00	50,000.00
Performance Marketing Manager	55,000.00	82,000.00	70,000.00
Head of Performance / Director	75,000.00	120,000.00	86,000.00
SEO Executive	25,000.00	40,000.00	38,000.00
SEO Manager	35,000.00	55,000.00	46,000.00
Director / Head of SEO / Search	55,000.00	82,000.00	70,000.00

Industry insights

More businesses will use SEO as a tool to optimise and improve online traffic in 2023.

“Following a huge shift towards online delivery during the pandemic, which allowed marketers to show the direct impact of their activities, business leaders are now fully embracing digital marketing.

Many are investing in online lead generation and customer experience, which will boost the bottom line, driving demand and ultimately, salaries in the sector.

Employers having trouble filling mid to senior-level digital marketing roles are not alone.

Global talent shortages across all industries have reached a 16-year-high, with 3 in 4 employers reporting difficulty in finding the talent they need, according to the 2022 Global Talent Shortage report from ManpowerGroup.”

- John Austin, Managing Director

The Data & Insight Industry

As the world we live in is becoming increasingly data-driven, there's no hiding from the algorithms. Whether it's the adverts we see online or the suggested TV shows in our favourite streaming app, data is transforming the way organisations communicate with us and the choices we make. This means that data jobs are more in-demand than ever before; the lack of data and analytics skills has been identified as the top skills gap within marketing departments.

Data & Insight

Job title	Permanent lower	Permanent upper	Permanent average
Data Analyst	26,000.00	48,000.00	42,000.00
Senior Data Analyst	51,000.00	67,000.00	59,000.00
Insight Analyst	35,000.00	50,000.00	43,000.00
Senior Insight Analyst	51,000.00	68,000.00	62,000.00
Head of Analytics	63,000.00	106,000.00	83,000.00
Data Scientist	32,000.00	68,000.00	48,000.00
Head of Data Science	72,000.00	120,000.00	94,000.00
Data Director	75,000.00	150,000.00	101,000.00
CRM Executive	31,000.00	39,000.00	35,000.00
CRM Manager	40,000.00	68,000.00	56,000.00
Head of CRM	66,000.00	105,000.00	89,000.00
Head of Research	62,000.00	90,000.00	75,000.00
Data Engineer	25,000.00	50,000.00	43,000.00
Data Architect	70,000.00	140,000.00	98,000.00
Marketing Technology Consultant	50,000.00	95,000.00	83,000.00
Head of Marketing Technology	69,000.00	155,000.00	97,000.00

Industry insights

The average highest paying role is a data director at £101,000, and the global revenue from big data is predicted to be \$274.3 Billion by 2025.

Data has transformed from a generalist industry to a specialist one. Today, roles like Data Scientist, Engineer, and Architect are highly sought-after.

"Data and insight continue to be a buoyant market, showing 30% annual growth of vacancies within this field. However, demand is still outstripping supply, partly due to a lack in grass-roots training and investment. Notable progression and investment in data science has shifted some role profiles previously sitting within statistics. Businesses are adopting

data-driven models, making decisions based on insight to simplify processes and speed supply chains. With automation at the heart of this evolution, we continue to expect high demand for skills in this area, with a spike of skilled employees entering the market in 2024."

- Dan Carne, Principal Consultant

The Tech Industry

Try to keep up! The pace of technological change has never been faster, and the right digital talent can make all the difference when it comes to keeping ahead of the curve.

Growing competition for the right skills and experience is driving salary increases in key areas like software development.

Development & Testing

Job title	Permanent lower	Permanent upper	Permanent average
Software Developer/Programmer	£36,000.00	£73,000.00	£50,000.00
Full stack Developer	£50,000.00	£80,000.00	£73,000.00
Backend Developer	£45,000.00	£80,000.00	£75,000.00
Senior Backend Developer	£56,000.00	£96,000.00	£84,000.00
Software Tester / QA	£33,000.00	£57,000.00	£42,000.00
Lead Software Tester	£45,000.00	£70,000.00	£65,000.00

Industry insights

60.9% of salaries in the tech industry saw an increase in 2022, and the UK tech sector is leading the way going into 2023, ranking #1 in Europe and #3 in the world, with 3 million people now working in the UK tech industry.

"The pace of technological change as a result of the Covid-19 pandemic shows no sign of slowing down. Heading into 2023 trends will be within AI and robotics, cybersecurity, crypto, IoT and quantum computing.

The need for IT talent to support this digitisation is creating a highly competitive labour market. The increase in reliance on these job roles has led to salary inflation of 35% pre-pandemic levels."

- Dan Carne, Principal Consultant



“
*We have
now filled a
significant
number of key
marketing roles
thanks to
Henry Nicholas.*

*They are my
go-to
recruitment
specialists for
game-
changing
roles.*

”

Managing Director,
The Share Centre

The Creative Industry

Keep the jokes about pens and pencils to yourself – creative roles are booming. Creative Directors are the highest earners in this sector with an average salary of £90,000, with entry-level Junior Artworker roles coming in at £23,000.

Creative & Design

Job title	Permanent lower	Permanent upper	Permanent average
Junior Designer	24,000.00	32,000.00	26,000.00
Midweight Designer	30,000.00	45,000.00	40,000.00
Senior Designer	38,000.00	60,000.00	52,000.00
Design Director	45,000.00	60,000.00	55,000.00
Associate Creative Director	62,000.00	90,000.00	65,000.00
Creative Director	75,000.00	135,000.00	95,000.00
Video Producer / Editor	28,000.00	50,000.00	42,000.00
Junior Artworker	20,000.00	25,000.00	23,000.00
Midweight Artworker	23,000.00	35,000.00	28,000.00
Senior Artworker	35,000.00	48,000.00	40,000.00
3D Visualiser	35,000.00	65,000.00	50,000.00
Junior Copywriter	24,000.00	32,000.00	27,000.00
Midweight Copywriter	32,000.00	46,000.00	38,000.00
Senior Copywriter	45,000.00	65,000.00	55,000.00
Head of Copy	60,000.00	78,000.00	72,000.00
Junior Creative (Art Dir/Copywriter/Team)	24,000.00	32,000.00	27,000.00
Midweight Creative (Art Dir/Copywriter/Team)	30,000.00	52,000.00	42,000.00
Senior Creative (Art Dir/Copywriter/Team)	47,000.00	70,000.00	55,000.00

Creative Services

Job title	Permanent lower	Permanent upper	Permanent average
Junior Project / Production Manager	25,000.00	33,000.00	30,000.00
Midweight Project / Production Manager	32,000.00	40,000.00	36,000.00
Senior Project / Production Manager	35,000.00	50,000.00	45,000.00
Head of Production / Programme Manager	75,000.00	125,000.00	92,000.00
Studio / Traffic / Creative Services Manager	32,000.00	52,000.00	42,000.00
Senior Studio / Traffic / Creative Services Manager	45,000.00	68,000.00	52,000.00
Head of Studio / Creative Services	65,000.00	80,000.00	70,000.00

Digital Design & UX

Job title	Permanent lower	Permanent upper	Permanent average
Junior Digital Designer	26,000.00	32,000.00	28,000.00
Midweight Digital Designer	35,000.00	45,000.00	36,000.00
Senior Digital Designer	45,000.00	60,000.00	50,000.00
Head of Digital Design	60,000.00	90,000.00	75,000.00
Junior UI/UX Designer	28,000.00	45,000.00	35,000.00
Midweight UI/UX Designer	38,000.00	52,000.00	45,000.00
Senior UI/UX Designer / Architect	55,000.00	80,000.00	68,000.00
Head of UI/UX	60,000.00	100,000.00	75,000.00
Motion Designer	25,000.00	50,000.00	40,000.00

Industry insights

The creative industries will contribute £28 billion to the economy in the next 3 years. In 2022, 2.2 million people worked in the UK creative industry.

Of all creative businesses, 62% in London and the greater South East (London, South East and East of England), 13% in the North of England (North East, North West, and Yorkshire and the Humber), 10% in the Midlands (East and West Midlands), 2% in Wales, 5% in Scotland and 1% in Northern Ireland.

“The cost of living crisis, and specifically the cost of mortgages, is driving up salaries across the UK. Marketing is no exception. In mid-to-senior roles, we’re seeing increases of 15%+ from 6 months ago.”

This change is exacerbated by the fact that some of the top talent from marketing agencies are leaving London in search of a better lifestyle; that means gardens and green spaces, fresh air, a sense of community. Their salary expectations are higher due to London weighting, and that expectation is driving salary inflation across the UK.”

- Andy Midgley, Senior Consultant





Henry
Nicholas
Associates

“
As recruitment professionals, we get to play an active role in a people-focused, constantly evolving community that rewards innovation.
”

Nick Edgar, Consultant
Henry Nicholas

Let's talk talent

If you're looking to find new talent to bolster your team in 2023, or you're interested in starting a new position yourself, our team would love to help you to do just that.

We know that good people make great businesses, which is why we're dedicated to putting the best talent at the heart of brands across the UK.

Get in touch today to see what Henry Nicholas could do for you.

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