

Sales & Marketing

SALARY INSIGHTS

2024



Key insights into recruitment trends and salary benchmarking in the Sales & Marketing sector.

Powered by

concept.
talent & tech. connected

Contents.

Introduction.

3

Market overview.

4

Salary overview.

6

Employee satisfaction.

9

Moving jobs.

12

Salary benchmarking.

15

Additional resources.

21

Introduction.



PAULA JONES

Sales & Marketing
Recruitment Manager,
Concept

With turbulent economic conditions continuing to affect the UK and within the technology sector, conditions for sales & marketing professionals have changed markedly over the past few years.

Although employers are able to be more selective in their recruiting than in previous years, securing the best sales and marketing talent remains challenging. Swift hiring timelines are paramount and delays in recruitment processes risk losing exceptional candidates to competitors. Slower onboarding means missing out on talent that can contribute to your organisation's success.

Offering a competitive basic salary remains essential to attracting talent, but employers need to ensure their benefits package is attractive to stand out in this highly competitive market. Sales & Marketing professionals were among the first workers to take advantage of flexible working conditions and our survey highlights that this remains a critical benefit.

Businesses are increasingly seeking both versatility and adaptability in their sales and marketing teams.

This goes beyond traditional selling skills, professionals are now expected understand and be able to navigate digital channels, leverage data analytics, and embrace technology-driven sales strategies.

The ability to cultivate meaningful customer relationships remains a core skill that employers look for in sales professionals and increasingly this needs to be demonstrated in both digital and in-person environments.

Marketing and creative professionals are required who can adapt rapidly to changes within the sector. Employers seek individuals with a diverse range of skills that encompass digital marketing, data analytics, and creative problem-solving. This is being driven by the increasing integration of technology and data-driven strategies within marketing roles.

30,000

candidates placed.

24M

turnover in 2023.

24 years

Over 2 decades of talent consultancy.



Market overview.

Gender split within Sales & Marketing



37%
female

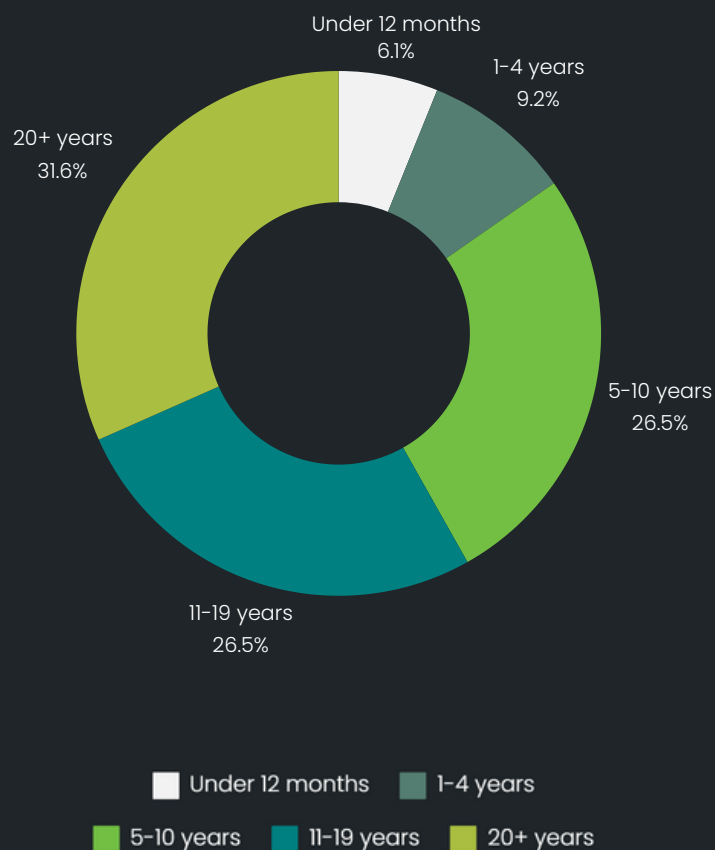
63%

male



The majority of respondents working in sales and marketing are male. However within marketing disciplines it was a more even split.

Experience within Sales & Marketing



Over half of respondents working within sales and marketing had more than 10 years experience.

MARKET OVERVIEW

Larger businesses account for a significant proportion of hirers; however, the SME market appears to be growing with those with 51-200 employees making up just over a quarter.

1-50
employees

29%

51 - 500
employees

24%

500+
employees

38%

Most popular roles include:

Account Manager, Business Development, SDRs, Marketing Manager, Marketing Director, Account Director, Communication Manager



THE MOST POPULAR ROLES IN SALES & MARKETING:

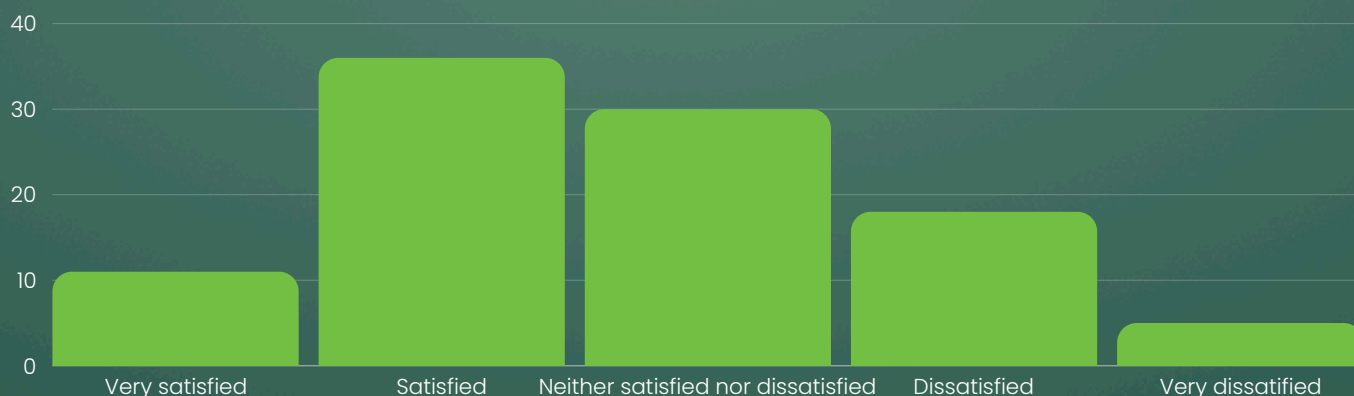
- Technology Sales
- Telecoms Sales
- In-house Marketing
- Agency Marketing
- Digital Marketing
- Creative

Salary Detail

Despite only half of Sales & Marketing professionals receiving a pay rise in the past 12 months, their level of salary satisfaction is higher than the UK average. This is likely to be influenced by the higher percentage of Sales professionals relying on bonus and commission rather than base salary.



Are you satisfied with your current salary?



Salary satisfaction.

11%

were very satisfied with their current salary.

36%

were satisfied with their current salary.

23%

of the Sales & Marketing professionals were dissatisfied or very dissatisfied with their current salary.

70%

of the Sales & Marketing professionals that are dissatisfied with their salary intend to move jobs within 12 months.

Salary changes

Despite significant inflationary pressures in the UK, only 52% of Sales & Marketing professionals had received a pay rise in the past 12 months, however their levels of commission and bonus were much higher than average.

52%

of the Sales & Marketing professionals have received a salary increase in the past 12 months.

61%

of Sales & Marketing professionals said they expected to receive a salary increase in the next 12 months.

Bonus & Overtime

39% of Sales & Marketing professionals received less than £1,000 in bonus and overtime.

20% received between £1,000 and £6,000 in bonus and overtime.

41% received over £10,000 in overtime and bonus.

Sales & Marketing professionals that had not received a salary increase in the past 12 months were significantly less likely to be satisfied with their roles and more likely to be intending to move jobs.

Salary expectations

How do you expect your salary to change in the next year?



Sales & Marketing professionals were slightly more pessimistic of a salary increase in the next 12 months than the UK average.



Employee Profile

Sales & Marketing professionals are more satisfied in their roles than the average respondent. Not surprisingly, Sales & All Marketing professionals that are dissatisfied with their current role, said they intend to move in the next 12 months. Gaining a higher salary was an important factor but career progression and gaining a new challenge were significant factors too.



Of Sales & Marketing professionals that were unsatisfied in their role...

63%

said that there was no scope for progression within their current role.

45%

stated that they had not received any training in the past 12 months.

64%

said they would move jobs for a higher salary.

Employee Wellbeing

Career progression has been seen to have a big impact on job satisfaction, over one third of Sales & Marketing professionals said they felt there was room for progression within their current role.

Do you feel there is scope for progression in your current role?

64%

Yes

Levels of job satisfaction were much higher amongst those that felt their role had career progression – 62% said they were satisfied in their role.

Of those that couldn't see any scope for 44% said they were dissatisfied in their job.

88% said they intend to move jobs within the next 12 months.

36%

No

Skills & Training

Although most the Sales & Marketing professionals feel they have the skills to complete their role, there are a high percentage of workers that have received no training in the past 12 months.

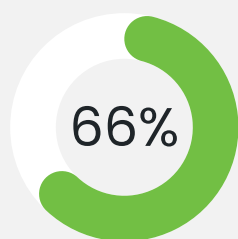
Engineering workers that hadn't received any training were less likely to be satisfied in their roles.

This highlights that training should be considered as much for employee motivation as training people to perform their roles.

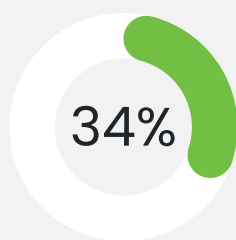


Only
33%
of candidates that hadn't received training said they are satisfied in their role.

Have you had any training in the last 12 months?



Yes



No

23% of people that hadn't received training felt they don't have the skills to perform their job.

80% of people that hadn't received any training in the past 12 months were intending to move jobs.

Moving jobs

Although there is a relatively high level of satisfaction amongst Sales & Marketing professionals, 80% said they are intending to move jobs.

Over half of Sales & Marketing respondents are looking to move jobs within the next year.

When do you think you'll move jobs?

36%

within 6 months.

25%

6 - 12 months.

14%

1 - 3 years.

5%

more than 3.

20%

not looking to move.

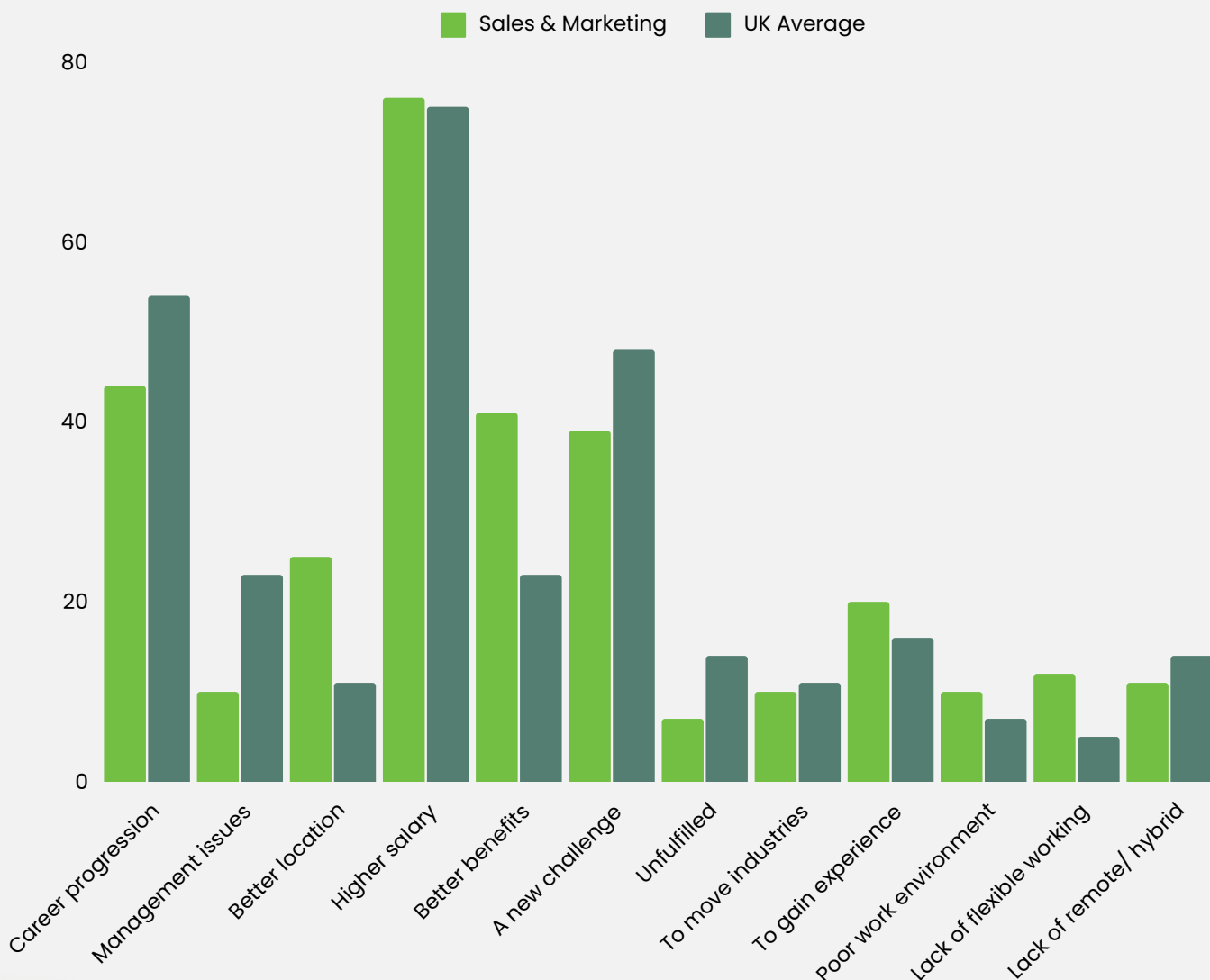


Important factors

Moving jobs

What are the main drivers behind Sales & Marketing professionals looking to move jobs?

As to be expected, gaining a higher salary is the most significant factor, especially with those that hadn't had a salary increase in the past 12 months. However, career progression, a new challenge and better benefits were also important factors.



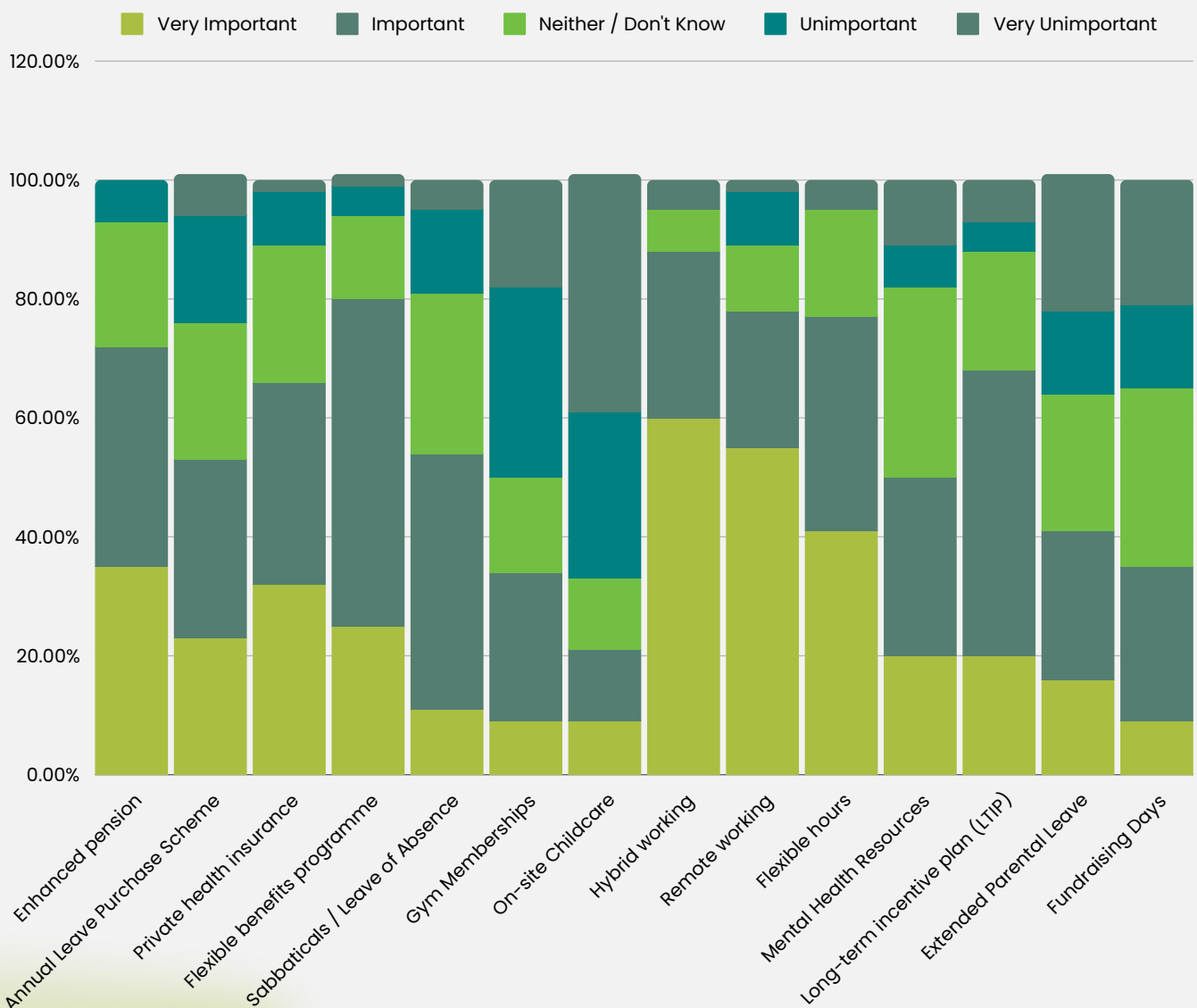
When compared to the UK average, Sales & Marketing professionals are **less likely** to move because of location, a lack of flexibility and better benefits.

When compared to the UK average, Sales & Marketing professionals are **more likely** to move because of career progression, gaining a new challenge and management issues.

Benefits packages

What benefits are important when considering a new role?

Sales & Marketing professionals offered a range of benefits that they consider important when choosing a new permanent role. Hybrid working, remote working and flexible hours were the most important benefits. Sales & Marketing professionals were far more likely to state that the benefits are important when considering a role than the average respondent.



Sales & Marketing professionals are 50% more likely to say Hybrid working is very important the average respondent.

Remote and hybrid working as well as flexible hours are all seen as important factors.

Salary benchmarking

Technology Sales

Job Title	Low	High	Average
Account Executive	£24,000	£26,000	£25,000
Account Manager	£30,000	£60,000	£40,000
Account Director	£50,000	£80,000	£65,000
Sales Support/Administrator	£22,500	£26,000	£24,000
Channel Manager	£40,000	£45,000	£42,500
Sales Development Rep	£25,000	£35,000	£30,000
Business Development Executive	£25,000	£32,000	£28,000
Business Development Manager	£60,000	£90,000	£75,000
Sales Manager	£40,000	£90,000	£55,000
Sales Director	£100,000	£125,000	£110,000

Salary benchmarking

Telecoms Sales

Job Title	Low	High	Average
Account Executive	£24,000	£27,500	£26,000
Account Manager	£30,000	£60,000	£40,000
Account Director	£71,000	£76,000	£73,000
Sales Support/Administrator	£22,500	£26,000	£24,000
SDR	£25,000	£35,000	£30,000
Business Development Executive	£25,000	£32,000	£28,000
Business Development Manager	£35,000	£60,000	£50,000
Sales Manager	£40,000	£90,000	£55,000
Sales Director	£100,000	£125,000	£110,000
Mobile Product Manager	£70,000	£80,000	£75,000
Solution Sales Expert	£90,000	£100,000	£95,000

Salary benchmarking

In-House Marketing

Job Title	Low	High	Average
Marketing Assistant	£20,000	£25,000	£22,500
Marketing Executive	£25,000	£32,000	£27,500
Marketing Manager	£35,000	£60,000	£40,000
Marketing Director	£80,000	£90,000	£85,000
CMO	£120,000	£150,00	£135,000
Digital Marketing Executive	£27,000	£34,000	£30,000
Digital Marketing Manager	£40,000	£55,000	£47,500

Salary benchmarking

Agency Marketing

Job Title	Low	High	Average
Agency Account Executives	£27,000	£32,000	£29,000
Agency Account Managers	£35,000	£40,000	£37,500
Agency Account Directors	£53,000	£58,000	£55,000
PR Account Executive	£28,000	£32,000	£30,000
PR Account Manager	£37,000	£42,000	£39,000
PR Account Director	£53,000	£56,000	£54,500

Salary benchmarking

Digital

Job Title	Low	High	Average
Content Executive	£30,000	£32,000	£30,000
Copywriter	£25,000	£28,000	£25,000
Ecommerce Executive	£33,000	£36,000	£34,500
Social Media Manager	£44,000	£47,000	£45,500
Communication Manager	£45,000	£50,000	£47,500
PPC Executive	£35,000	£40,000	£37,500
PPC Manager	£45,000	£50,000	£47,500
SEO Executive	£35,000	£40,000	£37,500
SEO Manager	£45,000	£55,000	£50,000

Salary benchmarking

Creative

Job Title	Low	High	Average
Junior Graphic Designer	£24,000	£27,000	£25,500
Graphic Designer	£25,000	£40,000	£37,500
Senior Graphic Designer	42,000	£47,000	£44,500
Illustrator	£35,000	£40,000	£37,500
Videographer	£26,000	£32,000	£30,000
Digital Designer	£35,000	£40,000	£37,500
Head of Creative	£75,000	£85,000	£80,000

Additional resources

Unlock more industry insights using the links below.

INDUSTRY NEWS & TRENDS

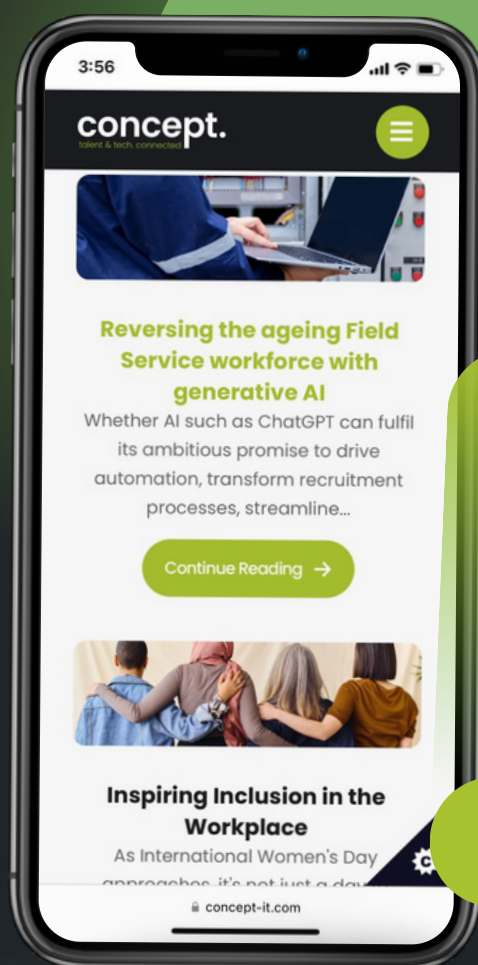
[Read more](#)

EXPERT INDUSTRY GUIDES

[Download here](#)

HIRING SOLUTIONS CALCULATOR

[Find your strategy](#)



Let's achieve more, together.
Your strategic tech talent partner.

[Book a call](#)

[Submit a job](#)

Contact us

 **0844 800 6600**

 **info@concept-it.com**

 **www.concept-it.com**





Head Office

Concept,
Unit 10 Castle Court 2,
Castlegate Way,
Dudley DY1 4RH

Milton Keynes

Concept,
Atterbury Lakes,
Fairbourne Drive,
Atterbury, Milton Keynes,
MK10 9RG.

Get social:

-  @Concept.IT
-  @Concept
-  @ConceptIT_
-  @concept_IT_

Crown
Commercial
Service
Supplier

QAPSCo



concept.
talent & tech. connected



concept.
talent & tech. connected