

SALARY GUIDE

Marketing



2020



Lauren Redmond
lauren.redmond@cpl.ie
+353 1 614 6168

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Salaries within the sector have remained relatively unmoved throughout 2019, with new openings taking longer to commence than in previous years. This hesitation has been due to an uncertain Brexit outcome, with companies and candidates holding until they can have more confidence in the stability of their next move.

Candidates who are moving are looking for enticing packages to do so. Flexible working is one of the most attractive benefits in the market, which fortunately works well in an industry built upon evolving technology and communication. Marketers are creatives, which means being bound to a desk doesn't always work; for employers, offering a remote working option helps widen the talent pool.

In 2019, we found that SEO and PPC skilled professionals were in greatest demand despite a skills shortage of candidates who are solely specialised in these areas. Most candidates are looking for variety in their roles rather than focusing on just one specialty like PPC or SEO. These areas are very niche, so candidates with these skills are highly sought-after and can earn very lucrative salaries.

Emerging Job Titles in 2019

- External Communications and Engagement Specialist-55-65K
- Marketing and Fundraising Executive-40-50K
- Category and Insights Manager-60-70K
- Category Analyst-40-50K
- Medical Journalist/Sub Editor-35-40K
- Customer Marketing Manager-60K
- Insights Officer-45K

What Jobs are Most in Demand?

- Marketing Director/Digital Director
- Head of Digital and Customer Experience
- Marketing Manager/Digital Manager
- Communications Manager
- Communications Specialist
- Marketing Executive/Digital Marketing Executive
- eCommerce Executive

What Roles Pay the Most?

- Marketing Director/ Digital Director
- Head of Digital
- Head of Digital and Customer Experience

Do you plan on changing job in 2020?



Yes	58.33%	<div style="width: 58.33%;"></div>
If the right opportunity was to come up	27.78%	<div style="width: 27.78%;"></div>
No	11.11%	<div style="width: 11.11%;"></div>
Other (please specify)	2.78%	<div style="width: 2.78%;"></div>



PERMANENT	Dublin €k P/A		ROI €k P/A	
	Low	High	Low	High
General Marketing				
CMO	100	160	85	150
Marketing Director	100	150	85	130
Head of Marketing	85	125	70	115
Senior Marketing Manager	60	90	50	80
Marketing Manager	40	70	35	65
Assistant Marketing Manager	45	60	45	55
Marketing & Communications Manager	60	65	50	65
Events Manager	35	55	35	55
Marketing & Business Development Manager	45	60	42	55
Senior Marketing Executive	35	45	30	40
Marketing Executive	32	47	30	40
Online/Digital Marketing	Low	High	Low	High
Head of CRM	90	125	75	110
Head of Online	90	140	80	130
Head of Acquisition	85	120	75	110
Head of PPC	70	95	60	75
Dept/Section Manager	28	32	25	32
Head of SEO	70	95	60	70
Head of Display	90	120	75	90
Head of Social Media	70	85	60	75
PPC Manager	40	65	35	45
PPC Executive	30	45	30	35
SEO Executive	30	45	30	35
SEO Specialist	45	55	40	50
Digital/Online Marketing Executive	28	45	28	40
Demand Generation Marketing Manager	50	90	50	75
Lead Generation Marketing Executive	35	50	30	40
Affiliate Marketing Manager	45	70	40	60
E-Commerce Manager/ Executive	40	70	35	50
Online Marketing Manager	45	70	35	50
CRM Manager	45	65	35	45
CRM Executive	30	45	30	40
Social Media Manager	35	55	28	45
Content Manager/ Strategist/ Web Content Editor	35	55	35	50
Social Media Executive	28	45	25	40
E-mail Marketing Manager	45	65	35	50
E-mail Marketing Executive	35	50	28	40
Digital Marketing Analyst	35	45	30	40
Web Analytics Specialist	35	45	30	32

PERMANENT (continued)	Dublin €k P/A		ROI €k P/A	
	Low	High	Low	High
FMCG				
Marketing Director	90	140	80	120
Marketing Manager	65	90	55	80
Head of Brands	90	110	80	100
Senior Brand Manager	55	75	50	65
Brand Manager	45	65	40	60
Assistant Brand Manager	35	50	35	45
Category Manager	45	65	50	60
Category Executive	35	45	35	40
Category Analyst	35	45	30	35
Channel Marketing Manager	55	80	50	60
Consumer/Insights Manager	60	90	50	70
Brand Activation Manager	40	55	35	45
Marketing Specialist	40	55	35	45
Visual Comms Specialist/Graphic design	30	40	25	35
Research				
Research Director	70	95	70	85
Account Director	60	90	70	85
Associate Director	50	65	60	65
Research Project Manager	55	65	45	55
Research Executive	35	40	32	35
Senior Research Executive	40	45	40	42
Quantitative Expert	50	75	45	60
Qualitative Expert	50	60	45	50
Telcos/Banking/Finance/Professional Services				
Head of Marketing	95	150	75	120
Head of Brand Communications	95	130	80	100
Head of Consumer	90	140	70	100
Head of Retention	90	120	80	100
Head of Product	80	120	70	100
Head of Base	80	120	70	100
Director of Consumer Insights	90	140	70	100
Product Development Manager	55	85	40	65
Base Manager	55	70	45	65
Propositions Manager	60	85	45	65
Segments Manager	60	75	45	65
Propositions Specialist	45	70	30	55
Insights Specialist	40	55	30	45
Trade Marketing Executive	35	50	30	40
Mobile Product Manager	60	85	50	70
Product Manager	55	80	50	65
Marketing Campaign Manager	40	65	30	55
Go-To-Market Specialist	45	65	30	55

PERMANENT (continued)	Dublin €k P/A		ROI €k P/A	
	Low	High	Low	High
Online Agency-Specific Roles				
Director of Digital Marketing	90	130	80	120
Head of Search & Analytics	85	120	70	85
Head of Digital Media	80	110	60	85
Client Director	75	90	60	75
Senior Client Manager	50	70	40	65
Client Manager	37	45	35	45
Client Associate	28	40	28	35
Pharma/Healthcare				
Global Head of Marketing	90	160	80	130
Product Marketing Manager	65	90	50	85
Senior Brand Manager	60	90	50	85
Product Manager	55	75	50	70
Brand Manager	55	75	50	70
Sales & Marketing Executive	30	45	27	50
Brand Executive	30	45	27	45
Product Executive	40	70	32	60
Communications & Public Relations				
Head of Communications	85	130	75	120
Communications Manager	55	80	50	70
Head of PR	85	120	70	100
Head of External Affairs	90	120	70	100
Public Affairs Specialist	45	75	40	60
Sponsorship Manager	50	70	45	55
CSR Manager	45	70	40	55
PR Manager	50	70	40	60
PR Executive	30	45	25	35
Communication Executive	30	45	30	35
PR Agency				
Account Director	55	90	50	75
Senior Account Manager	40	60	40	50
Senior Account Executive	35	45	30	40
Account Executive	28	35	25	32

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Candidate Feedback

James was exceptionally helpful in helping me obtain my new role. He assisted me from the beginning of the interview process, right through to when I received the job offer. He is extremely thorough, helpful and knowledgeable, and I am extremely grateful for all of his help.

Sarah Nolan

Assistant Media Relations Executive at IDA Ireland

James was very helpful with the entire recruitment process from beginning to end. He provided me with pre-interview materials, both specific to the company and more general guides on how to prepare. I was delighted with his support because not all recruitment consultants are so pro-active. Thank you James!

Fionnuala Kilbane MPRII

Communications Specialist at the Institute of Banking



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