



2016 - 17
DIGITAL
MARKETING
SALARY
SURVEY
& JOB
MARKET
REVIEW

reuben sinclair

About the author

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Neil has led the recruitment for some of the biggest digital agencies and in-house teams. In 2016, Neil was instrumental in securing the award for 'Best Agency Side Recruitment Team' at the Marketing and Digital Recruitment Awards.



Connect with Neil Grant

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2016's Digital Marketing

Job Market

2016 was a rollercoaster year filled with political shocks, economic volatility and fascinating advancements in technology, but how has the digital marketing job market fared in this evolving landscape? Despite the rise of ad blocking, digital advertising spend in the UK hit a record £8.61bn. This was spurred on by a 12% increase in the number of internet connected devices per UK home, which rose up to 8.3 per household. So, the demand for digital marketing specialists is higher than ever.

In the digital agency world, the top five agencies by fee income accounted for 34% of the entire income of the top 100 highest earning agencies combined. Amongst these five big players that are driving growth are three management consultancies – IBM, Deloitte Digital and Accenture Interactive. These consultancies have combined a focus on business results with agency innovation and digital transformation to become leading players in the digital agency world.

2016 also saw the UK vote to leave the EU in a historic referendum. The impending Brexit poses a number of questions – will a rise in inflation and a decrease in consumer spending have a detrimental effect on digital ad spend? Conversely, a reduction in ad spend on traditional mediums such as TV and print could mean more money is allocated to cost effective digital channels where ROI can easily be tracked. If the UK opts for a 'hard Brexit' then the UK digital industry would be hampered in its ability to attract overseas talent, exacerbating the current skills shortage in the booming digital sector.

2016 also saw Donald Trump defy the pollsters to win the US presidential election. Those who were closely monitoring social media metrics might not have been surprised by the result, as they would have seen Trump clock up 16.3 million likes and loves of his content in the final week leading up to voting day, compared to 13.1 million for Hillary Clinton.

The rise of artificial intelligence, augmented reality and wearable technology has increased the way that marketers can interact with customers and collect data. The unprecedented success of Pokémon GO was viewed as a game changer for augmented reality (AR), and brands will undoubtedly now be looking at how they can utilise the latest AR technologies in marketing initiatives.

In 2016, brands have been increasingly looking to take marketing functions in-house instead of using agencies. Especially at a senior level, there has been a noticeable movement of agency talent to client side. However, digital agencies are also evolving and using data to improve customer experience. Content continues to be a key growth area, with agencies bolstering their content expertise through acquisition, or rebranding themselves as specialist 'content marketing agencies'.

So let's take a look at what we learnt from 2016 and what can be expected from 2017.



Breakdown of 2016's

Digital Marketing Salaries

The salaries below are UK-wide averages and are across all industries, therefore inevitably broad. To find out exactly what you should be earning, please contact the Digital Marketing Recruitment Team at Reuben Sinclair.

Title	Lowest	Highest	Average
Account Management			
Account Executive	£17,000	£28,000	£22,500
Senior Account Executive	£23,000	£32,000	£27,500
Account Manager	£24,000	£39,000	£31,500
Senior Account Manager	£30,000	£48,000	£39,000
Account Director	£35,000	£57,000	£46,000
Senior Account Director	£53,000	£62,000	£57,000
Associate Director	£50,000	£80,000	£65,000
Managing Director	£70,000	£175,000	£122,500

Marketing Generalists

Marketing Assistant	£16,000	£28,000	£20,300
Marketing Executive	£18,000	£34,000	£25,400
Senior Marketing Executive	£23,000	£40,000	£30,500
Marketing Manager	£28,000	£66,000	£42,000
Senior Marketing Manager	£40,000	£88,000	£59,600
Project Marketing Manager	£30,000	£71,000	£45,700
Head of Marketing	£39,000	£95,000	£68,000
Director of Marketing	£69,000	£139,000	£96,300
Copywriter	£21,000	£41,000	£26,800

Digital Marketing Generalists

Digital/Online Marketing Assistant	£16,000	£25,000	£18,800
Digital/Online Marketing Executive	£18,000	£30,000	£24,400
Digital/Online Marketing Manager	£27,000	£52,000	£35,300
Digital Project Manager	£25,000	£65,000	£35,300
Head of Digital Marketing	£41,000	£83,000	£70,000
Director of Digital Marketing	£58,000	£103,000	£80,500

Digital Marketing Specialists

Social Media Manager	£25,000	£55,000	£35,000
Community Manager	£21,000	£41,000	£29,700
Content Marketing Manager	£24,000	£34,000	£29,000
Email Marketing Manager	£25,000	£30,000	£27,500
SEO Executive	£18,000	£28,000	£24,200
SEO Manager	£25,000	£40,000	£30,500
PPC Executive	£16,000	£31,000	£22,300
PPC Manager	£24,000	£42,000	£34,800
Media Planners/Buyers	£20,000	£37,000	£25,400

Research, Insights & Analysts

Marketing Analyst	£21,000	£45,000	£30,800
Research & Insights Executive	£20,000	£29,000	£24,000
Research & Insights Manager	£32,000	£44,000	£38,000
Research & Insights Director	£59,000	£74,000	£67,000

A Look Ahead to 2017 for Employees

So what do we now expect to see in 2017?



According to ZenithOptimedia, **programmatic advertising** is set to grow by 31% in 2017. Even with the rise of ad blockers, the programmatic space is still growing, as are specialist roles. Make sure you are aware of the advances, benefits and pitfalls in 2017 to ensure you are ahead of the curve, even if digital sales isn't a core focus of your day-to-day job.



2016 was the year that the globe went crazy for Pokémon GO. Snapchat, Facebook and TUI also expanded their **augmented reality and virtual reality** efforts. In 2017 we believe you should be considering the possibilities within this facet of digital marketing for your own business and/or for your clients. This isn't for everyone and every business, but again being aware of the advances, benefits and pitfalls is still vital to remaining competitive.



Mobile is going to continue to supersede desktop usage, especially among millennials. We've already seen Google penalise websites that are not optimised for mobile. As a result, mobile optimisation and mobile search should be key considerations in your 2017 digital marketing toolkit.



Video has risen to prominence as one of the most effective forms of content to drive engagement and conversions, and we expect this to continue in 2017. Live video streaming on social media platforms, including Facebook, will become a prominent tool for businesses to engage with customers.

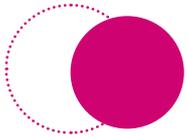


The Internet of Things (IoT) i.e. wearable technology and connected devices, will become even more ubiquitous. Gartner has reported that by 2020 there will be over 26 billion connected devices. Therefore, it will be crucial for marketers to harness the unprecedented amount of consumer behaviour and preference data that is now available in order to create strategic and targeted ads and content. The ability to analyse and manipulate data from connected devices and social platforms to unearth insights will therefore be a very valuable skill set to possess in 2017.

Deep Dive:

Salaries & Benefits

There were three clear distinctions that we made in the 2016 salary survey.



SPECIALIST VS GENERALIST



Digital marketing managers are paid on average **12.8%** more than marketing managers. Why? Digital marketing managers are expected to deliver on less common expertise such as PPC, mobile marketing and analytics. These skills remain in demand mostly because they deliver a clearer ROI over traditional marketing methods such as above the line advertising (ATL). It's rare that we ever come across a marketing manager role with absolutely no digital involved, so to get that extra income consider how you can increase your digital marketing skill set. You will absolutely need to extend your digital knowledge to stay competitive.



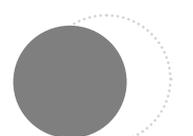
AGENCY vs IN-HOUSE



We found that the average salary for an in-house digital marketing manager (£35,375) was slightly higher than the average salary for the equivalent agency side position, digital account manager (£32,928). The fact that this difference is marginal shows that agencies are realising they need to keep salaries competitive in order to attract and retain the best industry talent.



IN-DEMAND SKILLS



Digital research and insights are in greater demand than ever. With the huge amount of data now available to marketers, the ability to manipulate data to generate actionable insights is in high demand, so that agencies and in-house marketing teams can create strategies rooted in core insights. We've seen numerous integrated agencies look to bolster their services in the space of research, analytics and insights. Competition to secure the best research and insights professionals has heated up, resulting in increases in salary to help secure the best talent that can add the most value.

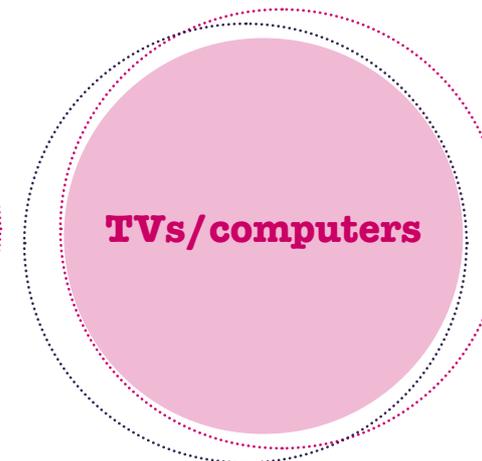
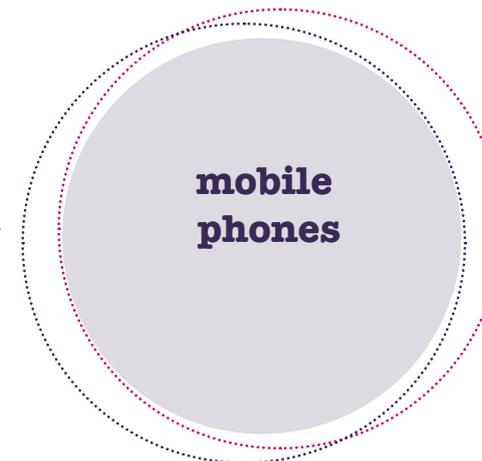
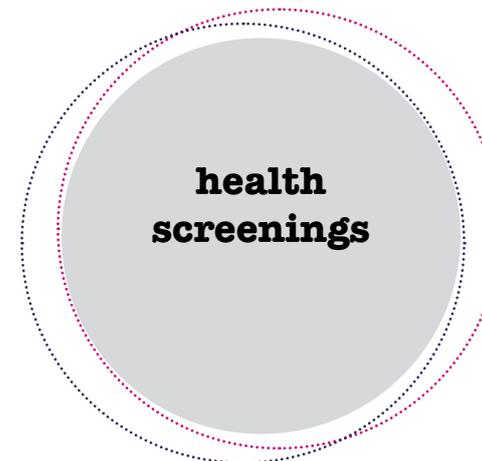
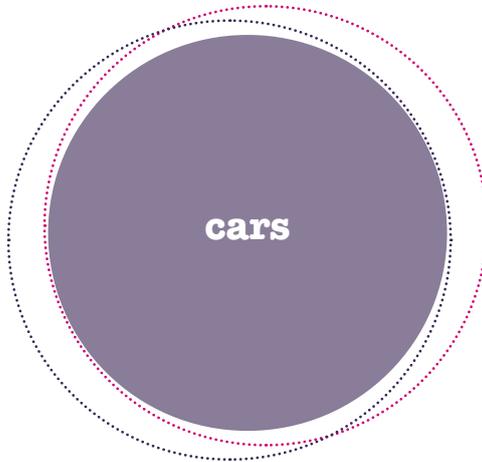
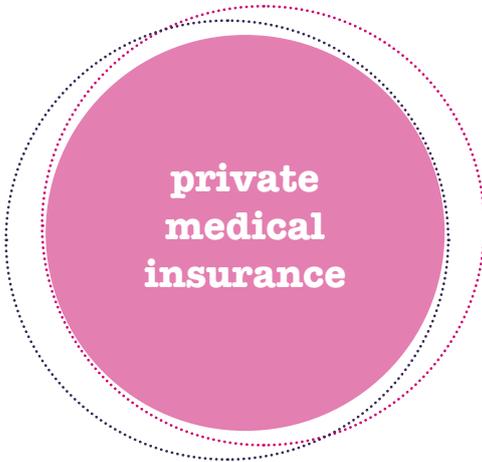
Top Benefits

Offered by Employers

Benefits packages became a lot more diverse in 2016 with the growth of unlimited holidays, office dogs, onsite dentists, free food and Christmas shopping days. We believe you can glean a lot from the benefits on offer, as they can be great indicators of the company culture.

More than ever, employees are looking for benefits packages over basic salaries and using them as a bargaining tool when negotiating salaries and promotions. In 2017, I would urge you to consider the value of the benefits offered by your existing company and potential future employers. You may be surprised how much they equate to.

Here are the most popular benefits offered by employers in 2016:



2017 Trends

for Digital Marketing Bosses

Employer Value Proposition

With growth in the digital marketing sector expected to continue into 2017, the 'war for talent' will become even more significant, where candidates with in demand skill sets will have many lucrative opportunities available to them. As a result, one of the most prominent challenges for both agency side and in-house employers in 2017 will be how to differentiate their offering from their competitors. It will therefore be important for employers to have a clear and well thought out employee value proposition (EVP).

An EVP outlines what employers expect from their employees and what they can provide for their employees in return for their skills. To develop a well rounded and realistic EVP, engage senior management, HR and marketing, as well as of course existing employees.

Online Employer Branding

Employer branding has been taken more seriously by employers in recent years and is just as important as a solid EVP to attract the best digital marketing talent. As digital marketing bosses, you are up against the most critical candidates. If your online employer brand is not up to scratch then you may lose out on both being found and being attractive to potential employees.

In 2017, we advise you to invest in building a positive employer brand online, painting the right picture of company values and culture in order to attract the candidates you want. The elements required to build an online brand that attracts talent include: optimising online profiles including LinkedIn and Glassdoor and sharing company updates, videos, award wins, employee stories and social events on your networks. Job descriptions and a company description that are accurate and inspiring also go a long way with candidates so it's worth taking the time to craft them. We're finding that candidates are becoming more and more swayed towards the company story rather than just brand name and remuneration.

Flexible Working/Remote Workers

Another trend we have identified as prominent is how important flexible working and having a positive work-life balance are becoming to employees. A recent report by Deloitte showed that millennials place more importance on personal interests and work-life balance than organisational goals. This theme was backed up by a recent survey by Mumsnet, which showed that over 60% of those questioned flexibility as more important than career and salary progression. In 2017, we expect to see digital marketing bosses reviewing their policy towards flexible working and looking at how they can offer employees a degree of flexibility. If employers aren't prepared to offer some flexibility, then they will risk losing out on top talent to other companies that are. The rise of remote workers on sites such as People Per Hour and Upwork is also expected to continue.

Why Employees Leave... .. and How to Make Them Stay

With the proverbial war for talent heating up, and with millennials showing less loyalty to their employers, it's going to be more important than ever for employers to be doing all they can to retain their star performers in 2017.

Through speaking with candidates daily about their situations, we get a good insight into the reasons why employees decide to leave. We've found that one of the most common reasons why candidates want to leave their roles is that they feel there is a lack of scope for progression, and they are stagnating and not feeling challenged. It's therefore hugely important that managers regularly sit down with their employees to understand their goals, map out a progression path and set out clear criteria for progression.

Candidates also use 'change' and desire for a 'new challenge' as reasons for proactively looking for a new role. However, our belief at Reuben Sinclair is that there are, more often than not, other reasons behind these initial explanations.

For example, a common reason for candidates leaving is that they find the actual day-to-day of the new role is different to the job description and what they signed up to. It's therefore important that job descriptions aren't ambiguous and the role is what it says on the tin. It's also essential that employers partner with recruiters who fully understand their briefs, and who won't stretch the truth.

In summary, there are always inevitably going to be members of your team moving on to pastures new, which isn't necessarily a bad thing. Healthy churn allows for new employees to come in with fresh approaches and ways of thinking. The departure of low performers can boost productivity and profits. The key is to identify your top performers and to do all you can to retain them. To retain your best employees, take steps to understand their motivators and ambitions, ensuring that they feel valued and rewarded, and that you are doing all you can to help them reach their goals.

Why Employees Decide to Leave...



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