

Reed  
...

Marketing & sales

# Salary guide 2024



# The cost of winning in 2024



The end of 2023 saw slowing inflation, a positive sign for the year ahead. But no matter what happens with the inflation rate, people will still be feeling the pinch of the cost-of-living crisis. Many will be looking for jobs that can offer the salary and benefits they need to stay afloat.

It's the people working in organisations that make the difference, so it is important that companies do all they can to offer the best remuneration packages to attract new, good quality hires and to retain their best people.

Towards the end of last year, we conducted our annual survey of 5,000 workers to provide you with a representative picture of the wants and needs of the UK workforce. You can see an in-depth analysis of the results of the survey further on in this guide, but interestingly, 55% of people are currently looking for, or considering looking for, a new job. The top reasons for looking to leave their current role include pay being insufficient or perceived to be better elsewhere, benefits not being good enough, and a toxic workplace culture.

On top of this, just over half of workers (56%) are happy with the pay they receive, but this does mean that many are not. Of those who aren't satisfied with what they are earning, over half (57%) stated that this is because their salary hasn't risen with the cost of living. Over a third (39%) say it's not enough for them to live the lifestyle they want, and (38%) feel they are unable to save enough money to meet their financial goals.

As a business leader, I know it isn't always possible to increase salaries, especially with rising costs, the burden of overheads and higher business rates looming. However, it's important that if you can, you consider doing so, because even a small amount can make a big difference.

In my experience, the best investment you can make is in people, and in return, you will see improvements to productivity, employee retention, customer satisfaction and ultimately your bottom line. But if there really isn't anything you can do with salary, focus on the benefits you can offer – make your place of work difficult to leave and become a 'star player' when it comes to added value. Our research highlights the disparity between what is being offered and what people really want, so don't be afraid to ask your colleagues what they actually want and keep doing this on a regular basis to ensure you have your finger on the pulse.

This year, our research has also highlighted some significant gender disparities. According to our survey, women are earning on average £10,000 less than their male counterparts. 57% of men feel confident they will achieve their dream salary, as opposed to just 44% of women. Women's mental health is also more likely to be impacted negatively by their current financial situation (40% vs 29% of men). And overall, women are less likely to receive any work benefits (35% vs 25% of men), but when they do get them, they are more likely to prefer flexi time (40% vs 32% of men) and are less likely to get a salary increment (16% vs 20% of men).

These disturbing statistics highlight that there is still much work to be done to close the gender pay gap. According to the Office for National Statistics, the gap in median hourly pay between full-time male and female employees increased to 7.7% in 2023. Organisations should continue to address women's inequality in the workplace and it's certainly something we are working on here at Reed. Addressing gender pay will bring a range of benefits to your business including improved morale, higher retention, increased innovation, improved productivity and lower legal risks.

Not only must we bridge the pay gap, but business leaders also need to ensure that no matter what journey you find your organisations are on in 2024, inclusion and belonging should remain paramount in the workplace. This will ensure you widen your doors to access the best talent available. In an environment where you will need innovative, creative and productive people more than ever, this makes perfect business sense.

Remember, your people are your superpower!

Wishing you all the best for the year ahead.

James Reed CBE  
Chairman and Chief Executive, Reed

# Why use Reed's marketing & sales salary guide?

For both jobseekers and employers alike, Reed's salary guide stands as an invaluable resource, offering unparalleled insights to keep you well-informed and ahead of the curve in 2024.



## Unmatched data insights

This comprehensive guide draws upon a vast dataset derived from over 17 million jobs posted on **Reed.co.uk** since 2016, solidifying its status as the most trusted salary guide in existence. The analysis of such an extensive volume of data offers an unparalleled view of the sector, ensuring accuracy and reliability.



## Local and national expertise

Our specialism experts provide key insight into the sector, with Reed's regional directors discussing the local job landscape. This distinctive perspective, not available elsewhere, enhances the guide's richness and relevance.



## Evolving landscapes and emerging trends

Delving into the intricacies of roles across 12 UK regions, our guide highlights noteworthy developments using graphics to depict key salary changes over the past year. With a robust dataset spanning four years, it includes salary projections for the upcoming year and average salary data dating back to 2016.

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# The dynamic landscape of marketing and creative in 2024



**Bianca Halliburton**

Marketing Recruitment Expert, Reed

**As businesses strive for innovative approaches to capture audience attention, the labour market within this sector reflects a demand for versatile and forward-thinking professionals.**

In 2024, the marketing and creative job market is characterised by a quest for adaptable professionals who can adjust to rapidly changing industry landscapes. Employers seek individuals with a diverse skill set that goes beyond traditional roles, encompassing digital marketing, data analytics, and creative problem-solving. This shift is driven by the increasing integration of technology and data-driven strategies within the sector.

## ↓ Thriving in the sector

Candidates looking to thrive in the dynamic marketing and creative sector must embrace continuous learning and upskilling. Keeping abreast of the latest marketing tools, trends, and technologies is essential. Specialising in areas like social media management, content creation, and data analytics can really enhance your marketability as a professional. Moreover, cultivating strong communication and collaboration skills has never been more important as cross-functional teamwork becomes normal practice.

## ↓ Finding the right skills

For businesses seeking the right talent, a comprehensive recruitment strategy is imperative. Beyond traditional qualifications, emphasis should be placed on assessing a candidate's adaptability and willingness to learn. Collaborations with educational institutions, offering internships, apprenticeships and participating in industry events can

provide a pipeline for discovering emerging talent. Additionally, businesses should prioritise diversity and inclusion and recognise the value that a variety of perspectives can have in creative and effective marketing campaigns.

## ↓ Attracting and retaining team members

Attracting and retaining top talent in the marketing and creative sector, whether inhouse or agency, involves more than competitive salaries. A positive workplace culture that encourages innovation, creativity, and collaboration is a significant draw. Offering professional development opportunities, mentorship programmes, and flexible work arrangements can contribute to job satisfaction and employee loyalty. And remember, recognising and rewarding achievements fosters a sense of belonging and motivates individuals to contribute their best to the team.

Regarding flexibility, remember, working in marketing, PR and creative doesn't require your employees to be in an office every day of the week. More companies are calling for people to go back into the office, but those in creative roles often need to focus and can be more productive at home. Those businesses that offer remote working or require employees to work no more than two days in an office, are the most likely to have their pick of candidates. Marketing professionals want flexibility, and jobs that don't offer that will really struggle to be filled.

## ↓ In-demand roles

Several job roles will continue to be in high demand within the marketing and creative sector in 2024. Content strategists, digital marketing managers, and data analysts are increasingly

sought after as businesses pivot towards data-driven decision-making. User experience (UX) designers, with a focus on creating seamless and engaging customer journeys, are also wanted. And as businesses embrace multimedia content, videographers and graphic designers are needed because of the key role they play in conveying and articulating brand messages effectively.

### ↓ Emerging practices

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For a while, new and creative practices have been reshaping the industry. Augmented reality (AR) and virtual reality (VR) experiences are gaining traction, offering immersive and interactive ways for brands to connect with their audience. And interactive content, although not new, is becoming a staple in digital marketing strategies.

The integration of AI in the marketing and creative industry in the UK introduces both opportunities and challenges. The risk of job displacement looms as routine tasks become automated, emphasising the need for professionals to upskill and adapt to emerging technologies. AI also raises concerns about the potential loss of the human touch in creativity, with AI-generated content possibly lacking the depth of emotional understanding.

Looking ahead to 2024, the marketing and creative industry is expected to navigate these risks by fostering a harmonious integration of AI tools with human ingenuity. The emphasis will be on strategic decision-making that combines AI-generated insights with human intuition and creativity. As the industry continues to evolve, professionals

will need to embrace continuous learning, ethical practices, and adaptability to ensure a balanced and innovative approach to marketing and creative endeavours in the AI-driven landscape.

For professionals this year, the key to success lies in adaptability, continuous learning, a proactive approach to staying ahead of industry trends and developing ways to work with technology to enhance your creative output and performance.

Businesses, on the other hand, need to cultivate a dynamic work environment, prioritise diversity, and invest in a robust talent acquisition strategy. Together, these efforts will not only shape successful careers, but will also contribute to the innovative and impactful future of the marketing and creative industry.



# Adapting to **uncertainty** – the challenging sales sector



**Dave Oldfield**

Sales Recruitment Expert, Reed

**The UK sales market is in a transformative phase, influenced by the current financial climate and shifting business strategies.**

This year, in the money-tight climate, sales professionals face a myriad of challenges. Economic uncertainty, market fluctuations, and global disruptions, including – I hate to say it, as it seems a lifetime ago now – the aftermath of the pandemic, are contributing to a dynamic and unpredictable landscape. Meeting sales targets alongside the turmoil these challenges bring requires resilience, adaptability, and a keen understanding of customer needs.

## ↓ **What do companies need from their sales teams?**

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Businesses are increasingly seeking versatility and adaptability in their sales teams. Beyond traditional selling skills, professionals are expected to, and need to, understand and navigate digital channels, leverage data analytics, and embrace technology-driven strategies. The ability to cultivate meaningful customer relationships in both digital and in-person environments is now a hallmark of a successful salesperson.

## ↓ **The resurgence of field-based positions**

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In a notable trend, there's a resurgence of field-based positions within the sector, and this will continue this year. Face-to-face interactions are regaining significance as businesses once again recognise the value of personal connections in building trust and securing deals. This shift signals a need for sales professionals to balance digital proficiency with interpersonal skills, creating a seamless blend of online and offline engagement strategies. While this approach appeared to be nearing pre-pandemic levels at the

end of last year, salespeople should bear in mind that people continue to work flexibly which makes pre-planning visits a must – or you could find yourself standing outside in the cold.

## ↓ **Streamlining sales processes and enhancing productivity**

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Automation is reshaping the sales sector by streamlining processes and enhancing productivity. Routine tasks, such as data entry and lead qualification, are increasingly automated, allowing sales teams to focus on high-value activities. While this automation offers efficiency gains, sales professionals need to adapt to new technologies and ensure a balance between automated processes and the personalised touch essential for relationship building.

## ↓ **Embracing technology and skills development**

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Candidates seeking success in the UK sales market must embrace technology and continuous skills development. Proficiency in customer relationship management (CRM) systems, data analysis, and digital communication tools is crucial. On top of this, those looking to progress in the sector should cultivate a strong online presence, staying informed about industry trends, and honing negotiation and communication skills which contribute to a well-rounded profile sought after by businesses.

## ↓ **Elevating performance within the sector**

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Collaboration between marketing and sales teams is a cornerstone for success in the current market. Aligning strategies, sharing insights, and fostering open communication channels enable a seamless transition of

leads from marketing to sales. In an era where customers expect a cohesive brand experience, collaboration ensures consistent messaging and enhances the overall customer journey, ultimately driving increased conversions and revenue.

Content marketing offers salespeople a new opportunity. Using content – whether it be a video guide, eBook, whitepaper, or event – you can build a rapport with your customers, which in turn will help build your reputation as a trusted partner. When they are in a position to purchase, they will be more likely to return directly to you.

### ↓ **Attracting and retaining talent**

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In 2024, the quest to attract and retain top talent goes beyond competitive compensation packages: the emphasis on professional development is paramount. Offering continuous learning opportunities, including workshops and industry certifications, not only serves as an attractive prospect for skilled professionals, but also underscores a company's commitment to fostering growth. Clear career progression paths and a culture of mentorship further contribute to the allure for individuals seeking advancement in their sales careers.

Employee wellbeing needs to take centre stage in a company's talent attraction and retention strategy. Those businesses that prioritise work-life balance, mental health, and flexible work arrangements will stand out to professionals. A positive and inclusive workplace culture, where every individual feels valued and supported, also significantly contributes to talent retention. On top of this, recognising and rewarding performance through transparent

and merit-based incentive structures further motivates sales professionals, fostering a sense of loyalty and commitment.

External branding and employee value proposition plays a pivotal role in drawing top-tier talent. Establishing a strong online presence on various platforms, sharing insights into company culture, values, and success stories creates a positive image. Leveraging social media and professional networks enhances visibility, making it easier for companies to appeal to prospective candidates actively seeking dynamic and forward-thinking workplaces. By combining internal strategies with a compelling external brand, companies position themselves as attractive employers in the competitive sales landscape of 2024.

### ↓ **Navigating the 2024 terrain**

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The UK sales market, influenced by the current financial climate, is a dynamic arena that demands resilience, adaptability, and a strategic approach. As businesses look for versatile sales teams capable of navigating digital and field-based interactions, professionals need to embrace technology and continuous learning. The resurgence of field-based positions emphasises the enduring value of personal connections, while automation streamlines processes, freeing up time for high-value activities. In addition, collaboration between marketing and sales teams emerges as a critical factor in elevating performance and delivering a unified customer experience. Navigating the evolving sales landscape requires a proactive approach, where professionals and businesses alike harness the power of technology, adapt to changing dynamics, and collaborate seamlessly to achieve success in the competitive UK sales market.



## Our survey says...

Reed conducted a snap survey of 5,000 professionals at the end of 2022. The questionnaire asked about their current and preferred salary and benefits, their organisation's performance and priorities, how they rated their job security and the future of their sector, and the key recruitment and skills trends they're witnessing. Here is what their answers revealed:



## Salaries

**With ongoing cost-of-living challenges, salaries will continue to be a huge area of discussion in the employment market, for both professionals and businesses.**

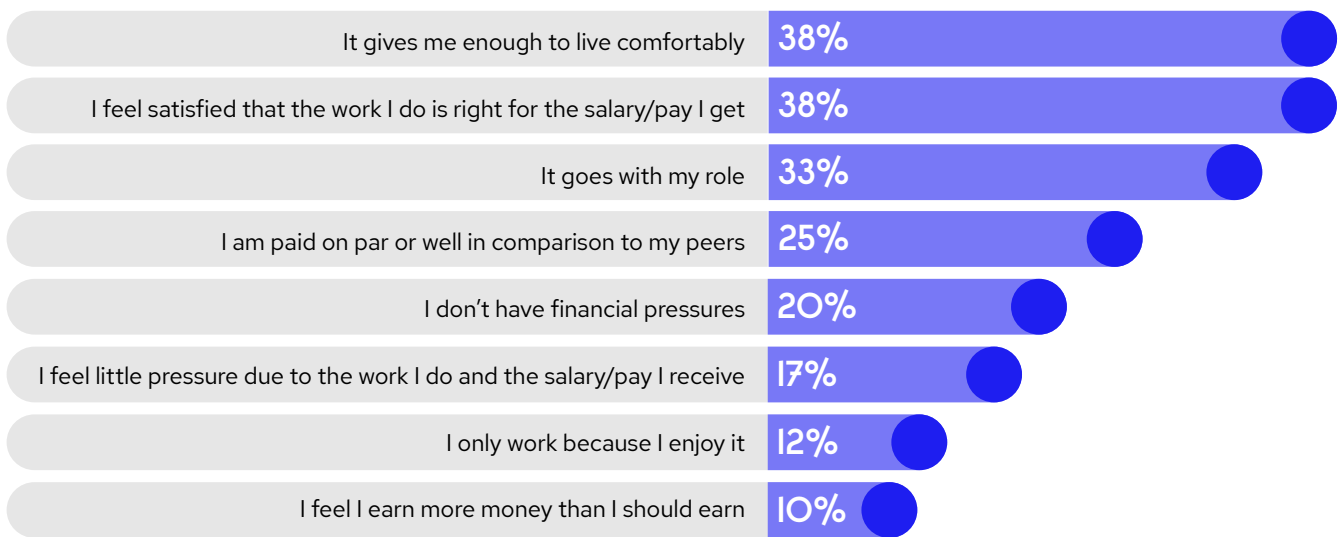
As many are feeling the pinch, we've seen more talent move around to secure higher paid roles, with businesses analysing how much they can stretch to get the people they need. Getting professionals' take on their salaries is critical for businesses looking to benchmark what they can offer. Interestingly, the data has also revealed a gulf between men and women when it comes to attitudes to salary.

Currently, over half (56%) of workers are happy with the pay they receive, a slight incline from the previous year (53%). Although, around one-in-four (24%) professionals feel unhappy with their current salary.

Of those who are happy with their pay, 38% say it's because it's enough for them to live comfortably on, 38% feel satisfied that the work they do is right for the salary they receive, and 33% believe it goes well with their role.

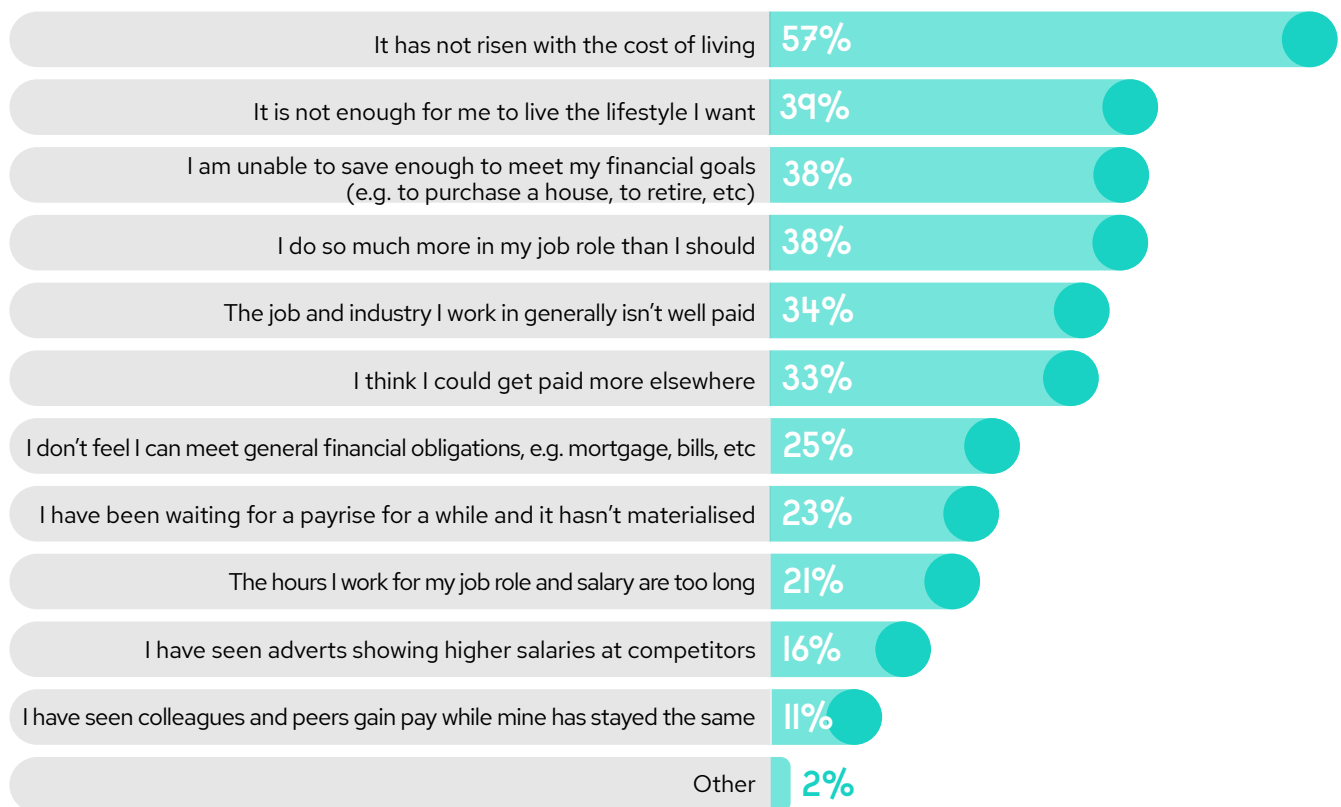


## ↓ Why are workers happy with their current salary/earnings?



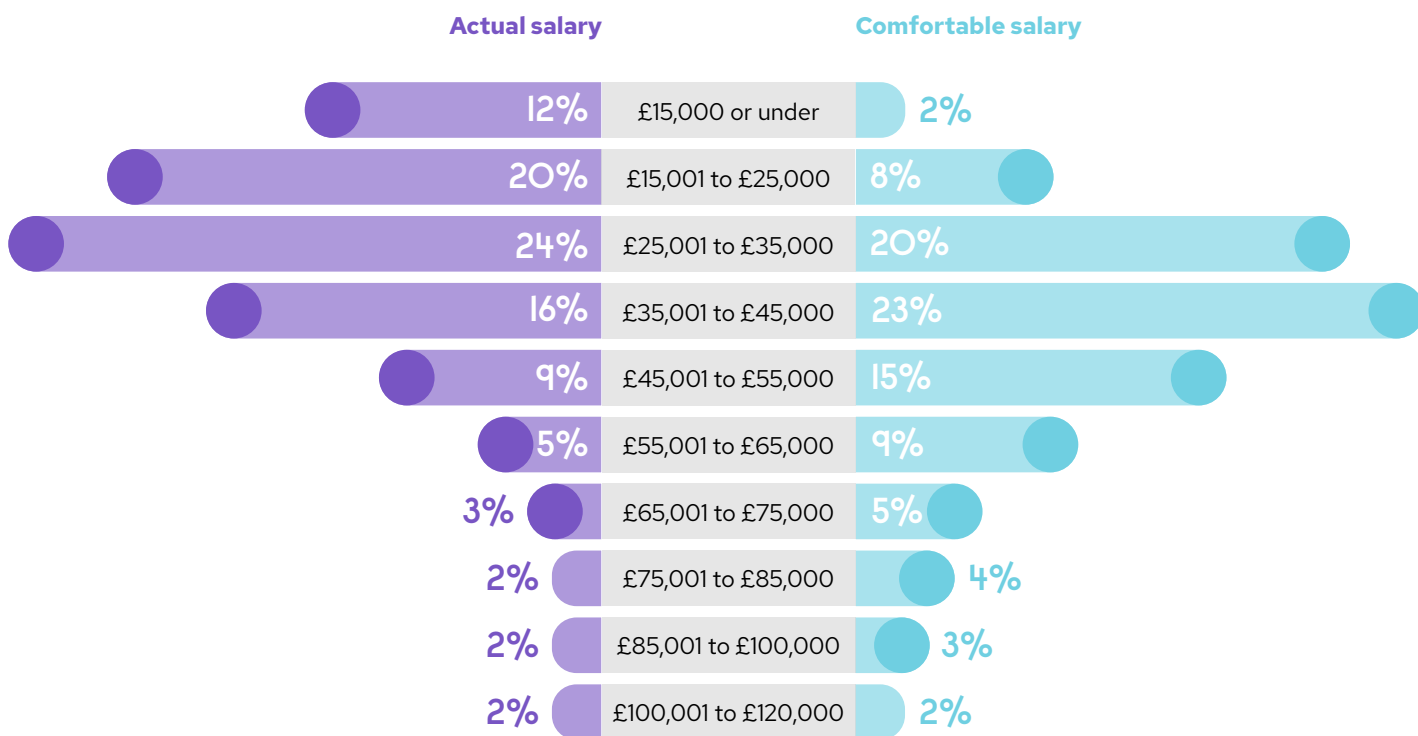
But, as expected, continued increases in inflation and bills have put many under greater financial pressure. Over half (57%) of those who aren't satisfied with their salary shared that this is because it hasn't risen with the cost of living, over a third (39%) say it's not enough for them to live the lifestyle they want, and 38% feel they are unable to save enough money to meet their financial goals.

## ↓ Why are workers unhappy with their current salary/earnings?



The disparity between the average wage and the salary people would be comfortable with remains quite large. This year, the average ideal salary is **£48,500**, whereas the average wage for survey respondents stands **£13,200** short at **£35,200**. Last year, this gap was **£13,800** – showing a small shift in expectations.

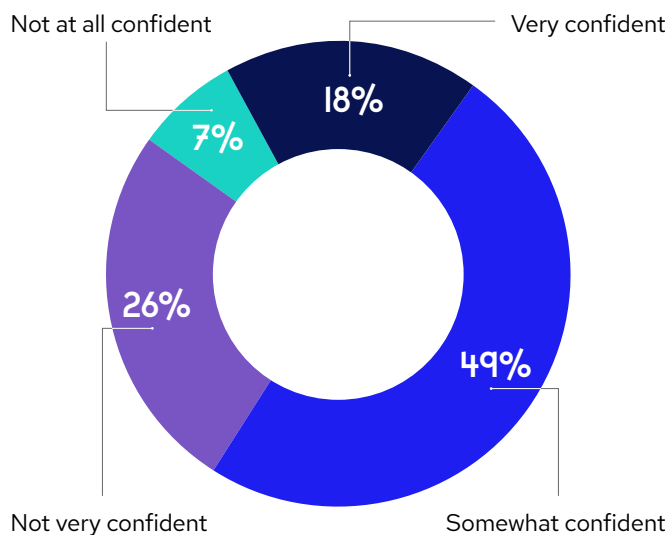
### ↓ Actual vs comfortable salary



Half (50%) feel confident that they will achieve their comfortable salary at some point. Depending on whether you take a glass half empty, or half full approach, this may be an indication that those who wish to earn more may consider moving companies to secure a higher wage.

It's worth noting that there's a difference between men and women. Men have a higher comfortable salary of £52,000 compared to women (£45,000). And more men (57%) feel confident they will hit that salary, compared to less than half of women (44%).

### ↓ Confidence in achieving financial goals in time



As the economy has continued to take its toll on professionals over the past two years, we also asked people how they have been managing their wages, and whether the current financial climate has impacted their financial goals and savings.

On average, people are spending 60% of their monthly wage on essential purchases – including bills, mortgages, food, etc – with the remainder being split evenly between luxury spending and savings. In comparison to 2021, that’s an increase of six per cent going to essential purchases and a four per cent drop in luxury items. Additionally, over one-in-five (22%) aren’t saving any of their salary because they can’t afford to do so, with a third (33%) not feeling confident they will meet their financial saving goals on time. The cost-of-living crisis seems to be taking a heavier toll on women – they are more likely to say they can’t afford to save money – 24% compared with 19% for men. They are also less confident in achieving their financial goals: 61% of women feel confident, compared with 75% of men.

Women’s mental health is also suffering due to finances. Forty per cent of women say their financial situation is impacting their mental health negatively, compared with 29% of men.

## All about the **benefits**

It seems that offering a higher salary remains the most ideal way to attract and retain employees – but this isn’t viable for every business, as they are also battling rising bills and tighter overheads.



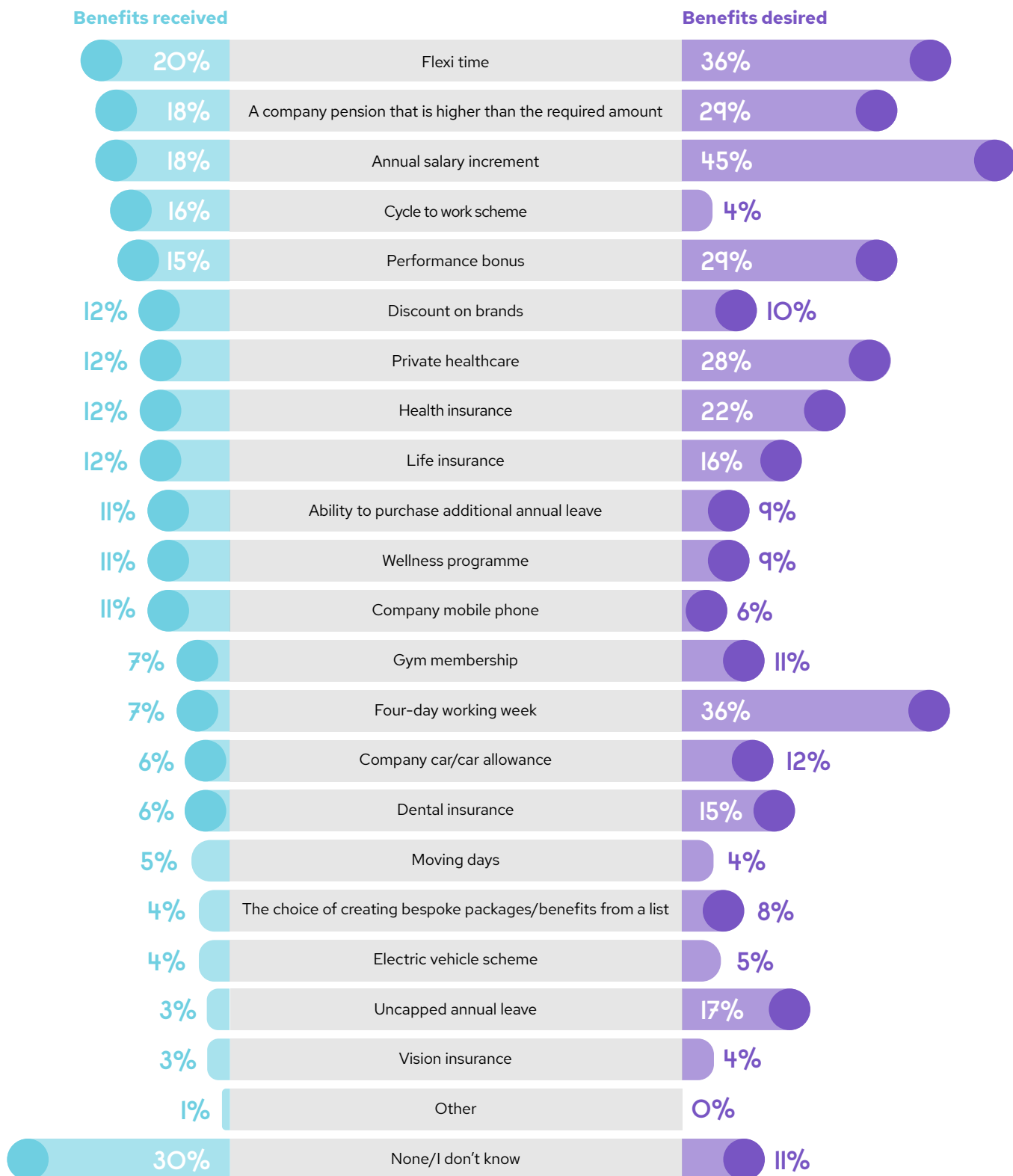
Where raising salaries isn’t an option, the benefits businesses offer can potentially tip the balance when people are considering changing jobs. Surprisingly, however, three-in-10 (30%) say they don’t receive any workplace benefits at all.

There seems to be a more even playing field when it comes to the benefits in demand this year versus the last few years. In 2021, we saw higher demand for health-related benefits, which reflected the stress the pandemic had on workers. Last year, workers were feeling the initial impact of rising energy bills and inflation, which was reflected in their desire for more financial-led benefits, such as salary increments and pensions. This year, however, there’s a greater balance between money and flexibility.

There also seems to be some disconnect when it comes to offering workplace benefits. For those that do get workplace benefits, the three most common are: flexi time (20%), a company pension higher than the required amount (18%), and an annual salary increment (18%).

In comparison, the top-three desired benefits are: an annual salary increment (45%), a four-day working week (36%), and flexi time (36%). There’s a disparity between what is being offered and what is desired, especially as only seven per cent of workers currently receive the second most demanded benefit – a four-day working week. Women are less likely to receive any work benefits. But the benefits they want vary – and they are most interested in flexi time.

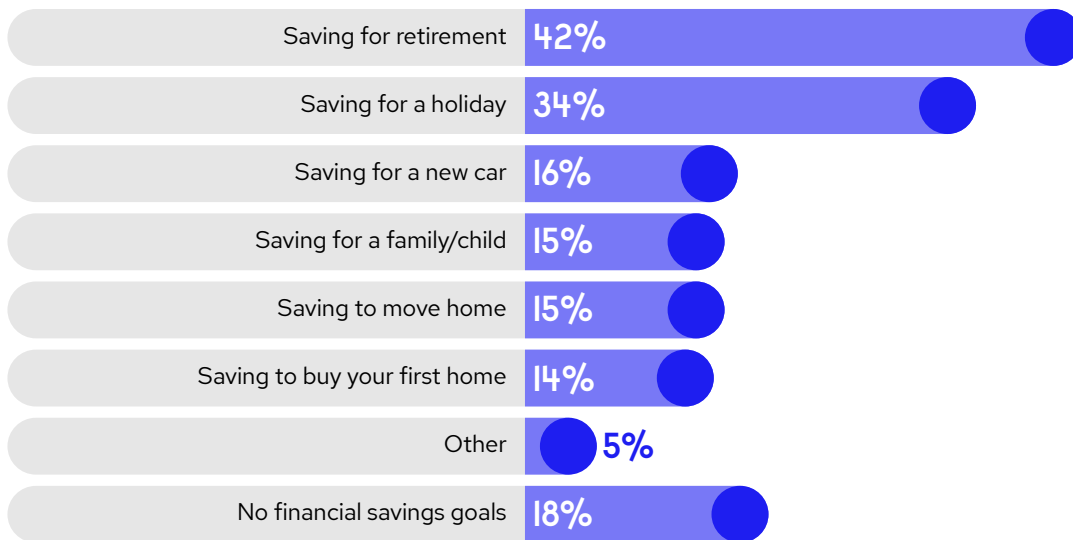
## ↓ Company benefits - received vs desired



Looking into people's savings priorities, we can also pinpoint where businesses may be able to help. The top thing people are saving for is retirement (42%), meaning businesses that offer better pension support can be more attractive – a benefit that only 18% of workers are currently receiving but 29% would prefer.

Another top item people are saving for is a holiday (34%). In such cases, offering a performance bonus may help; a benefit that only 15% receive but, again, 29% would like.

### ↓ What are your financial savings goals?



## In summary

Over half of professionals (55%) are currently looking, or considering looking, for a new job – highlighting a need for businesses to audit what they are offering their current and future talent. Two of the top-five reasons for people looking elsewhere pertain to the salary not being enough or being better elsewhere, with another top reason being that the benefits package isn't sufficient.

There are some areas where businesses could better align their benefits packages to the wishes of candidates. Aside from the four-day working week, the most popular benefits do fall into the top benefits employers offer but aren't as high up in terms of importance when compared with employee preferences.

There are also some areas where companies could save money by removing less popular benefits from their offering. Cycle to work schemes are the fourth most popular benefit supplied by workplaces (16%) but fall into one of the least desired benefits for employees, with only four per cent finding it an attractive add-on. Only 12% receive private healthcare, whereas 28% find it an attractive benefit; the same trend is found in health insurance, with only 12% of businesses offering it, but 22% of employees wanting it.

Businesses should consider evaluating the benefits they offer and whether they appeal to their workers today, as the money they save on removing undesirable benefits could be better spent on more costly rewards that attract and retain top talent.

The gender differences also can't be ignored. Women are less likely to reach their financial goals and be more negatively affected by the cost-of-living crisis.





# Why **Reed?**

We've pioneered specialist recruitment since 1960 and each year we help tens of thousands of businesses find the talent they need to flourish.



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covering 20 sectors



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# East Anglia

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Executive	£29,100	£32,600 ↘	£36,100	£36,000	£31,200	£34,200
Account Manager	£30,800	£33,900 ↘	£37,000	£34,000	£33,500	£35,500
Business Development Executive	£26,200	£30,400 ↘	£34,600	£30,800	£26,700	£31,900
Business Development Manager	£37,100	£43,200 ↗	£49,400	£41,800	£42,900	£45,300
Commercial Director	£91,500	£94,000 ↘	£96,500	£100,200	£90,400	£98,600
Communications Manager	£40,200	£44,100 ↘	£48,000	£48,600	£49,400	£46,300
Communications/PR Executive	£29,500	£31,300 ↗	£33,100	£28,300	£30,700	£32,900
Copywriter	£28,500	£30,900 ↘	£33,400	£33,400	£34,600	£32,400
CRM Executive	£27,000	£27,500 ↗	£28,000	£26,800	£28,700	£28,800
Digital Director	£69,800	£79,500 ↗	£89,300	£65,500	£64,900	£84,300
Digital Marketing Manager	£37,000	£40,300 ↘	£43,500	£42,600	£40,000	£42,300
Ecommerce Manager	£31,000	£32,500 ↘	£33,900	£44,700	£48,400	£34,000

↘ **10.9%** decrease in Account Executive average salaries this year.

↗ **9.8%** increase in Communications/PR Executive average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Graphic Designer	£25,500	£28,200 ↗	£30,900	£27,500	£28,000	£29,600
Marketing Director	£67,500	£78,800 ↗	£90,000	£69,500	£94,800	£82,900
Marketing Executive	£27,300	£29,500 ↗	£31,700	£28,300	£27,200	£31,000
Marketing Manager	£38,900	£42,700 ↗	£46,500	£41,400	£41,600	£44,800
Public Relations Manager	£37,300	£42,000 —	£46,700	£42,000	£32,200	£44,100
Sales Director	£68,500	£79,300 ↗	£89,900	£78,900	£74,300	£83,200
Sales Engineer	£36,000	£40,300 ↗	£44,600	£37,300	£37,600	£42,300
Sales Executive	£27,100	£31,800 ↘	£36,500	£32,600	£30,000	£33,400
Sales Manager	£40,300	£45,500 ↗	£50,700	£41,400	£46,500	£47,800
SEO/PPC Executive	£26,300	£29,600 ↗	£33,000	£29,100	£27,300	£31,400
Telesales Manager	£31,500	£35,700 ↗	£39,900	£33,000	£30,300	£37,500
UX/UI Designer	£38,000	£44,500 ↘	£51,000	£46,600	£51,200	£46,800

↗ **9.8%** increase in Marketing Director average salaries this year.

↗ **8.8%** increase in Sales Manager average salaries this year.

## Roles on the rise

### Digital Director



### Marketing Executive

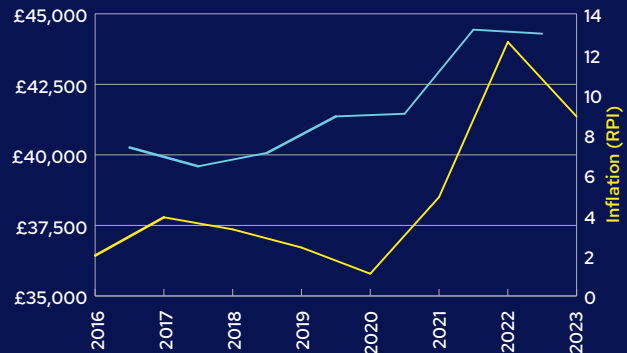


### Public Relations Manager



↑  
**0.9%** salary growth  
versus 3.4% UK  
average growth

### Average salary in region vs UK inflation rate



## Regional insight

**Melanie Marjoram**  
Regional Director, Reed



" In 2024, the quest to attract and retain top talent in sales and marketing demands a new approach from companies and marketing agencies. Beyond competitive compensation packages, the emphasis on professional development is paramount. Offering training and development opportunities not only serves as an attractive prospect for professionals, but helps you to address your organisation's skills gaps by upskilling both new and existing employees. It also underscores a company's commitment to fostering growth. Clear career progression paths and a culture of mentorship further help attract dedicated professionals.

This year, more than ever, employee wellbeing takes centre stage in talent attraction and retention strategies. Companies that prioritise work-life balance, mental health support, and flexible work arrangements stand out in a competitive market. A positive and inclusive workplace culture, where every individual feels valued and supported, significantly contributes to talent retention. And in the world of sales in particular, recognising and rewarding performance through transparent and merit-based incentive structures further motivates professionals, fostering a sense of loyalty and commitment.

Attracting top-tier talent is crucial for any company this year, and employer branding and employee value proposition are key components of this process. A strong online presence across multiple platforms, sharing insights into company culture, values, and success stories, can have a big impact on new and existing employees. By utilising social media and professional networks, you can make your company visible and appeal to proactive candidates seeking the best places to work. This is essential for positioning your company as an attractive employer in the competitive sales and marketing landscape that is 2024. "





# East Midlands

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Executive	£28,500	£34,000 ↘	£39,600	£35,400	£32,300	£35,700
Account Manager	£33,000	£36,700 ↗	£40,400	£35,900	£34,100	£38,500
Business Development Executive	£27,600	£31,000 ↗	£34,400	£28,500	£28,600	£32,500
Business Development Manager	£39,600	£44,500 ↗	£49,500	£43,000	£43,800	£46,700
Commercial Director	£81,800	£92,300 ↗	£102,700	£88,100	£79,200	£96,900
Communications Manager	£40,800	£43,400 ↘	£46,000	£49,200	£42,500	£45,500
Communications/PR Executive	£28,600	£31,100 ↗	£33,600	£28,100	£26,500	£32,700
Copywriter	£30,800	£33,100 ↘	£35,500	£34,100	£30,100	£34,800
CRM Executive	£28,100	£30,000 ↗	£31,900	£27,700	£25,500	£31,500
Digital Director	£73,700	£83,500 ↗	£93,300	£71,300	£64,500	£87,900
Digital Marketing Manager	£34,700	£38,000 ↘	£41,300	£43,700	£38,700	£39,800
Ecommerce Manager	£42,600	£46,800 ↗	£51,000	£45,300	£39,800	£49,100

↗ **8.7%** increase in Business Development Executive average salaries this year.

↘ **3.3%** decrease in Copywriter average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Graphic Designer	£28,100	£30,500 ↘	£32,900	£38,300	£28,200	£32,000
Marketing Director	£66,000	£75,700 ↗	£85,400	£72,000	£72,700	£79,600
Marketing Executive	£26,800	£28,900 ↗	£31,000	£27,400	£26,800	£30,300
Marketing Manager	£38,400	£42,200 ↘	£46,000	£43,000	£42,300	£44,300
Public Relations Manager	£38,900	£42,400 ↘	£46,000	£43,100	£40,600	£44,500
Sales Director	£71,300	£83,600 ↗	£95,800	£78,500	£76,700	£87,800
Sales Engineer	£38,000	£42,800 ↗	£47,700	£37,400	£35,300	£45,000
Sales Executive	£27,700	£33,300 ↘	£39,000	£33,400	£30,900	£35,000
Sales Manager	£40,600	£45,700 ↗	£50,900	£42,700	£43,400	£48,000
SEO/PPC Executive	£27,700	£31,100 ↘	£34,500	£31,700	£27,200	£32,700
Telesales Manager	£32,800	£37,700 ↗	£42,500	£32,800	£31,300	£39,600
UX/UI Designer	£48,400	£54,500 ↘	£60,700	£54,900	£48,600	£57,400

↗ **6.6%** increase in Sales Director average salaries this year.

↗ **15.7%** increase in Telesales Manager average salaries this year.

## Roles on the rise

### Account Manager

2022	£34,100
2023	£35,900
2024	£36,700

### Ecommerce Manager

2022	£39,800
2023	£45,300
2024	£46,800

### Sales Engineer

2022	£35,300
2023	£37,400
2024	£42,800



# 2.4%

salary growth  
versus 3.4% UK  
average growth

## Average salary in region vs UK inflation rate



# Regional insight

**Chris Willsher**  
Senior Regional Director, Reed



" In the ever-evolving marketing and sales landscape of the East Midlands, the job market reflects a dynamic interplay of opportunities and trends.

Notably, the region has seen a surge in demand for specialists in sustainable and ethical marketing. Companies are increasingly recognising the importance of aligning their strategies with environmental and social values. Professionals well-versed in green marketing, corporate social responsibility, and ethical consumerism are finding themselves at the forefront of this trend.

The technology sector in the East Midlands is also contributing to the emergence of roles in sales tech and automation. Companies are investing in cutting-edge

tools to streamline their sales processes, creating exciting new opportunities in these fields.

Amid these trends, several companies in the region have distinguished themselves for their innovative approaches to marketing and sales. From adopting data-driven strategies to leveraging AI for personalised customer experiences, these companies are setting benchmarks in the industry.

For those seeking new roles, a focus on acquiring skills in sustainable marketing, sales technology, and data analytics can prove advantageous. Networking within the region's burgeoning tech and marketing communities can also provide valuable insights and connections.

Companies aiming to attract and retain top talent in the East Midlands should emphasise their commitment to sustainability, showcase technological advancements in their operations, and foster a culture of innovation. Creating a workplace that values diversity and inclusion will further enhance their appeal to skilled professionals in the region.

Overall, the East Midlands' marketing and sales sectors are witnessing transformative trends, with a spotlight on sustainable marketing and sales technology. Jobseekers should align their skills with these emerging roles, while companies can distinguish themselves by embracing innovation and emphasising values that resonate with the evolving preferences of professionals in 2024. "



# London

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Executive	£47,500	£56,600 ↘	£65,700	£57,300	£54,200	£59,500
Account Manager	£38,800	£43,700 ↗	£48,700	£43,600	£42,000	£45,900
Business Development Executive	£30,000	£34,600 ↗	£39,100	£32,400	£32,400	£36,300
Business Development Manager	£45,200	£52,000 ↗	£58,800	£51,000	£49,100	£54,600
Commercial Director	£100,500	£117,500 ↘	£134,300	£118,500	£104,400	£123,400
Communications Manager	£55,700	£60,900 ↘	£66,200	£62,100	£61,500	£63,900
Communications/PR Executive	£37,300	£41,600 ↗	£45,900	£37,300	£38,200	£43,700
Copywriter	£40,000	£44,300 ↘	£48,500	£45,300	£43,400	£46,500
CRM Executive	£36,600	£40,100 ↗	£43,600	£36,800	£36,700	£42,100
Digital Director	£96,000	£111,800 ↗	£127,600	£94,800	£93,000	£117,600
Digital Marketing Manager	£46,700	£51,900 ↘	£57,100	£53,400	£50,000	£54,400
Ecommerce Manager	£55,500	£62,600 ↗	£69,700	£60,200	£57,300	£65,700

↘ **2% decrease in Communications Manager** average salaries this year.

↗ **9% increase in CRM Executive** average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Graphic Designer	£36,100	£41,400 ↗	£46,600	£41,200	£36,200	£43,500
Marketing Director	£85,900	£101,300 ↗	£116,700	£95,600	£104,900	£106,400
Marketing Executive	£30,900	£33,900 ↗	£36,900	£32,800	£31,900	£35,600
Marketing Manager	£49,500	£55,900 ↗	£62,200	£54,300	£52,600	£58,700
Public Relations Manager	£50,700	£56,800 ↘	£62,900	£57,200	£58,600	£59,600
Sales Director	£73,500	£93,500 ↘	£113,600	£95,000	£90,900	£98,100
Sales Engineer	£45,500	£49,500 ↗	£53,500	£49,300	£48,300	£51,900
Sales Executive	£30,000	£35,200 ↗	£40,400	£33,200	£33,600	£36,900
Sales Manager	£44,800	£51,800 ↗	£58,900	£50,700	£52,800	£54,400
SEO/PPC Executive	£36,100	£41,600 ↘	£47,200	£42,000	£39,200	£43,800
Telesales Manager	£40,300	£48,000 ↗	£55,600	£44,100	£41,200	£50,400
UX/UI Designer	£64,400	£74,200 ↗	£84,000	£72,800	£69,300	£78,000

↗ **5.4% increase in Marketing Director** average salaries this year.

↗ **9.5% increase in Telesales Manager** average salaries this year.

## Roles on the rise

### Business Development Manager

2022	£49,100
2023	£51,000
2024	£52,000

### Marketing Manager

2022	£52,600
2023	£54,300
2024	£55,900

### UX/UI Designer

2022	£69,300
2023	£72,800
2024	£74,200



# 2.9%

salary growth  
versus 3.4% UK  
average growth

## Average salary in region vs UK inflation rate



# Regional insight

**Alexandra Martin**

Senior Regional Director, Reed



In the bustling business landscape of London, the need for professionals with a profound understanding of digital marketing and data insights has become increasingly paramount. As the global hub for diverse industries, London's companies are navigating a dynamic marketplace where online presence and data-driven strategies are integral to success. Organisations are recognising the pivotal role that digital marketing plays in reaching and engaging audiences in an era dominated by online interactions. Because of this, candidates equipped with hands-on experience in digital marketing bring a valuable skill set to the table, allowing businesses to leverage the vast opportunities presented by the digital realm.

Businesses are actively seeking individuals who can not only execute digital campaigns

but also interpret and apply data analytics to refine strategies. The ability to derive meaningful insights from data sets is instrumental in optimising marketing efforts, enhancing customer experiences, and achieving measurable results.

For London to maintain its status as a global financial and commercial hub, companies across various sectors are actively expanding their operations and seeking to capitalise on emerging markets. This expansion will continue to fuel the need for skilled sales professionals who can drive revenue growth, foster client relationships, and navigate complex sales processes in 2024.

Additionally, the digital transformation sweeping through industries has intensified the demand for salespeople well-versed

in modern sales techniques. With the rise of eCommerce, online platforms, and digital marketing, businesses require sales professionals who can adeptly navigate the digital landscape, understand customer behaviours, and leverage technology to drive sales conversions.

In the competitive landscape of attracting talent, companies can set themselves apart by emphasising a commitment to employee wellbeing. Beyond traditional perks, fostering a workplace culture that prioritises work-life balance, mental health support, and flexible arrangements speaks to the holistic needs of professionals. This approach not only attracts top talent but also establishes a foundation for long-term employee satisfaction and loyalty, contributing to a resilient and thriving workforce. //

# External insight



**Hattie Pursell**

Content Marketing Manager, Guider

“ Guider typically works with learning and development departments, where a growing trend has been the rise in skills gaps, likely from pressures in job security and the introduction of AI changing the game for most roles. In 2024, I predict that more and more initiatives such as mentoring and coaching will be used to close skills gaps, particularly for upskilling in AI.

London is always changing, and the biggest challenge for 2024 will be resilience to inevitable change. To attract

and retain talent in the city, companies need to practice what they preach! If you offer opportunities to learn and develop for your clients, ensure your own workforce can learn and grow too. Work culture is considered more important than pay and benefits, so ensure you put enough effort into the culture too.

To stay ahead of your game this year, don't be afraid to be experimental. We tend to think we need to match our competition, but, especially in marketing, we need to be trialling new tactics and

content to see what works and doesn't work to set a new standard.

Generally, we've seen that soft skills are increasingly more important. 'Empathy', 'communication' and 'work-life balance' were some of the top skills within Guider's mentoring programmes in 2023, whereas in previous years, these wouldn't have been considered essential for leadership roles, which were entirely performance-focused. We believe this change is due to more adaptive mindsets and workplaces becoming more inclusive. ”





# North East

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Executive	£32,900	£37,100 ↘	£41,300	£38,600	£37,500	£38,800
Account Manager	£33,800	£37,900 ↗	£42,100	£34,800	£35,500	£39,800
Business Development Executive	£27,700	£31,800 ↗	£35,900	£29,500	£26,900	£33,400
Business Development Manager	£38,400	£44,600 ↗	£50,800	£39,000	£42,000	£46,800
Commercial Director	£78,700	£87,500 ↗	£96,300	£82,800	£75,800	£91,600
Communications Manager	£41,400	£45,000 ↗	£48,600	£43,600	£45,000	£47,300
Communications/PR Executive	£26,200	£28,900 ↗	£31,600	£25,300	£26,600	£30,400
Copywriter	£28,100	£30,800 ↗	£33,400	£30,700	£30,200	£32,400
CRM Executive	£25,800	£27,900 ↗	£30,000	£24,900	£25,500	£29,300
Digital Director	£67,400	£77,600 ↗	£87,800	£64,300	£64,600	£81,700
Digital Marketing Manager	£32,800	£41,300 ↗	£49,800	£37,500	£35,300	£43,400
Ecommerce Manager	£39,000	£43,500 ↗	£48,000	£40,800	£39,900	£45,700

↗ **6.2%** increase in Commercial Director average salaries this year.

↗ **11.8%** increase in CRM Executive average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Graphic Designer	£24,900	£27,800 ↗	£30,700	£27,600	£26,100	£29,200
Marketing Director	£60,400	£70,300 ↗	£80,300	£64,900	£72,900	£73,900
Marketing Executive	£26,000	£28,000 ↗	£30,000	£26,800	£26,900	£29,400
Marketing Manager	£36,600	£42,200 ↗	£47,800	£40,600	£36,500	£44,300
Public Relations Manager	£35,600	£39,400 ↗	£43,200	£38,800	£40,700	£41,400
Sales Director	£68,600	£79,300 ↗	£89,900	£73,800	£73,400	£83,000
Sales Engineer	£37,300	£40,700 ↗	£44,100	£36,700	£37,600	£42,700
Sales Executive	£26,400	£30,300 ↘	£34,200	£31,000	£31,700	£31,800
Sales Manager	£40,300	£45,400 ↗	£50,500	£40,500	£39,500	£47,700
SEO/PPC Executive	£25,400	£28,900 ↗	£32,500	£28,500	£27,200	£30,400
Telesales Manager	£31,600	£35,700 ↗	£39,900	£30,800	£30,000	£37,400
UX/UI Designer	£39,200	£44,100 ↘	£49,000	£46,900	£41,400	£46,400

↘ **6.8%** decrease in UX/UI Designer average salaries this year.

↗ **12.4%** increase in Sales Manager average salaries this year.

## Roles on the rise

### Commercial Director

2022	£75,800
2023	£82,800
2024	£87,500

### Graphic Designer

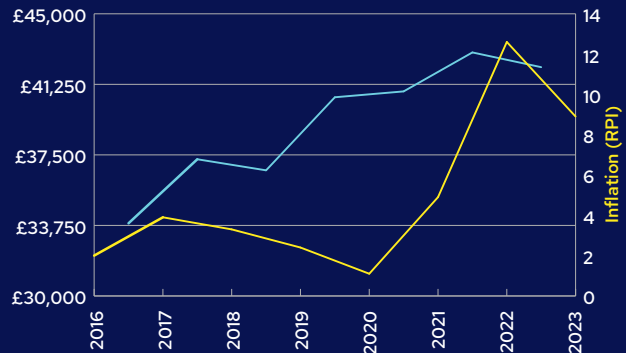
2022	£26,100
2023	£27,600
2024	£27,800

### Sales Director

2022	£73,400
2023	£73,800
2024	£79,300

↑  
**6.4%**  
salary growth  
versus 3.4% UK  
average growth

### Average salary in region vs UK inflation rate



# Regional insight

**Charlotte Willey**  
Senior Regional Manager, Reed



“ The marketing and sales landscape in the North East is undergoing notable shifts which will continue in 2024. The labour market reflects a dynamic environment, with an increasing demand for skilled professionals in these sectors. Companies are faced with the challenge of securing the right talent to stay competitive in an evolving marketplace.

Amid this, emerging trends indicate a growing emphasis on digital marketing and eCommerce, pushing companies to adapt swiftly to changing consumer behaviours. As a result, roles in data analytics, digital marketing strategy, and eCommerce management are becoming increasingly vital, presenting new opportunities for jobseekers in the region.

To navigate the evolving job market successfully, companies need to adopt innovative recruitment strategies. Building strong employer brands, offering competitive compensation packages, and investing in ongoing professional development can be key elements in attracting and retaining top talent.

For individuals seeking to advance their careers in sales and marketing, there are lots of tactics to think of. Continuous upskilling, staying abreast of industry trends, and cultivating a robust professional network are essential components. Companies, in turn, must foster environments that encourage skill development and provide pathways for career progression.

Collaboration between sales and marketing teams is more critical than ever. In an era where customer journeys are complex, aligning these two functions ensures a seamless and cohesive customer experience. Shared goals, transparent communication, and integrated strategies enhance overall business performance and drive sustained growth.

As we anticipate the unfolding trends in 2024, the synergy between marketing and sales will be a linchpin for success. The North East’s business landscape is poised for transformation, presenting both challenges and opportunities for those willing to embrace change and innovation as it happens. ”



# North West

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Executive	£28,100	£31,000 ↘	£33,900	£33,600	£34,100	£32,500
Account Manager	£31,900	£36,100 ↗	£40,300	£34,600	£34,600	£37,900
Business Development Executive	£26,800	£30,600 ↗	£34,500	£28,800	£28,600	£32,100
Business Development Manager	£38,300	£43,700 ↗	£49,000	£41,600	£42,400	£45,900
Commercial Director	£78,400	£88,700 ↘	£99,000	£90,900	£80,000	£93,100
Communications Manager	£43,900	£47,200 ↗	£50,500	£45,000	£44,000	£49,500
Communications/PR Executive	£27,600	£29,600 ↗	£31,600	£26,900	£26,500	£31,100
Copywriter	£27,000	£29,300 ↘	£31,500	£30,400	£28,200	£30,700
CRM Executive	£28,500	£30,700 ↗	£32,900	£25,900	£25,700	£32,200
Digital Director	£73,300	£83,000 ↗	£92,600	£69,000	£65,400	£87,300
Digital Marketing Manager	£40,200	£44,200 ↗	£48,200	£43,600	£41,600	£46,400
Ecommerce Manager	£46,100	£51,500 ↗	£57,000	£51,300	£43,600	£54,000

↘ **7.6%** decrease in Account Executive average salaries this year.

↗ **10.2%** increase in Communications/PR Executive average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Graphic Designer	£26,400	£29,200 ↗	£32,000	£28,900	£28,500	£30,600
Marketing Director	£73,400	£84,400 ↗	£95,300	£77,300	£79,400	£88,600
Marketing Executive	£26,600	£28,800 ↗	£30,900	£28,200	£26,300	£30,200
Marketing Manager	£39,200	£42,900 ↘	£46,600	£43,800	£42,100	£45,000
Public Relations Manager	£38,700	£42,100 ↗	£45,600	£41,700	£41,200	£44,200
Sales Director	£86,100	£94,900 ↗	£103,800	£93,400	£75,500	£99,700
Sales Engineer	£35,100	£39,400 ↗	£43,700	£36,000	£35,500	£41,400
Sales Executive	£26,200	£31,900 ↗	£37,700	£30,300	£30,500	£33,500
Sales Manager	£40,500	£45,900 ↗	£51,300	£43,700	£43,100	£48,200
SEO/PPC Executive	£27,600	£30,900 ↗	£34,300	£30,600	£27,600	£32,500
Telesales Manager	£31,400	£36,200 ↗	£41,000	£33,800	£31,600	£38,000
UX/UI Designer	£43,800	£50,200 ↘	£56,700	£50,600	£44,800	£52,700

↗ **9.6%** increase in Sales Engineer average salaries this year.

↗ **5.2%** increase in Sales Executive average salaries this year.



## Roles on the rise

### Account Manager

2022	£34,600
2023	£34,600
2024	£36,100

### Communications Manager

2022	£44,000
2023	£45,000
2024	£47,200

### Digital Director

2022	£65,400
2023	£69,000
2024	£83,000


  
**3.7%**
  
 salary growth
   
 versus 3.4% UK
   
 average growth

## Average salary in region vs UK inflation rate



# Regional insight

**Douglas Turkington**  
 Regional Director, Reed



// In 2024, it's likely that digital marketing will continue to evolve not just in the North West but across the UK, with a growing emphasis on data-driven strategies, personalised customer experiences, and the integration of emerging technologies like AI and augmented reality.

Marketing is a popular sector for people to work in, in the North West, and so the industry can be very competitive – not only for candidates going for roles, but the businesses recruiting too. To attract top talent, whether you are a marketing agency or business looking for marketing professionals, you should not only offer competitive salaries but also emphasise a positive workplace culture, opportunities for professional development, and a commitment to creativity and innovation.

This year, attracting marketing professionals may involve showcasing a commitment to sustainable and socially responsible practices, fostering a collaborative and inclusive work environment, and providing avenues for employees to contribute meaningfully to the company's success. Additionally, businesses can highlight their dedication to staying at the forefront of industry trends, ensuring that marketing professionals have the opportunity to work on cutting-edge campaigns and projects.

In sales, businesses often need to adapt to changing consumer behaviours and market dynamics. It is likely that trends such as omnichannel sales strategies, customer-centric approaches, and the integration of technology for more efficient processes will continue to shape the sector in 2024.

Companies in the North West have excelled in sales by adopting innovative sales techniques, using digital platforms, and prioritising customer relationships. Those companies that have people with the skills to utilise data analytics, artificial intelligence, and personalised engagement are likely to stay competitive.

In the North West the labour market is dynamic and competitive. To attract top sales professionals into their open roles, companies should not only offer attractive commission structures and incentives but also focus on creating a supportive, collaborative and trusting environment for driven sales professionals to flourish. The organisations that can demonstrate a clear path for career progression will win when attracting and importantly, retaining skilled sales personnel. //



# Northern Ireland

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Executive	£27,600	£32,100 ↘	£36,700	£37,900	£37,000	£33,600
Account Manager	£32,300	£39,200 ↘	£46,000	£48,300	£49,200	£41,100
Business Development Executive	£22,100	£25,400 ↘	£28,800	£25,700	£25,800	£26,600
Business Development Manager	£31,500	£36,400 ↘	£41,300	£38,100	£38,800	£38,000
Commercial Director	£65,900	£75,700 ↘	£85,500	£81,300	£74,800	£79,100
Communications Manager	£39,200	£43,100 ↘	£47,000	£45,800	£45,900	£45,100
Communications/PR Executive	£24,800	£27,700 ↗	£30,600	£26,600	£27,100	£29,000
Copywriter	£26,700	£29,500 ↘	£32,300	£32,300	£30,800	£30,800
CRM Executive	£24,400	£26,700 ↗	£29,000	£26,200	£26,100	£27,900
Digital Director	£63,900	£74,400 ↗	£84,900	£67,500	£66,000	£77,900
Digital Marketing Manager	£33,000	£36,800 ↘	£40,500	£39,900	£38,100	£38,500
Ecommerce Manager	£36,900	£41,700 ↘	£46,400	£42,900	£40,700	£43,600

↘ **6.9%** decrease in Commercial Director average salaries this year.

↗ **4.1%** increase in Communications/PR Executive average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Graphic Designer	£23,600	£26,700 ↘	£29,700	£28,900	£26,600	£27,900
Marketing Director	£57,200	£67,400 ↘	£77,600	£68,100	£74,400	£70,500
Marketing Executive	£22,100	£24,300 ↘	£26,400	£25,300	£24,700	£25,400
Marketing Manager	£34,200	£38,400 ↘	£42,600	£40,800	£40,100	£40,100
Public Relations Manager	£33,700	£37,800 ↘	£41,800	£40,800	£41,500	£39,500
Sales Director	£57,500	£68,600 ↘	£79,800	£72,500	£72,500	£71,700
Sales Engineer	£28,600	£32,500 ↗	£36,500	£32,100	£32,500	£34,000
Sales Executive	£21,700	£26,100 ↘	£30,600	£27,600	£28,000	£27,300
Sales Manager	£32,100	£36,800 ↘	£41,400	£38,100	£39,400	£38,500
SEO/PPC Executive	£24,000	£27,700 ↘	£31,400	£29,900	£27,800	£29,000
Telesales Manager	£26,400	£30,900 ↗	£35,400	£30,300	£29,600	£32,300
UX/UI Designer	£42,900	£49,600 ↘	£56,300	£52,500	£49,500	£51,900

↗ **1.2%** increase in Sales Engineer average salaries this year.

↗ **2%** increase in Telesales Manager average salaries this year.

## Roles on the rise

### CRM Executive

2022	£26,100
2023	£26,200
2024	£26,700

### Digital Director

2022	£66,000
2023	£67,500
2024	£74,400

### Telesales Manager

2022	£29,600
2023	£30,300
2024	£30,900


**4.3%** **salary decline**  
 versus 3.4% UK  
 average growth

## Average salary in region vs UK inflation rate



# Regional insight

**Paula Gallagher**  
 Executive Regional Manager, Reed



// The marketing and sales arenas in Northern Ireland have undergone distinctive shifts. Within the marketing sector, there is an apparent focus on adapting to digital strategies. To stay ahead of the curve, businesses are powering their marketing plans with data-driven insights, personalised content, and interactive platforms. The importance of online communities and the evolving dynamics of social media platforms have significantly influenced the need for those who can navigate the social realm. And those who do, need to be able to navigate changing algorithms and address privacy concerns while upholding a personalised approach.

Parallel to this, the sales market in the country has observed a shift towards more consultative and relationship-oriented methodologies – something that continues as traditional face-to-face selling flourishes more in 2024,

reaching a similar level to pre-pandemic. Economic uncertainties and shifts in consumer behaviour continue to pose challenges, necessitating sales experts to navigate a nuanced and evolving marketplace.

This year, the integration of artificial intelligence and automation into marketing and sales processes stands out as a potential avenue for efficiency gains, if businesses embrace the technology with open arms. And brands that authentically communicate their values, and demonstrate a commitment to community engagement, will continue to gain prominence. However, businesses must exercise caution, be mindful of ethical considerations, and ensure they are consistent in their approach.

For professionals navigating the marketing and sales sectors in Northern Ireland, adaptability

remains paramount. Staying abreast of international industry trends and honing digital skills are imperative. I would encourage those looking to embark on or change career to foster versatile skill sets that bridge the gap between marketing and sales functions, as employers increasingly value individuals with a comprehensive understanding of both fields.

The labour market in Northern Ireland for marketing and sales professionals remains competitive, with companies actively seeking candidates who demonstrate a blend of creativity, analytical acumen, and a nuanced understanding of regional market dynamics. Establishing inclusive workplace cultures and providing avenues for continuous learning are pivotal strategies for attracting and retaining top talent. //

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The screenshot shows the 'Interview question generator' interface. It is divided into two main sections: 'About the role' and 'Interview questions'.

**About the role:** This section contains four dropdown menus for 'JOB TITLE\*' (set to 'HR manager'), 'LEVEL OF SENIORITY\*' (set to 'Head of Department'), 'INDUSTRY\*' (set to 'Healthcare'), and 'Soft skills'. The 'Soft skills' section includes a list of skills: 'ADAPTABILITY', 'COLLABORATION', 'COMMERCIAL AWARENESS' (highlighted in green), and 'COMMUNICATION'.

**Interview questions:** This section displays four generated questions (Q1-Q4) with dotted lines for answers. The questions are: Q1: 'What motivated you to pursue a career in healthcare?'; Q2: 'How familiar are you with the current market trends in the healthcare industry?'; Q3: 'Can you describe a project you have led that required you to balance technical expertise with business acumen?'; Q4: 'How do you prioritise which projects to pursue based on their potential impact on the company's bottom line?'. The interface also includes a 'SHARE' button and social media icons for Facebook, LinkedIn, and Twitter.

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# Scotland

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Executive	£31,900	£37,100 ↘	£42,300	£40,700	£39,800	£39,000
Account Manager	£33,800	£39,400 ↗	£45,000	£36,500	£36,400	£41,400
Business Development Executive	£28,800	£32,600 ↗	£36,500	£29,200	£29,800	£34,200
Business Development Manager	£36,600	£43,300 ↗	£50,000	£43,200	£41,700	£45,400
Commercial Director	£76,400	£87,500 ↗	£98,600	£87,200	£80,500	£91,900
Communications Manager	£49,700	£55,400 ↗	£61,100	£47,300	£65,900	£58,200
Communications/PR Executive	£31,700	£34,500 ↗	£37,200	£32,700	£35,000	£36,300
Copywriter	£34,100	£36,700 ↘	£39,300	£39,800	£39,800	£38,500
CRM Executive	£31,200	£33,200 ↗	£35,300	£32,300	£33,700	£34,900
Digital Director	£81,700	£92,600 ↗	£103,400	£83,200	£85,200	£97,400
Digital Marketing Manager	£42,200	£45,700 ↘	£49,300	£49,100	£49,200	£48,000
Ecommerce Manager	£47,200	£51,900 ↘	£56,500	£52,800	£52,500	£54,500

↗ **11.4%** increase in Business Development Executive average salaries this year.

↘ **7.8%** decrease in Copywriter average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Graphic Designer	£30,200	£33,200 ↘	£36,200	£35,700	£34,300	£34,900
Marketing Director	£73,100	£83,900 —	£94,500	£83,900	£96,100	£88,100
Marketing Executive	£27,900	£30,300 ↗	£32,600	£29,000	£27,300	£31,800
Marketing Manager	£39,300	£43,600 ↘	£47,900	£45,000	£42,200	£45,700
Public Relations Manager	£43,100	£47,000 ↘	£50,900	£50,200	£53,700	£49,400
Sales Director	£66,500	£79,300 ↗	£92,000	£77,700	£78,000	£83,300
Sales Engineer	£35,200	£39,500 ↘	£43,700	£39,700	£35,500	£41,400
Sales Executive	£25,800	£30,100 ↘	£34,500	£33,500	£33,200	£31,500
Sales Manager	£39,500	£44,900 ↗	£50,300	£40,300	£40,800	£47,100
SEO/PPC Executive	£30,700	£34,500 ↘	£38,200	£36,900	£35,900	£36,300
Telesales Manager	£30,600	£35,700 ↗	£40,800	£32,500	£31,800	£37,500
UX/UI Designer	£52,800	£61,700 ↗	£70,700	£56,900	£68,900	£65,000

↗ **11.3%** increase in Sales Manager average salaries this year.

↗ **10.1%** increase in Telesales Manager average salaries this year.

## Roles on the rise

### Commercial Director

2022	£80,500
2023	£87,200
2024	£87,500

### Telesales Manager

2022	£31,800
2023	£32,500
2024	£35,700

↑  
**1.7%**  
salary growth  
versus 3.4% UK  
average growth

### Average salary in region vs UK inflation rate



## Regional insight

**Gillian Dolan**  
Regional Director, Reed



In Scotland, the sales and marketing sectors are experiencing dynamic shifts, reflecting broader trends in the industry. Emerging job roles in marketing include positions focused on digital transformation, such as digital marketing strategists and specialists in marketing automation. Additionally, roles related to data analytics and artificial intelligence are gaining prominence as companies seek to leverage technology for targeted and personalised marketing campaigns.

In the sales sector, roles emphasising consultative selling and customer relationship management (CRM) are becoming more prevalent, aligning with the trend towards relationship-driven sales approaches.

Across both sectors, employee value proposition (EVP) and employer brand play a crucial role in attracting and retaining talent in Scotland's competitive job market. Companies are increasingly recognising the

importance of having a compelling EVP that goes beyond traditional benefits. Factors such as a positive workplace culture, opportunities for professional development, flexible work arrangements, and a commitment to social and environmental responsibility are influential in attracting and retaining top talent.

To address skills gaps in the sector, companies need to invest in good training and upskilling programmes for new and existing employees. It may be that a potential candidate has all of the soft skills you require but not the hard skills, and by training them in the techniques they are lacking, you will not only be able to shape their skills to the needs of your business, but also have an employee who is loyal as a result of your investment in their development. Collaborating with educational institutions and industry associations can also be beneficial in nurturing a pipeline of skilled professionals. Additionally, companies can

explore partnerships with specialised training providers to address specific skill requirements, especially in rapidly evolving areas like digital marketing and sales technologies.

For professionals seeking roles in the sales and marketing sectors in Scotland, staying current with industry trends is essential. Continuous learning and upskilling in areas such as digital marketing tools, data analytics, and sales technologies enhance one's competitiveness. Networking within industry-specific events and engaging with professional communities can provide valuable insights and connections.

Because of the need for specialised talent in each of the sectors, headhunting plays a crucial role in the recruitment process. Partnering with reputable headhunters, like Reed, will allow you to access a pool of pre-screened and qualified candidates who are ready to hit the ground running. //



# South East

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Executive	£32,400	£36,400 ↘	£40,400	£36,800	£36,000	£38,200
Account Manager	£33,400	£37,600 ↗	£41,900	£36,300	£35,700	£39,400
Business Development Executive	£27,300	£31,200 ↗	£35,000	£30,300	£29,500	£32,700
Business Development Manager	£38,500	£44,100 ↗	£49,700	£43,300	£43,200	£46,300
Commercial Director	£80,600	£91,600 ↗	£102,600	£90,000	£82,200	£96,200
Communications Manager	£47,600	£52,400 ↗	£57,100	£49,500	£46,900	£55,000
Communications/PR Executive	£28,400	£31,600 ↗	£34,700	£29,900	£30,000	£33,200
Copywriter	£32,100	£35,300 ↘	£38,500	£37,000	£33,300	£37,000
CRM Executive	£28,400	£31,500 ↘	£34,500	£32,400	£31,000	£33,100
Digital Director	£74,600	£86,600 ↗	£98,600	£72,800	£69,400	£91,100
Digital Marketing Manager	£42,600	£46,800 ↗	£51,000	£45,800	£42,600	£49,100
Ecommerce Manager	£40,300	£46,400 ↘	£52,500	£49,200	£48,000	£48,700

↗ **6.2%** increase in Communications Manager average salaries this year.

↗ **19.9%** increase in Digital Director average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Graphic Designer	£28,800	£32,300 ↘	£35,700	£32,900	£29,800	£33,900
Marketing Director	£74,100	£81,500 ↗	£88,800	£69,000	£79,000	£85,600
Marketing Executive	£28,100	£30,500 ↗	£33,000	£29,600	£28,000	£32,000
Marketing Manager	£41,400	£45,800 ↗	£50,200	£45,200	£44,200	£48,100
Public Relations Manager	£41,900	£45,800 ↘	£49,600	£49,700	£42,800	£48,100
Sales Director	£70,500	£83,900 ↗	£97,300	£74,300	£79,500	£88,100
Sales Engineer	£35,600	£40,900 ↗	£46,200	£36,700	£36,400	£42,900
Sales Executive	£27,500	£32,900 ↗	£38,200	£32,600	£32,600	£34,500
Sales Manager	£39,500	£45,100 ↗	£50,600	£44,200	£43,500	£47,300
SEO/PPC Executive	£28,100	£32,300 —	£36,500	£32,300	£29,200	£34,000
Telesales Manager	£32,300	£37,400 ↗	£42,500	£33,500	£32,500	£39,300
UX/UI Designer	£51,200	£57,500 ↗	£63,700	£57,300	£49,100	£60,400

↗ **12.1%** increase in Sales Director average salaries this year.

↘ **9.1%** decrease in Public Relations Manager average salaries this year.

## Roles on the rise

### Account Manager

2022	£35,700
2023	£36,300
2024	£37,600

### Marketing Executive

2022	£28,000
2023	£29,600
2024	£30,500

### UX/UI Designer

2022	£49,100
2023	£57,300
2024	£57,500

↑  
**4.2%** salary growth  
versus 3.4% UK  
average growth

### Average salary in region vs UK inflation rate



# Regional insight

**Grant Rigler**  
Executive Regional Director, Reed



“ The sales sector in the South East has seen a push towards more relationship-driven approaches. The pandemic-induced shift towards remote work has prompted a re-evaluation of traditional sales tactics, emphasising the need for empathy and understanding in engaging clients. Despite this, the challenges of economic uncertainties and evolving consumer behaviours persist, requiring sales professionals to navigate a complex landscape, where the majority of people have less disposable income in 2024.

Digital, digital, digital – in the marketing industry, the pervasive influence of digitalisation continues to reshape strategies, from data-driven insight to immersive experiences designed to captivate and wow audiences. The rise of social media platforms and the ongoing importance of SEO have been pivotal in expanding online visibility –

and led the way for an increase in demand for professionals with SEO, content, digital and design experience.

In 2024, amid the challenges of the cost-of-living crisis, the collaboration between marketing and sales teams is paramount for success. Unified messaging becomes crucial in this scenario, ensuring that marketing campaigns and sales efforts resonate with the financial concerns and needs of individuals. Aligning strategies to provide solutions and value in the context of the crisis strengthens the overall impact.

Collaborative goal setting fosters unity between marketing and sales teams. Establishing shared goals, incentives, and recognition programmes creates a sense of cohesion. This approach encourages both teams to work towards common

objectives, reinforcing a collaborative spirit in addressing customer needs during challenging economic times.

For employers seeking to attract sales and marketing professionals in 2024, adopting out-of-the-box strategies can be a differentiator. Consider holistic wellbeing initiatives that go beyond traditional benefits. Offering financial wellness programmes, mental health support, and flexible work arrangements acknowledges the unique challenges professionals may face in the current economic climate, making your organisation stand out as an employer of choice. These initiatives not only attract top talent but also contribute to a positive and supportive workplace culture. ”





# South West

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Executive	£26,300	£29,000 <span>↔</span>	£31,600	£29,000	£30,700	£30,400
Account Manager	£32,300	£35,800 <span>↗</span>	£39,200	£35,700	£33,900	£37,600
Business Development Executive	£28,300	£32,200 <span>↗</span>	£36,100	£28,900	£28,700	£33,800
Business Development Manager	£38,500	£43,900 <span>↗</span>	£49,300	£41,100	£42,400	£46,100
Commercial Director	£77,600	£87,900 <span>↗</span>	£98,300	£86,400	£79,300	£92,300
Communications Manager	£42,700	£46,800 <span>↗</span>	£50,800	£45,000	£44,500	£49,100
Communications/PR Executive	£30,100	£32,600 <span>↗</span>	£35,100	£30,300	£28,300	£34,200
Copywriter	£31,200	£33,700 <span>↘</span>	£36,200	£35,100	£34,500	£35,400
CRM Executive	£28,600	£31,000 <span>↗</span>	£33,500	£26,200	£25,800	£32,600
Digital Director	£74,800	£86,400 <span>↗</span>	£98,100	£67,500	£65,400	£91,000
Digital Marketing Manager	£39,000	£43,400 <span>↗</span>	£47,700	£41,000	£40,500	£45,600
Ecommerce Manager	£43,200	£48,400 <span>↗</span>	£53,600	£42,900	£40,300	£50,800

↗ **6.6%** increase in Business Development Manager average salaries this year.

↗ **18.6%** increase in CRM Executive average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Graphic Designer	£30,600	£33,500 <span>↗</span>	£36,500	£31,200	£28,400	£35,200
Marketing Director	£66,900	£78,300 <span>↗</span>	£89,700	£68,100	£73,700	£82,300
Marketing Executive	£27,100	£29,300 <span>↗</span>	£31,500	£27,800	£27,100	£30,700
Marketing Manager	£39,700	£43,600 <span>↗</span>	£47,500	£41,300	£39,300	£45,800
Public Relations Manager	£39,500	£43,900 <span>↗</span>	£48,300	£40,800	£41,200	£46,100
Sales Director	£69,200	£78,100 <span>↗</span>	£87,000	£69,400	£75,700	£82,000
Sales Engineer	£36,000	£41,000 <span>↗</span>	£45,900	£36,700	£35,300	£43,100
Sales Executive	£27,700	£33,600 <span>↗</span>	£39,600	£31,600	£32,300	£35,300
Sales Manager	£39,400	£44,500 <span>↗</span>	£49,700	£42,900	£42,500	£46,700
SEO/PPC Executive	£28,100	£32,200 <span>↗</span>	£36,300	£30,000	£27,500	£33,900
Telesales Manager	£31,100	£35,900 <span>↗</span>	£40,700	£32,200	£31,300	£37,700
UX/UI Designer	£55,300	£61,100 <span>↗</span>	£66,800	£55,700	£52,300	£64,200

↗ **8.1%** increase in Graphic Designer average salaries this year.

↗ **7.5%** increase in Public Relations Manager average salaries this year.

## Roles on the rise

### Communications/PR Executive

2022	£28,300
2023	£30,300
2024	£32,600

### Ecommerce Manager

2022	£40,300
2023	£42,900
2024	£48,400

### Sales Engineer

2022	£35,300
2023	£36,700
2024	£41,000



# 8%

salary growth  
versus 3.4% UK  
average growth

## Average salary in region vs UK inflation rate



# Regional insight

**George Sofokleous**

Senior Regional Director, Reed



" In the realm of marketing, the region has seen a surge in experiential strategies, with businesses creatively engaging local audiences through immersive events and community-focused initiatives. From interactive pop-ups to regionalised influencer partnerships, the South West has embraced a dynamic approach to digital marketing that extends beyond online platforms. However, marketers face the challenge of maintaining authenticity in these experiences while addressing the growing demand for sustainable and locally-rooted practices.

In tandem, the sales market in the South West has witnessed a notable shift towards storytelling as a key sales strategy. The region's businesses are recognising the power of narrative in

connecting with customers on a stronger level – using thought leadership and how-to advice as a basis for conversations. Despite the potential for meaningful connections, navigating the balance between storytelling and transparent communication remains a challenge, requiring finesse and a genuine understanding of the local audience.

Opportunities for innovation are abundant for businesses willing to embrace the unique spirit of the South West. Integrating technology into experiential marketing endeavours and weaving authentic narratives into the sales process can set businesses apart. Brands that showcase a commitment to local communities and sustainability are resonating with consumers – something that will continue

into this year and beyond. However, businesses must remain vigilant, ensuring that their narratives align with the diverse values within the region and avoiding the pitfalls of cultural misalignment.

For professionals navigating the marketing and sales sectors in the South West, adaptability and cultural acumen take centre stage. Staying attuned to the region's distinct cultural and consumer trends is crucial. Networking within local communities and participating in regional events foster genuine connections. Professionals are encouraged to develop a keen understanding of the region's rich history and diverse communities, leveraging this knowledge to create marketing and sales strategies that resonate authentically. "



# Wales

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
<b>Account Executive</b>	<b>£30,700</b>	<b>£34,800</b> ↘	<b>£38,900</b>	<b>£37,000</b>	<b>£37,400</b>	<b>£36,500</b>
Account Manager	£31,000	£34,100 ↘	£37,200	£34,600	£35,400	£35,800
Business Development Executive	£26,000	£27,500 ↗	£29,000	£26,200	£31,500	£28,900
Business Development Manager	£36,500	£41,900 ↗	£47,300	£38,900	£39,900	£44,000
Commercial Director	£73,300	£82,000 ↗	£90,600	£79,400	£75,700	£86,100
Communications Manager	£42,000	£44,200 ↗	£46,400	£43,800	£44,600	£46,400
Communications/PR Executive	£26,600	£28,400 ↗	£30,200	£25,400	£26,300	£29,800
Copywriter	£28,600	£30,200 ↘	£31,900	£30,800	£29,900	£31,700
CRM Executive	£26,100	£27,300 ↗	£28,600	£25,000	£25,300	£28,600
<b>Digital Director</b>	<b>£68,500</b>	<b>£76,200</b> ↗	<b>£83,800</b>	<b>£64,500</b>	<b>£64,000</b>	<b>£80,100</b>
Digital Marketing Manager	£35,400	£37,600 ↘	£40,000	£38,100	£36,900	£39,400
Ecommerce Manager	£39,600	£42,700 ↗	£45,800	£41,000	£39,500	£44,800

↘ **5.9%** decrease in Account Executive average salaries this year.

↗ **18.3%** increase in Digital Director average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Graphic Designer	£25,300	£27,300 ↘	£29,300	£27,700	£25,800	£28,600
Marketing Director	£61,300	£69,000 ↗	£76,600	£65,100	£72,200	£72,400
<b>Marketing Executive</b>	<b>£26,600</b>	<b>£28,500</b> ↗	<b>£30,400</b>	<b>£27,100</b>	<b>£27,200</b>	<b>£29,900</b>
Marketing Manager	£38,600	£42,000 ↗	£45,300	£40,600	£40,000	£44,100
Public Relations Manager	£36,100	£38,700 ↘	£41,300	£39,000	£40,300	£40,600
Sales Director	£63,900	£74,200 ↗	£84,600	£70,800	£73,300	£77,900
<b>Sales Engineer</b>	<b>£31,800</b>	<b>£35,200</b> ↗	<b>£38,700</b>	<b>£31,300</b>	<b>£32,900</b>	<b>£37,000</b>
Sales Executive	£26,800	£32,500 ↗	£38,100	£32,200	£32,900	£34,100
Sales Manager	£36,000	£40,200 ↘	£44,400	£40,900	£39,400	£42,200
SEO/PPC Executive	£25,800	£28,400 ↘	£31,000	£28,600	£27,000	£29,800
Telesales Manager	£29,400	£33,500 ↗	£37,500	£29,600	£29,900	£35,200
UX/UI Designer	£46,000	£50,800 ↗	£55,600	£50,200	£47,900	£53,300

↗ **5.1%** increase in Marketing Executive average salaries this year.

↗ **11.9%** increase in Sales Engineer average salaries this year.

## Roles on the rise

### Ecommerce Manager

2022	£39,500
2023	£41,000
2024	£42,700

### Marketing Manager

2022	£40,000
2023	£40,600
2024	£42,000

### UX/UI Designer

2022	£47,900
2023	£50,200
2024	£50,800

↑  
**4%**  
salary growth  
versus 3.4% UK  
average growth

### Average salary in region vs UK inflation rate



## Regional insight

**Becky Hole**  
Senior Regional Director, Reed



Wales is no different to other areas of the UK when it comes to marketing and there is certainly a demand for professionals with digital expertise, particularly in areas like data analytics, SEO, Google advertising and social media management. With the rise of eCommerce, companies are seeking individuals who can navigate online platforms effectively and contribute to robust digital marketing strategies. Creative roles in content creation and storytelling also remain prominent as businesses strive to connect with audiences on a deeper level.

Similarly, in the sales sector, there is a growing emphasis on relationship-building through added value and consultative selling. With the Welsh business landscape becoming more diverse, sales professionals are finding success by tailoring their

approaches to individual client needs. Roles that involve understanding and leveraging technology for sales optimisation, such as CRM specialists and sales automation experts, are becoming increasingly relevant. Additionally, bilingual sales roles are in demand, reflecting the bilingual nature of the Welsh market.

To attract and retain top talent in both marketing and sales, businesses need to foster positive workplace cultures that prioritise professional development and wellbeing. Offering competitive salaries and benefits is essential, but companies can set themselves apart by providing opportunities for skill enhancement, mentoring and reverse-mentoring programmes, and a supportive environment that encourages innovation. Emphasising a commitment to

social and environmental responsibility will also resonate with professionals who seek purpose in their work.

In marketing, emerging job roles include those focused on data privacy and security, reflecting the increasing importance of protecting consumer information. Roles related to influencer marketing and community engagement are also on the rise as businesses recognise the value of authentic connections. In sales, roles in account-based marketing (ABM) are gaining prominence, requiring professionals who can strategically target and nurture high-value accounts.

For professionals seeking their next role in Wales, staying abreast of industry trends and continuously updating skills is crucial. "



# West Midlands

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Executive	£31,300	£36,000 <span>↗</span>	£40,700	£38,900	£34,500	£37,800
Account Manager	£33,900	£37,400 <span>↗</span>	£41,000	£38,400	£37,100	£39,200
Business Development Executive	£28,800	£32,200 <span>↘</span>	£35,700	£29,000	£28,400	£33,800
Business Development Manager	£40,000	£45,200 <span>↗</span>	£50,300	£45,000	£43,900	£47,400
Commercial Director	£85,000	£95,000 <span>↗</span>	£105,000	£93,800	£85,700	£99,700
Communications Manager	£46,800	£50,200 <span>↘</span>	£53,600	£46,700	£47,300	£52,700
Communications/PR Executive	£29,300	£33,300 <span>↗</span>	£37,400	£29,700	£28,700	£35,000
Copywriter	£34,100	£35,700 <span>↗</span>	£37,400	£30,800	£29,000	£37,500
CRM Executive	£29,400	£31,700 <span>↗</span>	£34,000	£27,700	£25,900	£33,300
Digital Director	£77,100	£88,300 <span>↗</span>	£99,400	£71,400	£65,500	£93,000
Digital Marketing Manager	£40,100	£44,200 <span>↗</span>	£48,300	£39,900	£38,900	£46,400
Ecommerce Manager	£50,600	£54,500 <span>↘</span>	£58,500	£44,100	£48,800	£57,300

↗ **6.2%** increase in Copywriter average salaries this year.

↗ **6.1%** increase in CRM Executive average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Graphic Designer	£29,200	£32,000 <span>↗</span>	£34,800	£29,000	£27,300	£33,600
Marketing Director	£71,100	£79,100 <span>↘</span>	£87,000	£73,300	£82,900	£83,000
Marketing Executive	£26,900	£28,900 <span>↗</span>	£30,900	£28,200	£27,100	£30,300
Marketing Manager	£41,800	£46,200 <span>↗</span>	£50,600	£43,200	£40,800	£48,500
Public Relations Manager	£40,700	£44,800 <span>↗</span>	£49,000	£43,200	£41,200	£47,100
Sales Director	£70,800	£80,400 <span>↗</span>	£90,000	£82,100	£82,300	£84,400
Sales Engineer	£35,700	£39,800 <span>↘</span>	£44,000	£36,700	£37,100	£41,800
Sales Executive	£27,700	£32,500 <span>↘</span>	£37,200	£31,300	£32,200	£34,100
Sales Manager	£41,600	£46,600 <span>↘</span>	£51,600	£44,300	£45,500	£48,900
SEO/PPC Executive	£29,000	£32,900 <span>↗</span>	£36,800	£31,700	£27,600	£34,700
Telesales Manager	£34,100	£38,800 <span>↗</span>	£43,500	£34,900	£33,900	£40,700
UX/UI Designer	£50,900	£61,000 <span>↗</span>	£71,200	£53,400	£46,400	£64,100

↘ **3.9%** decrease in Sales Executive average salaries this year.

↗ **16.5%** increase in UX/UI Designer average salaries this year.

## Roles on the rise

### Business Development Executive

2022	£28,400
2023	£29,000
2024	£32,200

### Copywriter

2022	£29,000
2023	£30,800
2024	£35,700

### Marketing Manager

2022	£40,800
2023	£43,200
2024	£46,200

↑  
**7.1%**  
salary growth  
versus 3.4% UK  
average growth

### Average salary in region vs UK inflation rate



# Regional insight

**Chris Willsher**  
Senior Regional Director, Reed



“ The marketing and sales sectors in the West Midlands are undergoing a transformative phase, shaped by a combination of economic factors and emerging trends. As of 2024, the job market in this region reflects a balance of challenges and opportunities, creating a landscape that demands adaptability from both jobseekers and employers.

One significant trend is the integration of artificial intelligence (AI) and automation in marketing and sales processes. Companies in the West Midlands are increasingly leveraging these technologies to enhance efficiency and gain a

competitive edge. So, both marketing and sales professionals with skills in AI, machine learning, and automation are finding themselves in high demand as organisations strive for innovation.

Moreover, the West Midlands is witnessing a surge in the demand for experts in experiential marketing. As consumer preferences evolve, companies are placing greater emphasis on creating immersive and memorable brand experiences. Individuals with a knack for designing and implementing experiential campaigns are becoming increasingly sought after in the region.

For those aiming to secure new roles, acquiring skills related to AI, automation, and experiential marketing can significantly enhance prospects. But from a company perspective, attracting and retaining top talent in the West Midlands requires a varied approach that goes beyond competitive compensation packages. Businesses should foster a culture of continuous learning and innovation and invest in developing employees to ensure their workforce remains equipped with the skills needed to navigate the ever-changing landscape of the marketing and sales sector. ”

# External insight



**Sarah Clark**

Strategy Director, McCann

" In 2024, the biggest challenges for organisations in the West Midlands will continue to be the cost-of-living crisis and economic downturn. With businesses under more pressure due to the slowdown, this will continue to be a challenge, balancing costs with growth to make sure the business is set up for success.

To attract and retain talent in this climate, companies should be making sure they are focusing on having a competitive offer, as well as making sure this competitiveness continues throughout employment. Employee wellbeing should always be at the forefront, so make sure this is considered

throughout and that once employed, people have the right support and opportunities to really excel in their careers.

In order to stay ahead of competitors, I think remote/hybrid working is a huge one for 2024. There are varied opinions on this, with some companies returning to full-time office work and others staying split. However, lots of data supports the benefit of offering remote/hybrid working, so I think companies that offer this will stay ahead of their competition.

This also ties into flexible working, as more businesses are offering four-day weeks, so

again, more employees will be looking for this and wanting this as a benefit.

Marketing is becoming more data driven, especially with the change and move to econometrics and longer-term success modelling. This means it is more important for those working in the marketing sector to be comfortable with numbers. People need a brief understanding of statistical modelling to be able to use this data within their marketing plans and to be able to pass this insight onto clients and stakeholders. "





# Yorkshire & Humberside

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Executive	£29,700	£33,000 <span>↗</span>	£36,400	£30,000	£27,200	£34,600
Account Manager	£32,000	£36,000 <span>↗</span>	£40,000	£33,600	£31,800	£37,800
Business Development Executive	£26,800	£30,500 <span>↗</span>	£34,100	£28,500	£27,000	£32,000
Business Development Manager	£38,300	£43,400 <span>↗</span>	£48,500	£42,500	£42,200	£45,600
Commercial Director	£78,900	£88,400 <span>↗</span>	£97,900	£87,300	£74,300	£92,800
Communications Manager	£43,700	£46,700 <span>↗</span>	£49,800	£40,200	£38,000	£49,100
Communications/PR Executive	£27,600	£29,700 <span>↗</span>	£31,900	£26,700	£26,100	£31,200
Copywriter	£29,600	£31,700 <span>↘</span>	£33,800	£32,400	£29,700	£33,200
CRM Executive	£27,100	£28,700 <span>↗</span>	£30,300	£26,300	£25,100	£30,100
Digital Director	£71,000	£79,900 <span>↗</span>	£88,700	£67,900	£63,600	£83,900
Digital Marketing Manager	£39,100	£42,800 <span>↗</span>	£46,400	£41,200	£40,300	£44,900
Ecommerce Manager	£41,700	£46,300 <span>↘</span>	£50,900	£50,800	£45,800	£48,500

↗ **7.5%** increase in Account Manager average salaries this year.

↗ **8%** increase in Digital Director average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Graphic Designer	£26,300	£29,200 <span>↗</span>	£32,100	£28,400	£27,200	£30,600
Marketing Director	£63,600	£72,400 <span>↗</span>	£81,200	£68,500	£71,800	£75,900
Marketing Executive	£25,900	£28,000 <span>↗</span>	£30,100	£27,400	£25,900	£29,400
Marketing Manager	£37,800	£41,500 <span>↗</span>	£45,100	£41,100	£39,700	£43,500
Public Relations Manager	£37,500	£40,600 <span>↘</span>	£43,700	£41,000	£40,100	£42,600
Sales Director	£68,700	£80,100 <span>↗</span>	£91,400	£77,800	£71,900	£84,100
Sales Engineer	£35,400	£39,700 <span>↗</span>	£43,900	£35,400	£36,100	£41,700
Sales Executive	£26,800	£31,800 <span>↘</span>	£36,700	£33,600	£30,300	£33,400
Sales Manager	£39,900	£44,500 <span>↗</span>	£49,200	£43,200	£41,400	£46,700
SEO/PPC Executive	£26,700	£29,800 <span>↘</span>	£32,800	£30,100	£26,800	£31,300
Telesales Manager	£31,600	£36,100 <span>↗</span>	£40,600	£32,500	£29,400	£37,900
UX/UI Designer	£44,000	£49,400 <span>↘</span>	£54,800	£57,700	£47,900	£51,800

↗ **11.9%** increase in Sales Engineer average salaries this year.

↘ **9.8%** decrease in Ecommerce Manager average salaries this year.



## Roles on the rise

### Digital Marketing Manager

2022	£40,300
2023	£41,200
2024	£42,800

### Marketing Executive

2022	£25,900
2023	£27,400
2024	£28,000

### Sales Manager

2022	£41,400
2023	£43,200
2024	£44,500

↑  
**3.4%**  
salary growth  
versus 3.4% UK  
average growth

### Average salary in region vs UK inflation rate



# Regional insight

**Helen Barber**  
Executive Regional Manager, Reed



“ In Yorkshire and Humberside, companies are often looking for marketing professionals with a strong grasp of digital channels, data analytics, and the ability to create compelling online content – with strong knowledge of SEO. Additionally, there is a growing interest in local community engagement and strategies that resonate with the unique characteristics of the region.

Businesses and agencies in the region typically seek a combination of creativity, adaptability, and a results-driven mindset when looking for marketing professionals. Those who can demonstrate a track record of successful campaigns, an understanding of the local market, and proficiency in leveraging digital tools are the most likely to be successful when looking for work in the sector. The ability to integrate data-driven insights into marketing strategies is also

increasingly important, reflecting a broader industry trend.

Sales developments in the area align with broader industry shifts, such as an increased focus on relationship-building, consultative selling, and the integration of technology into sales processes. Companies often look for sales professionals with strong communication skills, a deep understanding of the local market, and the ability to adapt their approach to individual client needs.

When recruiting sales professionals, companies in the region typically seek candidates who can demonstrate a track record of achieving sales targets, building and maintaining client relationships, and effectively navigating the sales process. The ability to confidently use technology, such as CRM systems like HubSpot and

Salesforce, for sales optimisation is valued. Additionally, local market knowledge and an understanding of the region’s business landscape can be important assets.

Marketing and sales can be extremely competitive industries to recruit for, the world of talent acquisition is changing, and companies need to realise that offering the best salary is now not the only deciding factor for those choosing whether to accept a new role. Companies must work hard to sell themselves to potential employees, just as employees work hard to sell themselves to employers. As an organisation clearly showcasing employee rewards, your company culture, commitment to development and training, values and approach to environmental and societal issues, could give you the competitive edge – helping with both your attraction and retention strategy. //

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