



SALARY SURVEY

*survey from 781 respondents

INTRODUCTION

Over 60% of B2B marketers say they will move jobs in the next 12 months if the next career opportunity doesn't happen within their company.

In our second Salary Survey for B2B marketers, we're going to take a look at what B2B marketers are paid, as well as benchmark that data against other factors like gender, location, specialism, skills, and sectors.

HOW SHOULD YOU USE THIS SALARY SURVEY?

If you're a B2B marketer, it will help you compare your salary to your peers - helping you negotiate your salary in the future.

Or, if you decide it's time to look for a new B2B marketing job, then it can give you a useful guide of what your salary should be.

If you're someone that manages marketers, or someone responsible for hiring marketers (HR, CEO) then not only will it help you make sure that your current marketers are paid fairly.

But it will also help you understand what the B2B marketers of today value so that you can build a package to attract and retain the best people.

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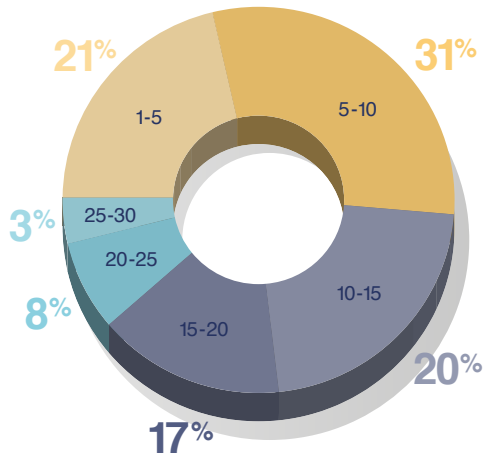
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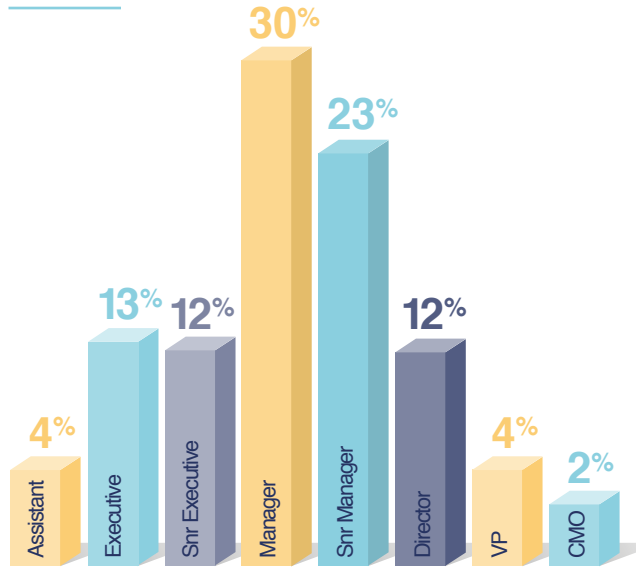
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OUR RESPONDENTS

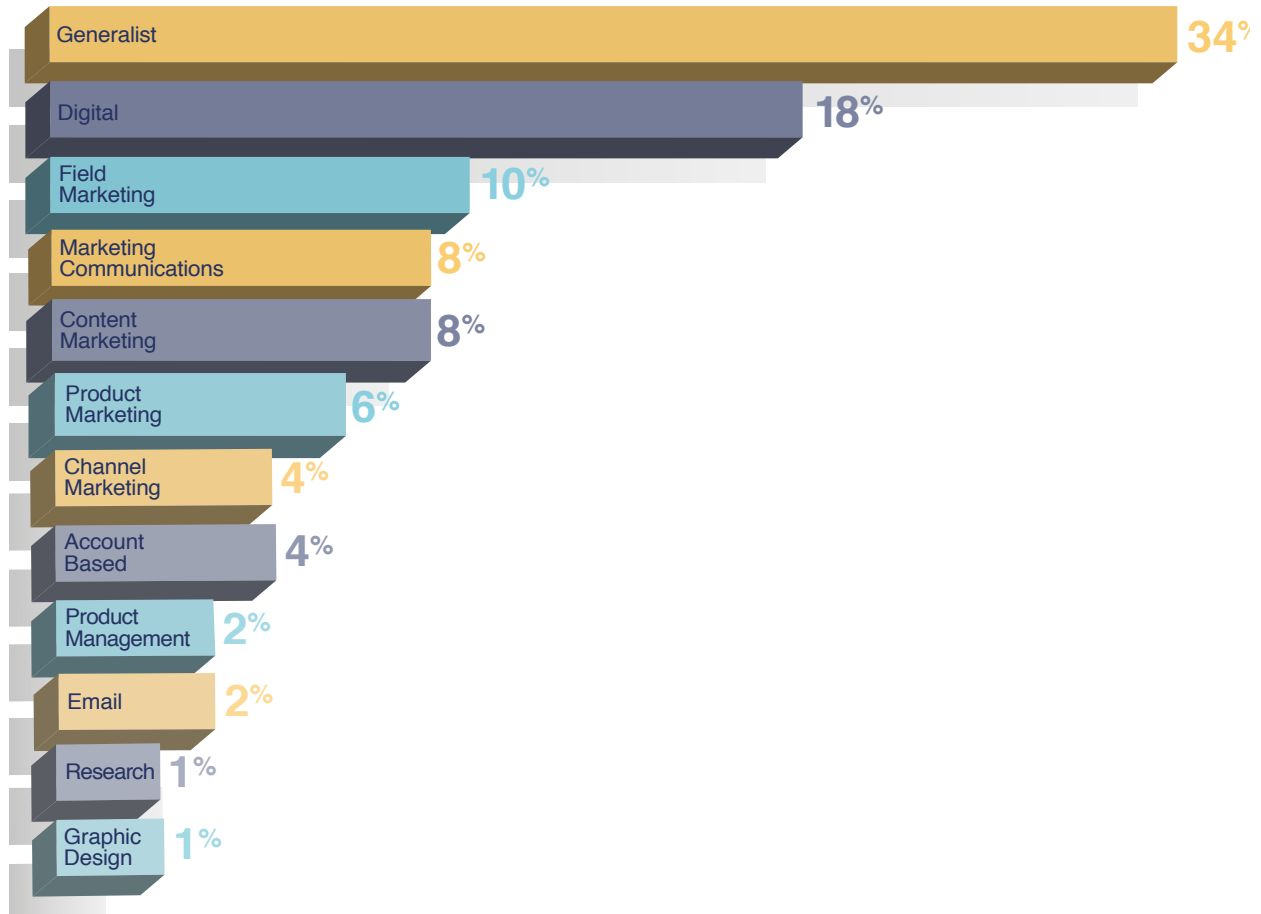
YEARS IN MARKETING



LEVEL



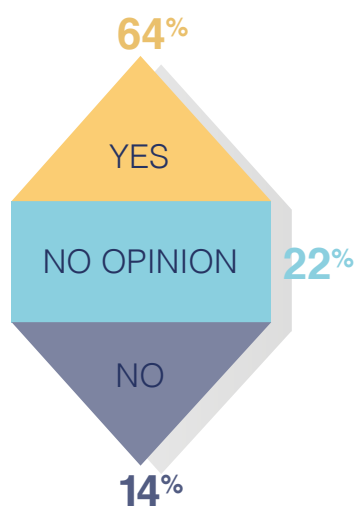
SPECIALISMS



HOW HAPPY ARE B2B MARKETERS?

With an average salary growth of 6% compared to our 2018 Salary Survey, it appears it's an excellent time to be a B2B marketer.

But employers must not become complacent, with 64% of marketers saying they will move jobs in the next 12 months if the next career opportunity doesn't happen within their company.



Coupled with this, just over half of respondents felt their company didn't have a clear organisational structure and career development pathway.

Arguably, retaining the best talent will be a significant challenge for employers in 2019 and beyond as the job market continues to remain buoyant.

However, there was an overwhelming response in favour (3 times) of marketers generally saying they enjoy going into work.

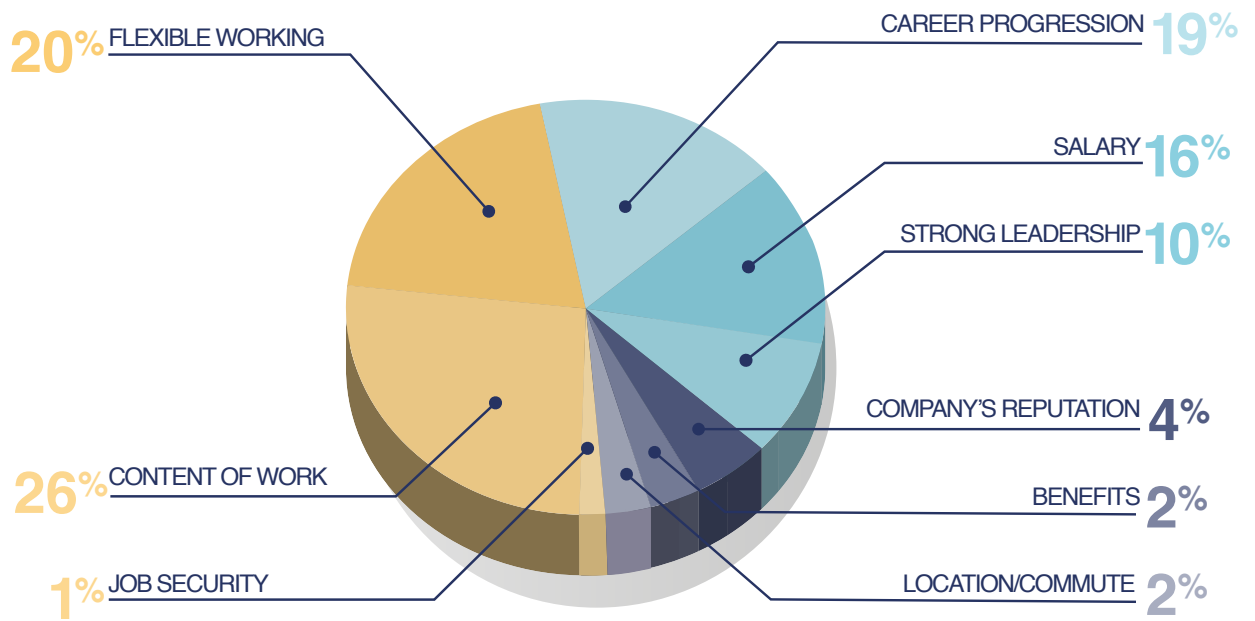
At a higher level, 71% said they understand the company's goals, which is a vital part of any marketer, or employee for that matter, feeling like they're a part of something bigger.

Other figures to suggest marketers are generally happy these days, is that 52% feel they have the opportunity to develop themselves beyond their role and 68% saying their knowledge and skills are fully used in their job.

It seems to have a goal and being part of a bigger purpose, as well as being able to use your skills fully and having those skills stretched over time, are all ingredients to a B2B marketers day to day happiness.

WHAT'S MOST IMPORTANT TO JOB SATISFACTION?

Rather than being happy generally, here we asked our respondents what they believe the most crucial factor is to their job satisfaction.



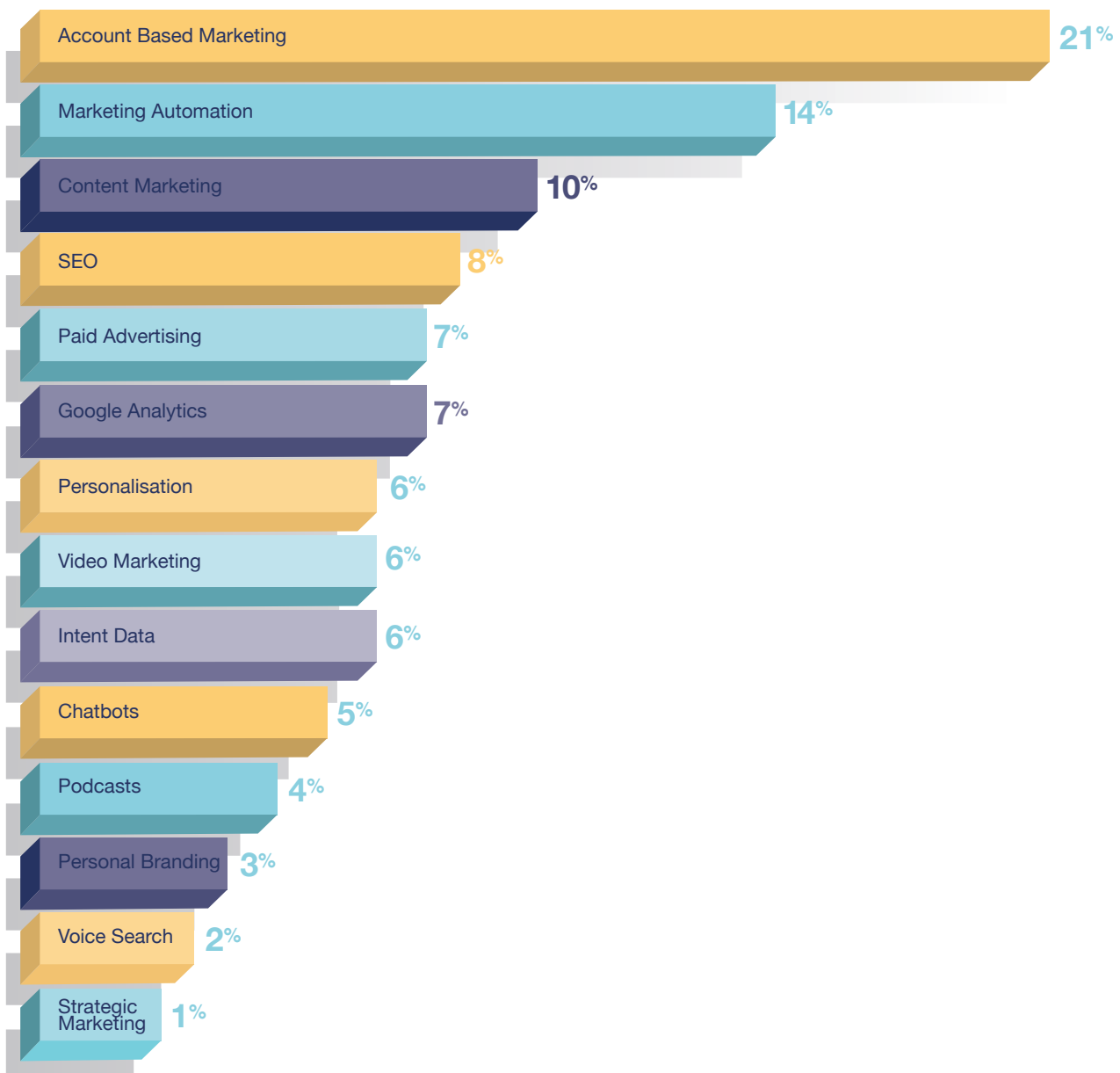
WHAT DO B2B MARKETERS IN 2019 WANT TO LEARN ABOUT?

Since we started Market Recruitment in 2012, we've noticed a significant shift in the role of a B2B marketer.

And digital, technology and data will continue to drive further change.

So, it's essential for any marketer wanting to continue to make an impact on their job to invest in self-learning, taking further qualifications, and attending industry-leading events.

And in 2019 our surveyed marketers want to learn about;



‘Over the past year we’ve seen a real shift with more marketing teams wanting to use ABM as the growth engine for their business. It also brings them closer to both their customers and sales counterparts so it’s a win win!’



Gemma Telford
Group Business Director MomentumABM

‘It’s great to see this snapshot of what B2B marketers are interested in - this industry is more dynamic and fast moving than ever before, and its never been more important for marketers to constantly reappraise their skillsets in order to maximise their opportunities for future development and career progression. ABM and marketing automation are clearly the standout areas of interest based on this list - the former is still very much emerging in terms of its role in relevance for B2B companies, whilst the other is a fundamental but still a pain point for many brands. And this shows that the biggest opportunities aren’t always to be found in what’s new - what’s relevant is more important.’



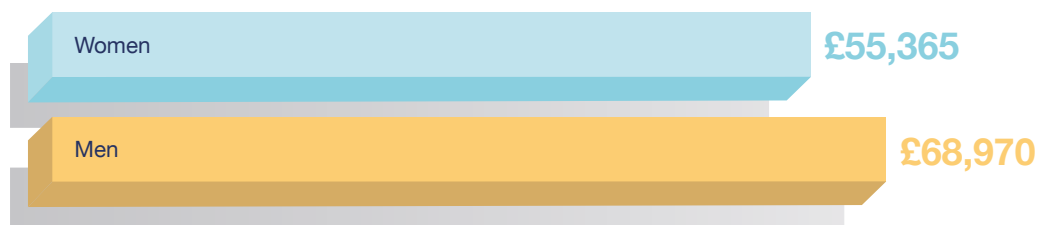
Joel Harrison
Editor in Chief of B2B Marketing

DOES GENDER AFFECT YOUR PAY?

Sadly, according to the ONS, there's currently a gender pay gap in the UK of 8.6%.

And if anyone should feel aggrieved with our Salary Survey, then it's women.

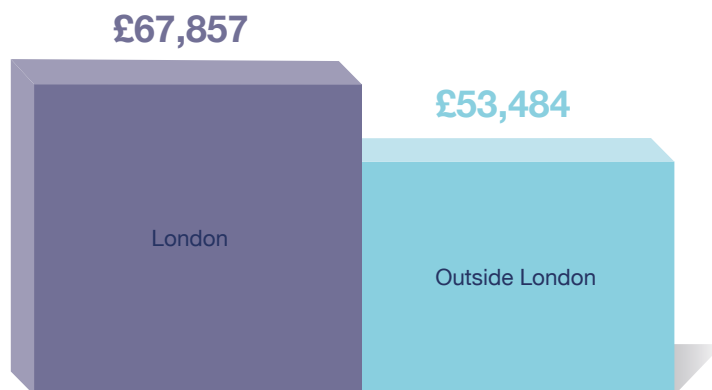
Because, from our survey pool, there's an apparent discrepancy between the average salaries of men and women.



LONDON V SOUTH EAST

Ok, we all know that houses are more expensive in London, but is that the same with B2B marketers?

Well...yes.



GENERALISTS V SPECIALISTS

It's always a debate for B2B marketers - 'am I better to specialise or be a generalist?'

And typically it's not with the view of, can I earn more by doing X? You'll generally vie one way or another down to what you enjoy and where your talents lie.

From our experience, you can often start life as a specialist, and then as you become more senior, you become more of a generalist.

So that may be the reason why generalists earn more.



BIG COMPANIES V STARTUPS & SMB'S

We've defined big companies as those that employ over 250 people.

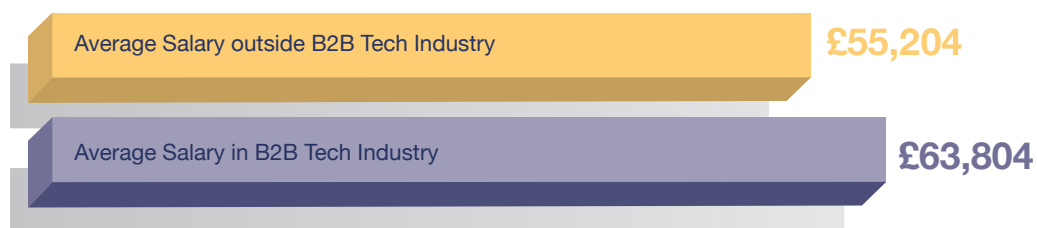
And it seems that it does pay to work for larger companies.



TECHNOLOGY INDUSTRY V OTHER B2B SECTORS

As a business, we tend to do most of our work in the B2B Tech sector. We personally find it more exciting, and we also believe that leaders within the Tech industry value marketing more.

So that may be the reason why generalists earn more.



ARE MARKETERS WHO USE MARKETING AUTOMATION PAID MORE?

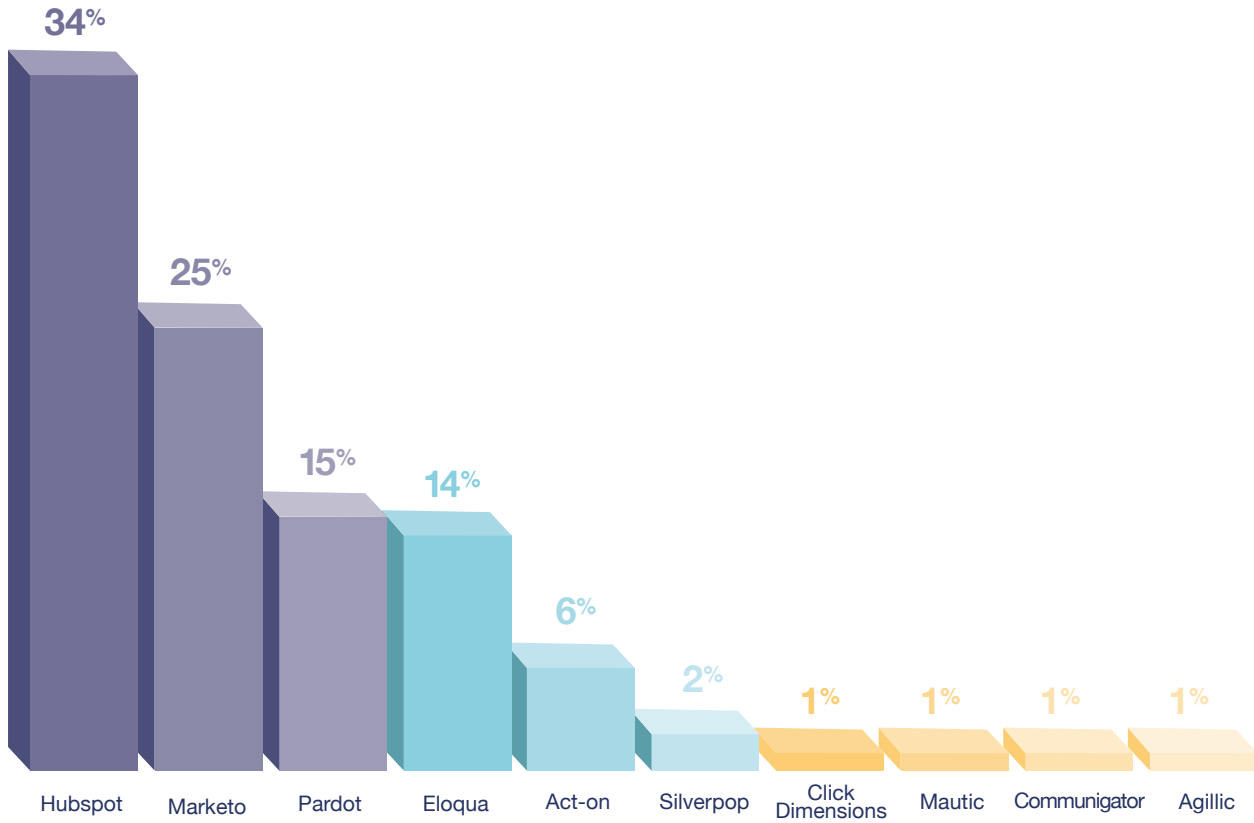
Should you or shouldn't you? It's a question a lot of B2B marketers ask themselves when it comes to marketing automation.

Because, of course, it takes time to master it, and these things don't come cheap. But if you can offset that investment with a higher return of qualified leads with the added ability to be able to attribute spend to tactics - all in one platform - it's a convincing argument.

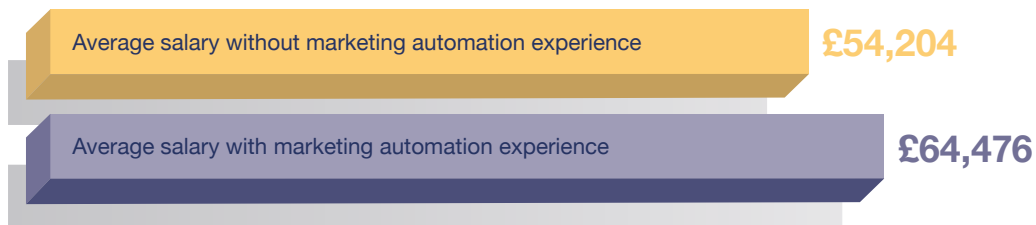
And when it comes to recruitment, we see more and more briefs with the words, 'must have used marketing automation..'

And it seems more people are starting to use marketing technology in their roles with 73% saying they are doing so and 27% of people saying they aren't.

BUT WHAT SOLUTIONS ARE THEY USING?



AND IF SOMEONE IS USING THESE SOLUTIONS, DO THEY EARN MORE ON AVERAGE?

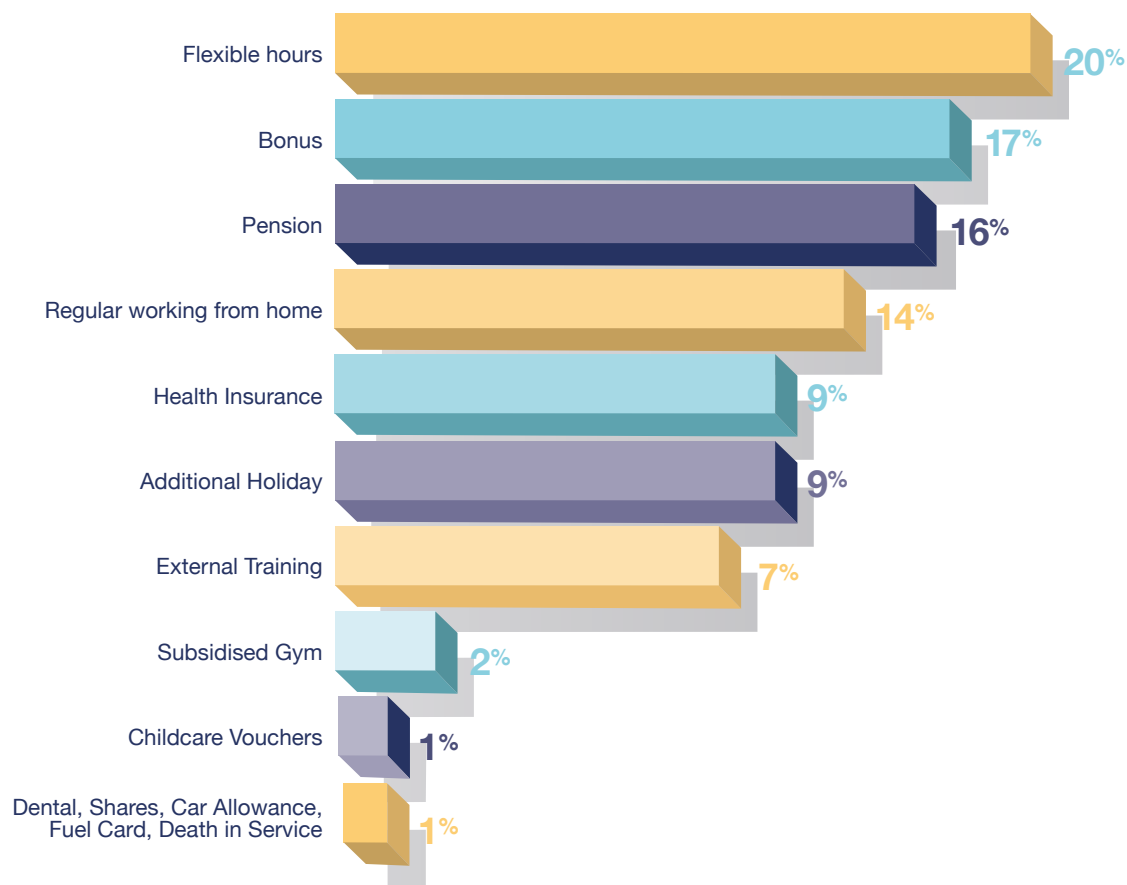


WHAT BENEFITS ARE B2B MARKETERS INTERESTED IN?

It would be a lie to say that B2B marketers are solely interested in salary.

Yes, it helps pay the bills. But most marketers could quickly get a raise on their salary if they moved jobs.

It comes down to other things...



SHOULD YOU PAY YOUR B2B MARKETER A BONUS?

In short, yes!

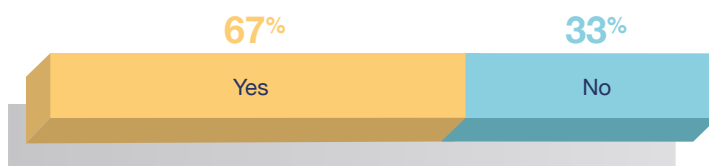
Not only do they value it, but any B2B marketer worth their salt will be generating revenue for your business.

Why not link their objectives to MQL's?

Everybody loves to be rewarded for their work, and with the proliferation of marketing automation, it's even easier to see when a prospect first interacted with your business.

Plus, a bonus is easier to do than flexible working.

HOW MANY B2B MARKETERS GET A BONUS?



WHAT IS THE AVERAGE BONUS?

14.6% of their basic salary

The rise of working from home

Not only is work changing, but how we do our work is changing also.

And that's certainly apparent when it comes to working from home.

Gone are the days when we need to be tied to a desk.

Technology is enabling us to work from anywhere.

However, it really is a black and white issue.

Some companies will either allow it or not.

CAN YOU REGULARLY WORK FROM HOME?



And of those people who work from home, the average they do so in a given week is 2.4 days.

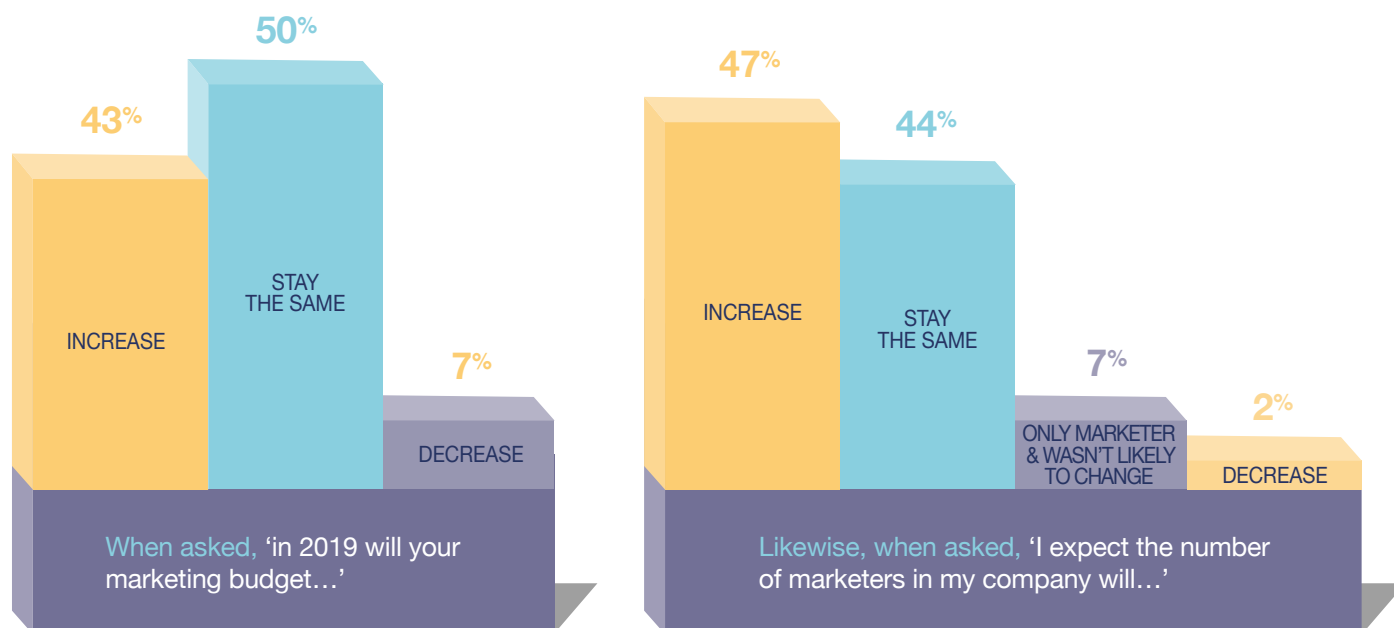
WHERE ARE WE HEADING?

Where are we heading?

We live in uncertain times. Brexit, trade protectionism, political unrest, reduced investment, to name a few.

And that can all weigh on business confidence.

Yet our survey suggests there's room for optimism...



JOBS	SALARY BRACKET (MODE)	MEDIAN SALARY
Generalist (mix of activities and predominantly demand generation focussed)		
CMO	£150,000 - £160,000	£153,000
VP	£120,000 - £130,000	£128,000
Director	£90,000 - £100,000	£99,000
Head of Marketing	£70,000 - £80,000	£74,000
Senior Manager	£60,000 - £70,000	£68,000
Manager	£50,000 - £60,000	£53,000
Senior Executive	£30,000 - £40,000	£38,000
Executive	£20,000 - £30,000	£29,000
Assistant	£20,000 - £30,000	£25,000
Marketing Communications		
VP	£110,000 - £120,000	£116,000
Director	£80,000 - £90,000	£98,000
Senior Manager	£60,000 - £70,000	£67,000
Manager	£40,000 - £50,000	£48,000
Senior Executive	£30,000 - £40,000	£33,000
Executive	£20,000 - £30,000	£28,000
Assistant	£20,000 - £30,000	£23,000
Digital Marketing		
Director	£100,000 - £110,000	£102,000
Senior Manager	£80,000 - £90,000	£87,000
Manager	£50,000 - £60,000	£56,000
Senior Executive	£30,000 - £40,000	£38,000
Executive	£30,000 - £40,000	£32,000
Assistant	£20,000 - £30,000	£26,000
Content Marketing		
Director	£90,000 - £100,000	£96,000
Senior Manager	£70,000 - £80,000	£78,000
Manager	£50,000 - £60,000	£57,000
Senior Executive	£30,000 - £40,000	£37,000
Executive	£20,000 - £30,000	£28,000
Assistant	£20,000 - £30,000	£25,000
Email Marketing		
Director	No data	No data
Senior Manager	£50,000 - £60,000	£57,000
Manager	£40,000 - £50,000	£48,000
Senior Executive	£30,000 - £40,000	£36,000
Executive	£20,000 - £30,000	£27,000
Assistant	No data	No data
Channel Marketing		
VP	No data	No data
Director	£100,000 - £110,000	£104,000
Senior Manager	£70,000 - £80,000	£78,000
Manager	£60,000 - £70,000	£62,000
Senior Executive	£30,000 - £40,000	£37,000
Executive	£20,000 - £30,000	£28,000
Assistant	No data	No data
Product Marketing		
VP	£120,000 - £130,000	£128,000
Director	£100,000 - £110,000	£106,000
Senior Manager	£80,000 - £90,000	£88,000
Manager	£70,000 - £80,000	£73,000
Executive	£30,000 - £40,000	£38,000
Assistant	No data	No data
Product Management		
VP	£100,000 - £110,000	£107,000
Director	£90,000 - £100,000	£96,000
Senior Manager	£60,000 - £70,000	£68,000
Manager	£50,000 - £60,000	£57,000
Executive	£40,000 - £50,000	£42,000
Assistant	No data	No data
Graphic Design		
Director	No data	No data
Senior Manager	£40,000 - £50,000	£57,000
Manager	£40,000 - £50,000	£44,000
Senior Executive	£30,000 - £40,000	£37,000
Executive	£20,000 - £30,000	£28,000
Assistant	£10,000 - £20,000	£21,000

ABOUT MARKET RECRUITMENT

Established over 8 years ago, we're obsessed with connecting ambitious B2B Technology businesses with ROI-focussed marketers to ignite growth and happiness.

From our strategic locations in London and Reading, we serve a variety of clients from Startups having just raised some seed funding to large global B2B Tech brands.

And the roles we recruit for vary in level from entry level graduate jobs through to CMO positions and everything in between.

WHAT CAN WE DO FOR YOU?

- The recruiters delivering our service will have over 20 years experience in recruitment and be up to speed on the latest B2B marketing trends so we can represent you effectively
- We can help you construct an innovative recruitment process that attracts the best talent but saves you time
- We produce content to help you at every stage of hiring into your team or to help you when looking for a new job
- Through our Podcast and Video channel, our network within the B2B marketing space is extensive meaning we can help you quickly

INTERESTED TO FIND OUT MORE?

Go to www.market-recruitment.co.uk to find out more about our business

Check out our [Podcast](#)

Watch our [Videos](#)

Give us a call on [0203 962 1618](tel:02039621618)

Or [Book a Call](#)

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